

Faculty Profile

Name: **Debajani Sahoo**
Designation: Assistant Professor
Teaching Areas: Customer Relationship Management
Service Marketing, Marketing Research
Marketing Management
Research Interests: Customer Equity
Customer Satisfaction
Customer loyalty
Education: Ph.D., Utkal University, Orissa, 2009
Pre- doctoral (M Phil), Utkal University, Orissa, 2006
MBA, Berhampur University, 2003



Professional Experience (7 Years)

1. Since 2010 : IFHE, IBS Hyderabad as Assistant Professor(Marketing & Strategy)
2. 2008 - 2010: Vel's University, Pallavaram, Chennai as Assistant Professor(Marketing)
3. 2005 - 2008: IIM Ahmedabad, India, as Academic Associate(Marketing)
4. 2005- 2005 : Icfai National College, Cuttack, Orissa, India, as Research Associate(Marketing)

Research/Selected Publications

1. Debajani Sahoo," CRM Practices in Indian Star Hotels," Book published by Lambert Academic Publishing, Deutschland(Amazon Distribution) , ISBN:978-3-8465-1009-4 ,PP 1-298 .
2. Sahoo, D., "Integrating CRM in Hotel Operations-A Comparative Study by Cross Case Analysis," *Vilakshan-XIMB Journal of Management*, (8:2), 2011, pp 57-70.
3. Debajani Sahoo and Shreya Garg(2012)," Buying Motives in the purchase of Cadbury Chocolate among Young Indians", *Romanian Journal of Marketing*(ISSN 1824-2454)Vol.NoRRM4/2012,Oct-Dec Issue.
4. Debajani Sahoo,Abhilash Poonam and Balaji Makkam(2011)" Kano Based Segmentation of Young Indian Fast food consumers",*Journal of Targeting Measurement and Analysis for Marketing* ,Macmillan Publishers,PP1-11.
5. Sahoo, D., "A Study on Quality of Working Life as a Work Force Management Tool," *NICE Journal of Business*, (6:1), 2011, pp 75-85.