

Faculty Profile

Name: **Dr. Syeda Ikrama**
Designation: Senior Faculty Associate
Teaching Areas: Organization Behavior
Human Resource Management
Research Interests: Innovation
Business Strategy
Entrepreneurship
Leadership and Change Management
Training and Development
MSMEs
Education: Ph.D, Telangana University, Nizamabad, 2018
UGC-NET (Management), 2008
MBA, Osmania University, Hyderabad, 2007
B.Com, Osmania University, Hyderabad, 2005



Research / Selected Publications:

1. **Syeda Ikrama** and Syeda Maseeha Qumer (2025), "Malavika Hegde of Café Coffee Day: navigating a turnaround amidst uncertainty and market shifts," *Emerald Emerging Markets Case Studies*, 2025, Vol. 15 No. 2. (Scopus)
2. **Ikrama, S.** and Qumer, S. M. (2024), "Kavak: a Latin American startup aiming to disrupt the used-car market across emerging economies," *Emerald Emerging Markets Case Studies*, 2024, 14(2), pp. 1-38. (Scopus)
3. **Ikrama, S.** and Qumer, S. M. (2024), "Florasis: the emerging C-beauty brand," *Emerald Emerging Markets Case Studies*, 2024, 14(2), pp. 1-42. (Scopus)
4. Syeda Maseeha Qumer and **Syeda Ikrama** (2025), "Zywa: Empowering Gen Z through Financial Inclusion," *Ivey Publishing*, W42183.
5. **Ikrama, S.** (2022) "Changing Consumer Dynamics: A Study of Online Food Delivery Platforms during the COVID Pandemic in India," *ECS Transactions*, 2022, 107(1), pp. 947-957.