

Faculty Profile

Name: **Venkata Siva Gabbita**
Designation: Associate Professor
Teaching Areas: Business Strategy
Information Technology
Operations Management
Business Analytics
Project Management
Service Operations Management
Research Interests: Business Strategy
Service Delivery
Education: Ph.D., IFHE, 2011
M.Tech., Regional Engineering College, Warangal,
1993
B.E. (Hons) & MSc., Birla Institute of Technology &
Science, Pilani, Rajasthan, 1991



Professional Experience (24 Years)

1. Since 2003: IFHE, IBS Hyderabad
2. 1997-2001: Wipro Technologies, USA, UK and Hyderabad
3. 1993-1997: Tata Consultancy Services, Mumbai and Hyderabad

Research/Selected Publications

1. Gabbita, S., "Extrospection: A New Strategy for Conflict Resolution when Process Adherence Marges Operational Effectiveness," *Icfai Journal of Management Research*, Vol. VII, No.2, 2008, pp 76-86.
2. Gabbita, S., "Customer Focused Product Planning: A Conjoint Study on Hostel Accommodation Attributes," *The Icfai Journal of Services Marketing*, Vol. III, No. 2, 2004, pp 33-47.
3. Gabbita, S., "The CRM Illusion- The Ghost of Marketing Past?," *Marketing Mastermind*, Vol 4, Issue 11, 2004, pp 17-25.