

Faculty Profile

Name: Dr. Abhisek Dutta
Designation: Senior Assistant Professor
Teaching Areas: Marketing Management
Integrated Marketing Communication
Research interest: Technology Adoption
Electronic Servicescape
Education: PhD, Sharda University, Greater Noida (U.P.) (2023)
MBA, IBS, Hyderabad (2009)
B.Sc. Physics (H), Ranchi University (2004)



Research/Selected Publications:

1. Dutta, A., Kovid, R. K., Gupta, M., & Sijaria, R. (2024). Smart Homes Technologies adoption: Effect of social trust and risk Perception. In *Springer proceedings in business and economics* (pp. 727-739). https://doi.org/10.1007/978-3-031-42511-0_47
2. Dutta, A., Kovid, R. K., Drave, V. A., & Bhatia, M. S. (2023). Internet of Things adoption: unpacking the role of perceived brand credibility. *Global Knowledge Memory and Communication*. <https://doi.org/10.1108/gkmc-05-2023-0160>
3. Dutta, A., Kovid, R. K., Gupta, M., & Sijaria, R. (2023). Smart Homes Technologies adoption: Effect of social trust and risk Perception. In *Springer proceedings in business and economics* (pp. 727-739). https://doi.org/10.1007/978-3-031-42511-0_47
4. Dutta, A., Kovid, R. K., Thatha, M., & Gupta, J. (2023). Adoption of IoT-based healthcare devices: An empirical study of end consumers in an emerging economy. *Paladyn Journal of Behavioral Robotics*, 14(1). <https://doi.org/10.1515/pjbr-2022-0106>
5. Dutta, A., Kovid, R. K., & Ranjan, P. (2022). Factors affecting adoption of cloud-based services: evidence from an emerging market. *International Journal of Technology Marketing*, 16(1/2), 168. <https://doi.org/10.1504/ijtmkt.2022.122452>
6. Dutta, A. (2020). Impact of electronic servicescape of online gaming on customer engagement. *Journal of Electronic Commerce in Organizations*, 18(2), 49-63. <https://doi.org/10.4018/jeco.2020040104>
7. Dutta, A., & Ranjan, P. (2019). A qualitative study on understanding the trustworthiness of online reputation management. *International Journal of Qualitative Research in Services*, 3(2), 125. <https://doi.org/10.1504/ijqrs.2019.10025484>