

## Faculty Profile

Name: **Vaibhav Shekhar**  
Designation: Research Scholar  
Teaching Areas: Services Marketing  
Marketing Research  
Retail management  
PhD Thesis area: Services Marketing  
Education: Ph.D.(Pursuing), Icfai University, Dehradun, 2012  
MBA, IBS Gurgaon, 2006  
Bachelors in Commerce, Lucknow University, 2004



### Professional Experience (6 Years)

1. Since 2012: IFHE, IBS Hyderabad
1. 2006 – 2007: Axis Bank, New Delhi

### Research/Selected Publications

1. Roy, S.K., and Shekhar, V., "Dimensional Hierarchy of Trustworthiness of Financial Service Providers," *International Journal of Bank Marketing*, (28:1), 2010, pp 47-64.
2. Roy, S.K., and Shekhar, V., "Alternative Models of Trustworthiness of Service Providers," *Journal of Global Marketing* (23:5), 2010, pp 371-386.