



# Dr. Saumya Dixit

## Assistant Professor

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### Consumer Behavior

#### Teaching

HS461 Consumer Behavior Aug 2019, Aug 2020, Aug 2021, Aug 2022

HS304 Organizational Management Feb 2020, Aug 2020, Feb 2021, Aug 2021, Feb 2022

HS623 Advanced Social Psychology Feb 2020

DP 301P ISTP Feb 2021, Feb 2022

#### Research

Consumer Behavior

Technology Adoption and usage


#### Publications

- Anjali Pathania, Saumya Dixit, Anantjyoti Badgaiyan (under revision), "Online review framing style, consumption contexts and adoption intention: The mediating role of herding and mindfulness", International Journal of Consumer Studies (Wiley-Blackwell Publishing Ltd)
- Sabita Dutta, Saumya Dixit, Arpita Khare (under revision) "VR experience and adoption in post COVID-19 tourism: Evidences based on grounded theory approach", Qualitative Market Research (Emerald Publishing)
- Manu Jain, Saumya Dixit, Amit Shukla (2022), "Role of e-service quality, brand commitment and e WOM trust on e-WOM intentions of millennials", The International Review of Retail, Distribution and Consumer Research, pp. 1-21 (Taylor & Francis).
- Anjali Pathania, Saumya Dixit (accepted for publication), Gowhar Rasool, "Are online reviews the new shepherd? –Examining herd behaviour in wearable technology adoption for personal healthcare", Journal of Marketing Communication (Taylor and




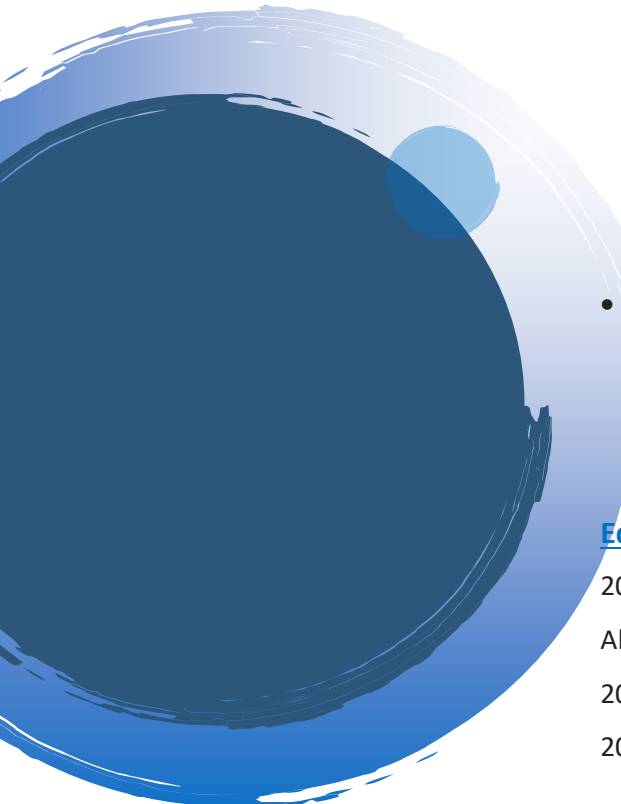
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- Arpita Khare, Saumya Dixit, Subhro Sarkar (2020), “Antecedents to Online Travel Purchase: Role of Network Benefits, Pilgrimage Packages, Interactivity, Trust and Customer Reviews”, *Journal of Quality Assurance in Hospitality and Tourism*, Vol. 21 No. 6, pp. 690-715 (Routledge).
  - Arpita Khare, Saumya Dixit, Subhro Sarkar (2019), “Factors affecting website continuance intention: a study of Indian travel websites”, *Information Technology & Tourism*, Vol. 22 No. 2, pp. 243-271 (Springer Berlin Heidelberg).
  - Saumya Dixit, Anant Jyoti Badgaiyan, Arpita Khare (2019), “An integrated model for predicting consumer’s intention to write online reviews for the restaurant”, *Journal of Retailing and Consumer Services*, 46, pp. 112-120 (Elsevier).
  - Anant Jyoti Badgaiyan, Saumya Dixit, Anshul Verma (2017), “If brands are people, then people are impulsive- assessing the connect between brand personality and impulsive buying tendency”, *Journal of Brand Management*, Vol. 24 No. 6, pp. 622-638 (Palgrave Macmillan)
  - Anant Jyoti Badgaiyan, Anshul Verma & Saumya Dixit (2016), “Impulsive buying tendency: Measuring important relationships with a new perspective and an indigenous scale”, *IIMB Management Review*, Vol. 28 No. 4, pp. 186-199 (Elsevier).
  - Saumya Dixit, Anant Jyoti Badgaiyan (2016), “Towards improved understanding of reverse logistics examining mediating role of return intention”, *Resources, Conservation and Recycling*, Vol. 107, pp. 115-128 (Elsevier, Impact factor 3.028).
  - Saumya Dixit, Anurika Vaish, (2015) “Perceived Barriers, Collection models, Incentives and Consumer preferences: An exploratory study for effective implementation of reverse logistics in India”, *International Journal of Logistics Systems & Management*, Vol 21 No. 3, pp. 304- 318.
  - Saumya Dixit, Anurika Vaish (2013), “Sustaining Environment & Organization through e-Waste Management: A Study of Post Consumption Behavior for mobile phone industry in India”, *International Journal of Logistics Systems and Management*, Vol. 16 No. 1, pp.1-15.
  - Arpita Khare, Saumya Dixit, Ruchi Chaudhary, Priyanka Kochhar, Shruti Mishra (2012) “Customer behavior toward online insurance services in India”, *Journal of Database Marketing & Customer Strategy Management*, Vol.19, pp. 120 – 133.
  - Saumya Dixit, Anurika Vaish, S Venkatesan (2012) “Gap analysis: An approach towards meaningful service delivery for improved customer satisfaction by banks in North India”, *International Journal of Indian Culture and Business Management*, Vol. 4 No. 6,
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pp.685 – 697.

- Arpita Khare, Saumya Dixit and Ruchi Chaudhary (2011) “Determinants of Indian customers’ preference for online travel services”, Int. J. Leisure and Tourism Marketing, Vol. 2, No. 1, pp.24– 38.

### Education

2014 PhD Marketing, Indian Institute of Information Technology  
Allahabad

2010 MBA, Indian Institute of Information technology Allahabad

2008 B. Sc. University of Allahabad

