

Name of the Research Scholar: Valavadra Sahu

Designation (PhD Research Scholar): Research Scholar

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Photo of the Research Scholar



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| 1 | Name of the PhD Research Scholar | Valavadra Sahu |
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| 3 | PhD Registration Number | |
| 4 | Name of the Nodal Centre & Address | Department Of Business Administration, Jyotivihar, Burla, Sambalpur, Odisha, 768019 |
| 5 | Name of the Supervisor(s) | Dr. Saroj Kumar Sahoo |
| 6 | Details of the Funding Agency | N/A |
| 7 | Title of the Research Work | A study on variety-seeking shopping behaviour in the context of active marketing and shopping motives. |
| 8 | Brief Abstract of the Research Work(250 Words) | This study investigates consumer variety-seeking shopping behavior in the context of content marketing, affiliate marketing, and shopping motives. With the rise of digital marketing, content marketing has become essential for engaging customers, while affiliate marketing offers a performance-based approach. The research aims to understand the impact of active marketing and buying motives on variety-seeking behavior, analyzing online shopping motives' influence, and exploring the role of perceived risk. The study adopts a mixed-methods approach, utilizing structured questionnaires and advanced statistical analysis. Its findings will provide valuable insights for retail organizations to enhance customer engagement and develop effective marketing strategies. The study's novelty lies in examining emerging concepts like content marketing and affiliate marketing in the Indian consumer market. |
| 9 | Progress of Research Work(Stage) | Synopsis submitted for registrations. |
| 10 | Research Experience | 1 year research experience (M.Phil.) |
| 11 | Teaching Experience | N/A |

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| 12 | Corporate Experience | | 1 year | | | | |
| 13(A) | Journal Publication | | | | | | |
| Year | Author | Co- Author | Title | Name of the Journal | Publisher | Volume/Issue | |
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| 13(B) | Magazine Publication | | | | | | |
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| 13(C) | Book Chapter Publication | | | | | | |
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| 13(D) | Book Publication | | | | | | |
| | Valavadra Sahu | Dr.Saroj Kumar Sahoo | A study on Service continuation intention of consumers of Door-step services in the context of influencer marketing. | N/A | Blueink publishing house | N/A | |
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| 13(E) | Conference Proceedings Publication | | | | | | |
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| 13(F) | Case Publication (with Teaching Notes) | | | | | | |
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| 13(G) | Conference Presentations | | | | | | |
| | Valavadra Sahu | Dr.Saroj Kumar Sahoo | Social Communication, Social Change, and Social Engagement make the employee resilient: A Triple Bottom-line Truth for the sales-force of organized retailing. | N/A | N/A | N/A | |
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| 14 | FDPs attended | | | | | | |
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| 15 | Professional Associations & Recognition | | | | | | |
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