

# SHAGUN SARRAF

PH.D. STUDENT

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New Delhi, India

 [LinkedIn Profile](#)

 [Google Scholar Profile](#)

## WORK EXPERIENCE

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### Teaching Assistant

Indian Institute of Technology (IIT)

New Delhi, India (August 2021 - April 2025)

- Assisted courses in various areas, including AI in business, digital transformation, digital marketing, social media, and human-computer interactions.

### Summer Faculty Research Fellow Programme

Indian Institute of Technology (IIT)

New Delhi, India (June 2020 - July 2020)

- The study contributes to understanding firms' responses to social media customer complaints. We presented a model of low-cost carriers (LCCs) response to social media customer complaints. It uses content analysis, followed by logistic regression for the model verification.

### Assistant Professor

Galgotias University

New Delhi, India (August 2019 - August 2020)

- Taught dynamic marketing automation courses while delving into research areas like digital marketing, social media marketing, and social commerce.

## EDUCATION

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### Ph.D. in Information Systems

Indian Institute of Technology (IIT)

New Delhi, India (September 2020 - April 2025)

- 8.8 CGPA
- Thesis – “**Modelling user experience of mobile applications – Select studies**” analysing post-adoption behavior of (user experience, discontinuation, and multihoming behavior) mobile application users. Stemming from the intricate interplay of technological advancements, user preferences, and the dynamic digital landscape.

### Master in Commerce (M.Com)

Narsee Monjee College of Commerce and Economics

Mumbai, India (August 2017 - August 2019)

- 81.19 percent
- Dissertation- “**Consumer perception about online grocery shopping**” using primary data of the users providing valuable insights about consumer perceptions, helping the researchers to make an informed decision about the development of more user-friendly interfaces.

### Bachelor in Commerce (B.Com)

PGDAV College, Delhi University

New Delhi, India (July 2014 - July 2017)

- 84.77 percent
- Completed courses in various areas, including marketing management, advertising and sales promotion, statistics, mobile commerce, business economics, international trade, human resource management, and social media analytics.

## SKILLS & INTERESTS

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**Technical Skills:** Text Mining, Python, R, LaTeX, FSQCA, PLS-SEM, Tableau, Leximancer, VOSviewer

**Languages:** Fluent in English and Hindi; Elementary Proficiency in German

**Interests:** Hiking, Tennis, Running, Swimming, Cycling, Travelling, Public Speaking

## RESEARCH PUBLICATIONS

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1. **Decision fatigue in online dating apps:** Analyze dissatisfaction with user interface and better features from competitors, and examine how user experience impacts retention rates by collecting data through text mining and surveys (In manuscript stage)
2. **Online collaborative platforms (avatar vs non-avatar based platforms) and team performance:** Investigate how the presence or absence of avatars affects team dynamics and overall collaboration effectiveness through experimental comparisons (Under Review, Information Systems Journal, ABDC ranking: A\*)

3. **Subscription fatigue are you real?– Studying intention to protensive multihome through a cross-cultural study using Consumption Value Theory:** Examining shifts in consumer value systems impact consumers' intention to multihome among OTT platforms based on cultural traits, by collecting data through text mining and surveys (Under Reveiw, Journal of Business Research, ABDC ranking: A)
4. **Sarraf, S.,** Kar, A. K., & Janssen, M. (2024). "How do system and user characteristics, along with anthropomorphism, impact cognitive absorption of chatbots – Introducing SUCCAST through a mixed methods study". Decision Support Systems, (ABDC ranking: A\*) 178, 114132. [doi.org/10.1016/j.dss.2023.114132](https://doi.org/10.1016/j.dss.2023.114132)
5. **Sarraf, S.,** Kushwaha, A. K., Kar, A. K., Dwivedi, Y. K., & Giannakis, M. (2024). "How did online misinformation impact stockouts in the e-commerce supply chain during COVID-19 – A mixed methods study". International Journal of Production Economics, (ABDC ranking: A) 267, 109064. [doi.org/10.1016/j.ijpe.2023](https://doi.org/10.1016/j.ijpe.2023)
6. Kumar, S., **Sarraf, S.,** Kar, A. K., & Ilavarasan, P. V. (2023). "A Study of explainable artificial intelligence: A systematic literature review of the applications. IoT, Big Data and AI for Improving Quality of Everyday Life: Present and Future Challenges: IOT, Data Science and Artificial Intelligence Technologies", 243-259.
7. **Sarraf, S.,** Ilavarsana, P. V., Gupta, A., & Kar, A. K. (2022, September). "Modelling User Experience, Emotions and Concerns for Predicting Firm Response-the Case of Low-Cost Carriers During Pandemic". In Conference on e-Business, e-Services and eSociety (pp. 456-467). Cham: Springer International Publishing.
8. Tiwary, N. K., Kumar, R. K., **Sarraf, S.,** Kumar, P., & Rana, N. (2021). "Impact assessment of social media in b2b marketing: a review of literature and way forward". Journal of Business Research (CiteScore: 9.2, Impact Factor: 7.55, ABDC ranking: A) (Equal contributors), 131, 121–139. [doi.org/10.1016/j.jbusres.2021.03.028](https://doi.org/10.1016/j.jbusres.2021.03.028)

## REVIEWER

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1. Industrial marketing management
2. Communications of the Association for Information Systems
3. Behaviour and Information Technology
4. International Journal of Information Management
5. International Journal of Information Management Data Insights

## AWARDS AND HONOURS

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| 1. UGC National Eligibility Test (UGC NET), Qualified | 2018 |
| 2. Smt. Ram Piyari Bhatia Memorial Prize              | 2015 |
| 3. Sh. Sultan Chand Memorial Scholarship Prize        | 2015 |
| 4. Sh. Satyam Bhanu Scholarship                       | 2015 |

## REFERENCES

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- **Prof. Dr. Arpan Kumar Kar**
  - Department of Management Studies
  - Indian Institute of Technology (IIT), New Delhi - 110016, India
  - Email: [arpan.kumar.kar@gmail.com](mailto:arpan.kumar.kar@gmail.com)
- **Prof. Dr. P. Vigneswara Ilavarasan**
  - Department of Management Studies
  - Indian Institute of Technology (IIT), New Delhi - 110016, India
  - Email: [evignesw@gmail.com](mailto:evignesw@gmail.com)
- **Prof. Dr. Yogesh K. Dwivedi**
  - School of Management
  - Swansea University, United Kingdom
  - Email: [ykdwivedi@gmail.com](mailto:ykdwivedi@gmail.com)