

Deepti Jog

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CURRENT POSITION AND EXPERIENCE

Mar 2022- Present	Assistant Professor of Marketing, Department of Management Studies, NALSAR University of Law, Hyderabad
Jan 2020– Apr 2020	Assistant Professor, V M Salgaocar Institute of International Hospitality Education, Goa
Sept 2020 – May 2021	
Aug 2021 – Feb 2022	Faculty, DMS Mandals College of Business Administration, Belgavi, Karnataka
Apr 2015 – Jan 2020	
Jul 2012- Apr 2013	Research Associate, Goa Institute of Management, Goa
Jan 2008 – Feb 2011	Customer Service Associate, <i>ICICI Prudential Life Insurance</i>
May 2007- Nov 2007	Customer Service Associate, <i>Crosscraft Pvt Ltd</i>

COURSES TAUGHT

- Marketing Management
- Consumer Behaviour
- Marketing of Services and Experiences
- B2B Marketing
- Sustainable Tourism
- Fundamentals of Marketing
- Consumer Behavior
- Services Marketing
- Marketing of Tourism Services

AREAS OF RESEARCH INTEREST

Marketing Research

Services Marketing

Green marketing

EDUCATION

Jun 2022- Sep

2022

Executive Program in Applied Business Analytics: Indian School of Business

2020

Ph.d, Goa Business School, Goa University, India (2020)

2015

M.Phil, Goa University

2007

MBA, ICFAI National College, ICFAI University, Dehradun, India

2005

PES College of Arts and Science, Goa University, India

PUBLICATIONS

Book Chapters

2024

Jog, D. (2024). Traveller's creation and dissemination of user generated content: A review and theoretical implications. In *Tourism and the Experience Economy in the Digital Era: Behaviours and Platforms*. Routledge.

2018

Jog, D. (2018). Responsible practices of stakeholders for sustained tourism destination development. In *Handbook of Research on Urban Governance and Management in the Developing World* (pp. 264–281). IGI Global.

Journal Articles

2024

Jog, D., Jena, S. K., & Mekoth, N. (2024). Stakeholder responsible behavior in tourism: Scale development and validation. *Tourism Analysis*, 29(1), 47–67. (SCOPUS)

2023

Jog, D., Gumparthi, V. P., & Jena, S. K. (2024). The antecedents and consequences of post purchase dissonance among tourists purchasing souvenirs: The moderating role of gender, age, and time elapsed. *Journal of Hospitality and Tourism Management*, 58, 51–68. (SCOPUS)

Jog, D. R., & Alcasoas, N. A. (2023). Travel decision making through blogs and vlogs: An empirical investigation on how user-generated content influences destination image. *Turyzm*, 33(2), 19–28. (SCOPUS)

- Gumparthi, V. P., Jog, D., & Sharma, P. (2023). I'm addicted to you, my love: Exploring the crucial significance of brand addiction. *Vision: The Journal of Business Perspective*. (SCOPUS)
- 2021 Caspersz, D., Cullen, H., Davis, M., Jog, D., McGaughey, F., Singhal, D., & Voss, H. (2021). Modern slavery in global value chains: A global factory and governance perspective. *Journal of Industrial Relations*. (SCOPUS)
- 2020 Jog, D., & Singhal, D. (2020). Greenwashing understanding among Indian consumers and its impact on their green consumption. *Global Business Review*. (SCOPUS)
- 2019 Jog, D., & Singhal, D. (2019). Pseudo green players and their greenwashing practices: A differentiating strategy for real green firms of personal care category. *Strategic Direction*. (SCOPUS)
- Voss, H., Davis, M., Sumner, M., Waite, L., Ras, I. A., Singhal, D. I. V. Y. A., & Jog, D. (2019). International supply chains: Compliance and engagement with the Modern Slavery Act. *Journal of the British Academy*, 7(s1), 61–76.
- Jog, D., & Mekoth, N. (2019). Risk perception and tourist types: A study among international tourists. *International Journal of Tourism and Hospitality Management in the Digital Age*, 3(2), 22–43.
- 2018 Deepti, J., & Mekoth, N. (2018). Importance-responsibility comparison of tourists' actions: A host perspective. *International Journal of Tourism and Travel*, 11(1/2), 1–7.
- 2017 Mekoth, N., Tom, M., & Jog, D. (2017). Stress, gender and coping: Empirical evidences from retired teachers. *Siddhant Journal of Decision Making*, 17(1).
- Jog, D., & Mekoth, N. (2017). Development of a tourist risk perception (TRP) scale. *International Journal of Tourism and Travel*, 10(1), 1–5.
- 2016 Jena, S. K., & Jog, D. (2016). Price competition in a tourism supply chain. *Tourism Economics*.

Others (Book Review/Blog/Op-ed)

Reviewer for:

- International Journal of Contemporary Hospitality
- Management (Emerald) - International Journal of
- Culture, Tourism, and Hospitality Research (Emerald) -
- Journal of Hospitality and Tourism Management (Elsevier) - Current
Issues in Tourism (Taylor & Francis)
- Management Decision (Emerald)

Conferences/Seminars/Invited Lectures

- 2021 Jog, D., & Rodrigues, F. (2021). Making meat better: Indian consumers' preference and acceptance for plant-based meat. 8th PAN IIM WMC Conference, IIM Kozhikode.
- 2020 Jog, D., & Champaneri, A. (2020). The role of consumer typology on consumers' green involvement and its effect on green purchase behaviour. 04th International Conference on Marketing, Technology & Society, IIM Kozhikode.
- Jog, D. (2020). Impact of place attachment on stakeholder responsible behaviour – A mediating role of environmental attitude. INDAM International Conference, IIM Tiruchirappalli.
- 2019 Jog, D. (2019). Role of place attachment and destination emotion in stakeholder responsible behaviour. IAARHIES International Conference, Mumbai.
