

Faculty Profile

Name: Dr. 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

Research/Selected Publication:

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]