

SABITA DUTTA, Ph.D

Assistant Professor,

Department of Management Studies & Industrial Engineering, IIT (ISM) Dhanbad.

Email address: sabita@iitism.ac.in, sabita.dutta.mgt@gmail.com

Google Scholar: <https://bit.ly/SabitaScholar>

ORCID: <https://orcid.org/0009-0006-9446-0332>

LinkedIn: www.linkedin.com/in/sabitadutta

Mobile: 91- 9954207548

Mailing address: Office 101A, First Floor, Department of Management Studies & Industrial Engineering, Indian Institute of Technology (ISM) Dhanbad, Dhanbad - 826004, Jharkhand, India.

Work Experiences

- **Assistant Professor**, Department of Management Studies & Industrial Engineering, April 2026 to date.
- **Visiting Faculty**, JK Business School, India, December 2025 for courses- Digital Marketing and Analytics; and Integrated Marketing Communication.
- **Senior Research Fellow**, IIT Mandi, India, March 2022 to February 2025.
- **Junior Research Fellow**, IIT Mandi, India, February 2020 to February 2022.
- **Project Member**, ICSSR-funded project work completion at IIT Mandi from August 2023 to January 2024, titled 'A Multi-stage Evaluation of Implementation and Effectiveness of Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) in Himachal Pradesh'.

Educational Qualifications

Ph.D (Marketing)

Thesis title: *Virtual Reality in Tourism: Examining its Adoption and Influence Across the Travel Journey.*

Under the supervision of Dr Saumya Dixit, Associate Professor,
School of Management, Indian Institute of Technology Mandi, India.

Master of Commerce (Specialization in Management)

Gauhati University, Assam, India.

Bachelor of Commerce (Specialization in Management)

Gauhati Commerce College, Gauhati University, Assam, India.

Research Profile

Areas of Research Interest: Immersive Technology Experiences, Consumer Behaviour in Digital Environments, Artificial Intelligence in Marketing, Sensory Marketing and Tourism Marketing.

A. Publications

Journal articles (published)

Dutta, S., & Dixit, S. (2024). The psychological influence of perceived destination attributes in 360° virtual tours on tourists' responses. *Tourism Recreation Research*, 1–14. <https://doi.org/10.1080/02508281.2024.2392061> [ABDC-A/Q1]

Dutta, S., & Dixit, S. (2025). Examining the impact of media type and perceived Interactivity on Virtual Tour Intentions: empirical evidence using S-O-R framework. *Asia Pacific Journal of Tourism Research*, 1–20. <https://doi.org/10.1080/10941665.2025.2486025> [ABDC-A/Q1]

Dutta, S., Dixit, S., & Khare, A. (2024). Examining 360° video tourist experiences and adoption in a developing country. *Qualitative Market Research: An International Journal*, Vol. 28 No. 2, pp. 209-233. <https://doi.org/10.1108/QMR-12-2021-0152> [ABDC-B/Q2]

Journal articles (in-progress)

Dutta, S., Dixit, S. and Dash S. Virtual Journeys, Real Intentions: A Multi-Context Study of Virtual Reality Tourism and Well-being Across the Travel Timeline.

Dutta, S., Dixit, S. Virtual reality in tourism: A systematic review, current trends and future research agenda.

Dutta, S., Verma, M. Agentic AI and User Experience in Smart Tourism.

Dutta, S., Das, S. and R, Kumar. Artificial Intelligence in Marketing: A Meta-Analysis.

Conferences and Workshops

Dutta, S., and Dixit, S. (2024). Beyond the Visit: Exploring Tourists' Virtual Reality Adoption with a Uses and Gratifications Framework. 13th International Conference of the Emerging Markets Conference Board (EMCB), IIM Lucknow-CMEE, India.

https://drive.google.com/file/d/1Lj0Y49jr4GIDO0x9pwaL1nWduOIFOA5/view?usp=drive_link

Dutta, S., and Dixit, S. (2024). From Reality to Virtuality: Tourist Behavior in Post-Visit VR Experiences [Paper presentation]. IIM SHILLONG-INDAM 2024 Doctoral and Early Career Researcher's Colloquium. IIM Shillong, Shillong, India.

Dutta, S., and Dixit, S. (2023). Virtual Reality Prophecy: Harbinger of Tourism, Proceedings of the Australian & New Zealand Marketing Academy Conference 2023, 629-631. ISSN 1447-3275, New Zealand.

https://drive.google.com/drive/folders/1kkgJso9NgAP_pNelajvJOJ_AU7a525-9

Dutta, S., and Dixit, S. (2022). Exploring 360° Virtual Tour Experience of Tourists: A Grounded Theory Approach, Proceedings of the 2022 American Marketing Association Winter Academic Conference, 33, 222-233, USA. <https://www.ama.org/wp-content/uploads/2023/07/Winter-Proceedings-Updated-July-10-2023.pdf>

Book Chapters

Das, S., **Dutta, S.**, and Patro, B. (2025). Retail in the Metaverse Era: AR-Powered Personalized Shopping Experiences and Supply Chain Innovation, *Navigating the Supply Chain Metaverse: Innovations, Challenges, and Opportunities*, CRC Press, Taylor & Francis Group. [Accepted for publication]

B. Certifications

- Workshop on 'Text Analytics with Python for Behavioural and Qualitative Researchers', December 8 to December 13, 2025, ServiceSetu Foundation.
- Workshop on 'Teaching & Practicing Marketing Research' in the 13th Emerging Markets Conference Board (EMCB) Conference organized by Center for Marketing in Emerging Markets (CMEE) IIM Lucknow-Noida Campus from December 19 to December 21, 2024.
- Advanced Level Five Days Online Workshop on 'Research Methodology using SmartPLS 4.0 and FsQCA', organized by MuS India, from May 24 to May 28, 2024.
- Online workshop on 'Teaching & Practicing Marketing Research', organized by Center for Marketing in Emerging Markets (CMEE) IIM Lucknow-Noida Campus from July 21 to Jul 23, 2023.
- Online Certification Program on 'Advanced Multivariate Data Analytics: Moderation and

Mediation Analysis using AMOS & Process Macro’, organized by the Indian Institute of Management (IIM) Visakhapatnam from Aug 29 to Sept 2, 2022.

- Virtual Workshop on ‘Qualitative Research in Information Systems’, organized by AIS India Chapter, Center for IT and Public Policy IIIT Bangalore, Department of Management Studies IIT Delhi from Jan 14 to Jan 15, 2022.
- Online Workshop on ‘Article Writing in Management and Social Sciences’, organized by University of Hyderabad, May 10 2020.

Academic Experiences

Teaching Assistant, School of Management (SoM), IIT Mandi, India: February 2020 to February 2025

Courses assisted:

- Marketing management.
- Product Management
- Consumer Behaviour
- Strategic Management
- Organisational Management
- Interactive Socio-Technical Practicum (ISTP)

Academic Peer-Review Experiences

- Conferences: American Marketing Association (AMA), Australian and New Zealand Marketing Academy (ANZMAC)
- Journals: Tourism Management (ABDC A*), Journal of Retailing and Consumer Services (ABDC A), Current Issues in Tourism (ABDC A), International Journal of Tourism Research (A), Journal of Global Marketing (ABDC B).

Awards/Recognitions

- Arun K Jain Best Paper Award in Overall Category at 13th International Conference of the Emerging Markets Conference Board (EMCB), IIM Lucknow, India.
- Received Reviewer Certificate Letter from the American Marketing Association.

Languages Known

- English- Read, write and speak
 - Hindi- Read, write and speak
 - Assamese- Read, write and speak
-

References

Dr. Saumya Dixit (Associate Professor) School of Management, North Campus, Indian Institute of Technology Mandi, Kamand- 175005, HP Email-id: saumya@iitmandi.ac.in Contact: 91 - 9873784568	Dr. Anjali Pathania (Assistant Professor) Department of Human Resource Management & Organizational Behaviour, Central University of Jammu, Jammu- 181143, India. Email-id: anjali.hrm@cuajammu.ac.in Contact: 91 - 8921988796
--	---

I hereby declare that all details furnished above are true and verifiable to the best of my knowledge and belief.



(Dr. Sabita Dutta)