

## Faculty Profile

**Name:** Syeda Maseeha Qumer  
**Designation:** Adjunct Research Faculty  
**Teaching Areas:** Business Strategy  
**Research Interests:** Consumer Behavior  
Corporate Responsibility and Ethics  
Technology and Innovation



**Education:** M.B. A, Osmania University, Hyderabad, 2001

### Professional Experience (10 Years)

1. Since 2008: IBS Case Research Center, Hyderabad
2. 2006: CommLab India, Hyderabad

### Research / Selected Publications:

1. Purkayastha, D., & Qumer, S. M. (2019, July). DARK SIDE CASE: Nestlé and Modern Slavery. In Academy of Management Proceedings (Vol. 2019, No. 1, p. 12656). Briarcliff Manor, NY 10510: Academy of Management.
2. Qumer, S. M., & Purkayastha, D. Amazon.com, Inc.: Driving Disruptive Change in the U.S. Grocery Market, 'Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases', 22e, by Thompson, Peteraf, Gamble and Strickland (McGraw-Hill Education) pp. C171-C183, February 1, 2019
3. Qumer, S. M., & Purkayastha, D. Chaos at Uber: The New CEO's Challenge, 'Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases', 22e, by Thompson, Peteraf, Gamble and Strickland (McGraw-Hill Education) pp. C392-C405 February 1, 2019
4. Qumer, S. M., & Purkayastha, D. (2019). OnePlus: A Chinese Tech Startup Aiming to Disrupt the Global Smartphone Market. In China-Focused Cases (pp. 41-64). Springer, Singapore.
5. Qumer, S. M., & Singh, G. (2019). TECNO Mobile's Growth Strategies in Africa. In China-Focused Cases (pp. 81-101). Springer, Singapore.