

Faculty Profile

Name: Ms. 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

Research/Selected Publication:

1. Qumer, S. M., & Ikrama, S. (2022). *"Poppy Gustafsson: Redefining Cybersecurity through AI"*, The Case for Women, Emerald Publishing, 1-38.
2. Qumer, S. M., & Purkayastha, D. *"Unilever's Purpose led Brand Strategy: Can Alan Jope Balance Purpose and Profits?"*, 'Crafting and Executing Strategy: Concepts', 23rd Edition/Arthur Thompson and Margaret Peteraf and John Gamble and A. Strickland, McGraw-Hill Education, 2022
3. Qumer, S. M., & Purkayastha, D. *"Eliminating Modern Slavery from Supply Chains: Can Nestlé Lead the Way?"*, 'Crafting and Executing Strategy: Concepts', 23rd Edition/Arthur Thompson and Margaret Peteraf and John Gamble and A. Strickland McGraw-Hill Education, 2022
4. Qumer, S. M., & Purkayastha, D. (2021). *"ERP Implementation Failure at Revlon"*. IUP Journal of Operations Management, 20(3), 52-67.
5. Qumer, S. M., & Purkayastha, D. *"Baidu's Business Model and its Evolution"*, 'Strategic Management: Concepts and Cases: Competitiveness and Globalization', 13e by Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson/Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, Cengage Learning, 2020