

## Faculty Profile

**Name:** Dr. Archi Dubey

**Designation:** Assistant Professor and Head, Faculty of Management Studies, ICFAI University, Raipur

**Teaching Areas:** Marketing, Strategic Management, Research

**Research Interests:** Customer Relationship Management, Social Media Behaviour, Service quality, Customer Loyalty.



### Education:

- PhD in Management, Pt RSU, Raipur 2016.
- UGC NET in Management, 2012
- MBA in Marketing and HR from Institute of Management, Pt RSU, Raipur, 2008.
- B.Sc. in Microbiology, from Pt. RSU, Raipur, 2006.

**Patents: 04 (Published) 02 (Design) and Funded Projects: 02**

**Books-02, Edited Books-04**

**Research / Selected Publications :( Scopus: 03, UGC Care- 10, Google scholar h-index: 4)**

- D Satpathy, S Jeswani, A Dubey, (2024) The Underlying Motivational Process Behind Faculty Members' Voice Behavior : An Experimental Design, Prabandhan-Indian Journal of Management, Vol 17, Issue 2, pg no-44-61. [10.17010/pjom/2024/v17i2/173327](https://doi.org/10.17010/pjom/2024/v17i2/173327)
- Archi Dubey, Somesh Kumar Sinha (2023). Does Social Media Exposure Shape Consumer Response in the Form of Panic Buying?, Journal of Creative Communication, Online First. <https://doi.org/10.1177/09732586231160589>
- Dasgupta Devvrat, Dubey Archi (2022), Behavioral Supply Chain Management and Firm Performance: Systematic Literature Review and Conceptual Framework, Orissa Journal of Commerce, Vol. 43, Issue 4, Pg. No. 87-102, DOI: <https://doi.org/10.54063/ojc.2022.v43i04.07>
- Archi Dubey, Umesh Gupta (2020), Usage of Social Networking Sites and its Impact on work Productivity at Private Universities, Journal of Critical Reviews, Volume 7, issue 4, 4037-4037, (Scopus and UGC Care Group II Indexed)
- Dixit Ila, Dubey Archi (2022), Impact of Integrated Marketing Communication on Brand Performance: A Study of Ornament Industry in Chhattisgarh, AIMS Journal of management, Volume 8, Issue 1, pg. 113-125