

Faculty

Name: Dr Evelina Brajesh sahay

Designation:
Assistant Professor

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Profile:

Dr. Evelina Brajesh Sahay is an Assistant Professor of Marketing at Bharati Vidyapeeth (deemed to be university), Department of Management Studies, since June 2023. With over 15 years of experience in Teaching & Research, she specializes in courses encompassing Consumer Behavior, Marketing Communication, Services Marketing, and Marketing Analytics etc.

Prior to her current role, she served as an Assistant Professor at the Institute of Management Studies, Navi Mumbai, and as a Visiting Faculty at Birla Institute of Technology for both undergraduate (BBA) and postgraduate (MBA) programs.

Her extensive involvement in research includes significant contributions to various projects sponsored by national and international agencies. Noteworthy engagements comprise her role as a Research Associate in an ICSSR Project at BIT MESRA for a pan Indian Experimental Study, as a Lead Qualitative Researcher with RESEARCHTREE (for International Finance Corporation, World Bank project "LIGHTING ASIA" and for CRIZAL, the French Lens Company for their Product Pre-launch Study at Delhi).

Education: PhD (Management) , MBA (Marketing), BA (English Hon's)

Experience: 15

Research:

1. Approved Research Guide of the University 2.
Research Interest : Consumer Behavior, Market Communication, Sustainable Practices, Organic consumption and Gender Studies 3.
Worked in national (ICSSR funded) and international projects (IFC, World bank funded) 4

Conferences:

Presented papers in national and International conferences (IIM Ahmedabad , IIM Kolkata , Welingkar College Mumbai etc). 1. 2.

Projects/MDPs/Consultancy/Incubation:

1. ICSSR funded project (April 2016-18) in association with Dr Shradha Shivani (Project Lead), worked as Research Associate in a Pan India Experimental Study on "Gender Role Portrayal in Indian Advertisement and its Impact on Purchase Intent of young consumers". Presented a paper based on same at IIM Kolkata International Marketing conference in Jan 2018.
2. Worked as a Qualitative Researcher in a product pre-launch study of CRIZAL lenses at Delhi 2018 (Collaborative work with a French team at Researchtree)
3. Qualitative Researcher in the second phase of the project "LIGHTING ASIA", an IFC (International Finance Corporation, WORLD BANK project) to investigate adoption of small off-grid products, a pan India study. (Collaborative work with Researchtree)

Publications:

Publications of various research papers in well-known indexes like SCOPUS, WoS, UGC etc. as well as one book chapter in the Management series book of Transnational Press, London.

A brief and link to some notable publications are given here:

SCOPUS

1. Internet of Things and Machine Learning for Smart-Agriculture: Technologies, Practices, and Future Direction, VOL. 12 NO. 4S (2024), International Journal of Intelligent Systems and Applications in Engineering, <https://ijisae.org/index.php/IJISAE/article/view/3752>

2. "Organic Consumption Through Framing Effect in Green Messages: A Cross-Sectional Study in India"
https://ijms.ut.ac.ir/article_89860.html

3. "A bibliographic analysis of research on framing effect (with an emphasis on goal framing) between 1974 to 2021"
Journal of Positive School Psychology,
<https://www.journalppw.com/index.php/jpsp/article/view/3562/2684>