

## Faculty Profile

**Name:** Dr. 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:** PhD, IFHE, 2011  
M.Tech., Regional Engineering College, Warangal,  
1993  
B.E. (Hons) & MSc., Birla Institute of Technology &  
Science, Pilani, Rajasthan, 1991

### Research/Selected Publication:

1. Gabbita, S. (2008), "Extrospection: A New Strategy for Conflict Resolution when Process Adherence Mars Operational Effectiveness," The IUP Journal of Management Research, Vol. VII, No.2, pp 76-86.
2. Gabbita, S. (2004), "Customer Focused Product Planning: A Conjoint Study on Hostel Accommodation Attributes," The IUP Journal of Services Marketing, Vol. III, No. 2, pp33-47.
3. Gabbita, S. (2004), "The CRM Illusion- The Ghost of Marketing Past?" Marketing Mastermind, Vol 4, Issue 11, pp17-25.