

PEN PICTURE



Dr. Veto Dey, Associate Professor

T. John College

Member - Research cell

To my credit in teaching I am always encouraging the student's participation, enhancing their skills using latest teaching aids, case study, role play, situation handling and guiding them at every level to make them future ready.

My Value Stand on Education

Education is a learning experience from which people gain knowledge, learn essential information and life skills. Education is the best way to ensure a positive world value. In addition, education develops human personality, thoughts, dealing with others and prepares people for life experiences.

Assets

Ph.D (Marketing), M.B.A (Marketing) , B.Sc. (Science) . Having Total 13 years of experience which includes seven years of industrial experience and six years of academic experience. I have also done certification course on Digital Marketing and other Marketing Topics.

Steps I took to be a T. Johnite

I have finished my Ph.D. in marketing from Vels University Chennai as Full time Research Scholar I am having Thirteen years of Experience. As a skilled, research oriented and dedicated faculty with a doctorate degree. I have constantly demonstrated a record of research and publishing excellence, including

collaborative publication of numerous articles in SCOPUS JOURNAL. I have published a Book which is now available on different E-commerce sites like AMAZON, EBAY and others. I do have volunteer experience of sales, marketing and customer care in Newcastle and London. Most of my research Work is related to Experiential Marketing, Experiential Value and consumer behavior.

Contributions to T JOHN COLLEGE apart from Teaching

I am an active member of Research cell which instigates research blend among students and faculty and organize various faculty and student development programs in diverse field. I also have hands-on volunteer experience in Newcastle and London in Marketing, Customer Care and Business Development. I have a keen ability in conducting research.

My Milestones at T JOHN COLLEGE

With my credentials and enthusiasm to teaching excellence and research, I am well prepared to dedicate myself to the highest standards of T. John Institutions.

Future Vision

My goal in teaching is to foster the acquisition of a base of concepts and learning skills to facilitate further learning and thinking. To guide students and help them to identify their skills. I always encourages student's participation and progress.

My Message To T John Aspirants

A place where you can sharpen your overall skills and develop your capacity as a global future leader.

My Publications

Dr.Veto Dey, Dr.S.Vasanth, Influence of Experiential value on the loyalty in Travel website,
International Journal of supply chain and Management 2018 (Scopus ,Elsevier)

Dr.Veto Datta, A conceptual study on experiential marketing: importance, strategic issues and its impact,
International Journal of Research –Granthaalayah IIN-2350-0530, Vol (5)Issue (7) ,July 2017

Dr.Veto Datta, Dr.S.Vasanth, Role of Demographic Variable on Customer Perception of Experiential Value, Indian Journal of Science and Technology, ISSN: 0974-5645, Vol 9(36) , September 2016

Veto Datta, Dr.S.Vasanth, To study the relationship between experiential marketing, experiential value and purchase intention with special reference to travel website , International journal of Recent Advances in Multidisciplinary Research ,ISSN: 2350-0743 , October 2015.

Veto Datta, Dr.S.Vasanth, Impact of perceived experiential value on customer trust, Research Journal of Social Science and Management ISSN: 2251-1571, Vol 5,.Issue 5 , September 2015

Veto Datta, Dr.S.Vasanth, and Positioning of a brand through advertising and impact of advertisement on customer's preference, International Journal of Management, Information Technology and Engineering ISSN: 2454-471X, Vol 3. Issue 8, August 2015.

Veto Datta, Dr.S.Vasanth, An analysis on different experiential value sought by travel website users, International Journal of Engineering, Business and Enterprise Applications ISSN:2279-0039, Vol. 11(2), December 2014-February 2015 pp189-192,Indexed Scopus.

Dr.S.Vasanth and veto Datta, Challenges in positioning a brand through Advertising with special reference to DTH Market in Chennai, International Journal of Applied Engineering Research (IJAER) ISSN: 0973-4562, Vol.10 Issue 2, Feb 2015, Indexed Scopus.

Veto Datta, Dr.S.Vasanth, and Factor influencing customer purchase intention in travel websites: with special reference to Yatra.com , International Journal of Scientific & Engineering Research, ISSN:2229-5518, Vol.5 Issue 10, October 2014,indexed via Thomas Reuter.

Veto Datta, Dr.S.Vasanth, A study on customer perception about experiential value of make my trip travel website, Research Journals Journal of Marketing, ISSN: 2348-0947, Vol.2, Issue 2, March 2014, Impact Factor1.4.

Veto Datta, Dr.S.Vasanth, Factors affecting repurchase intention of customer in Tourism industry, International Journal of Business Economics and Management Research, ISSN: 2249-8826, Vol.4, Issue 1, and January 2014. Index Copernicus Value 5.19.

Veto Datta, Dr.S.Vasanth, Experiential Value, Customer Satisfaction and Customer Loyalty: An empirical study of KFC in Chennai, Indian Journal of Applied Research, ISSN: 2249-555X Vol.3, Issue 9, September 2013. Impact Factor 0.8

Veto Datta, Dr.S.Vasanth, and Empirical Study on Factors influencing the purchase behavior of Tablet PC, International Journal on Global Business Management and Research, ISSN: 2278842, Vol.2, Issue 1, and August 2013. College Journal.

