

## Faculty Profile

Name: **Venkata Siva Gabbita**  
Designation: Associate Professor  
Teaching Areas: Strategy  
Information Technology  
Operations Management  
Quantitative Methods  
Research Interests: Business Strategy  
Service Delivery  
Case Research  
Education: Ph.D., IFHE, 2011  
M.Tech., Regional Engineering College, Warangal,  
1993  
B.E. (Hons) & MSc., Birla Institute of Technology &  
Science, Pilani, Rajasthan, 1991



### Professional Experience (19 Years)

1. Since 2003: IFHE, IBS Hyderabad
2. 1997-2001: Wipro Technologies, USA, UK and Hyderabad
3. 1993-1997: Tata Consultancy Services, Mumbai and Hyderabad

### Research/Selected Publications

1. Gabbita, S., "Extrospection: A New Strategy for Conflict Resolution when Process Adherence Marges Operational Effectiveness," *Icfai Journal of Management Research*, Vol. VII, No.2, 2008, pp 76-86.
2. Gabbita, S., "Customer Focused Product Planning: A Conjoint Study on Hostel Accommodation Attributes," *The Icfai Journal of Services Marketing*, Vol. III, No. 2, 2004, pp 33-47.
3. Gabbita, S., "The CRM Illusion- The Ghost of Marketing Past?," *Marketing Mastermind*, Vol 4, Issue 11, 2004, pp 17-25.