

## Faculty Profile

**Name:** Syeda Maseeha Qumer  
**Designation:** Assistant Professor  
**Teaching Areas:** Business Strategy  
**Research Interests:** Consumer Behavior  
Corporate Responsibility and Ethics  
Technology and Innovation  
**Education:** M.B. A, Osmania University, Hyderabad, 2001



### Selected Case Studies:

1. Syeda Ikrama, Syeda Maseeha Qumer "Malala Yousafzai: promoting girls' education in conflict-affected countries". *The Case for Women, Emerald Publishing*. Published on 13 September 2023
2. Syeda Maseeha Qumer, "Timnit Gebru: seeking to promote diversity and ethics in AI". *The Case for Women, Emerald Publishing*. Published on 12 September 2023
3. Syeda Maseeha Qumer and Syeda Ikrama, "Poppy Gustafsson: redefining cybersecurity through AI". *The Case for Women, Emerald Publishing*. Published on 12 May 2022
4. 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.
5. 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
6. 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
7. 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.
8. Qumer, S. M., & Singh, G. (2019). TECNO Mobile's Growth Strategies in Africa. *In China-Focused Cases* (pp. 81-101). Springer, Singapore.