

Faculty Profile

Name: **Farrah Zeba**
Designation: Assistant Professor
Teaching Areas: Marketing Management
Principles of Management
Entrepreneurship and Family Business
Business History
Syndicated Learning Program
Research Interests: Services Marketing
Consumer Behavior
Business Strategy
Online Marketing
Education: Ph.D. - IFHE Hyderabad, 2017
AMA-AIM-Sheth Doctoral Consortium Fellow, IBS
Hyderabad, 2017
Visiting Research Fellow, University of Memphis,
Tennessee, USA, 2016
UGC-Net (Management), June 2012
MBA, IBS Hyderabad, IFHE, India, 2009



Professional Experience (8 Years)

1. Since 2013: IFHE, IBS Hyderabad
2. 2011 - 2013: Spencer's Retail Ltd., RP-SG Group, Kolkata
3. 2009 - 2011: Delta Engg. & Construction Ltd, Kolkata

Research/Selected Publications

1. Shaheen, M., & Zeba, F. (2017). "Entrepreneur-Venture Capitalist's Equation @ Housing.com". *Economic Times, India*, 225-234. Case Reference No. ENTP-1-0022, ENTP-1-0022A.
2. Zeba, F. (2016). "Airtel Zero: The Pandora's Box". *IBS Center for Management Research (ICMR), India*. Case Reference No. CLBS156.
3. Zeba, F., & Ganguli, S. (2016). "Word-Of-Mouth, Trust, and Perceived Risk in Online Shopping: An Extension of the Technology Acceptance Model". *International Journal of Information Systems in the Service Sector*, 8(4), 17-32. [Indexed: SCOPUS]