Faculty Profile

Name:	**Dr. Bijeta Shaw**
Designation:	Assistant Professor
Teaching Areas:	Business Analytics
	Business Intelligence and Analytics
	Information Systems
Research Interest:	Artificial Intelligence
	Internet of Things
	Mobile Computing
	Mobile payments
	Business Intelligence and Analytics
Education:	Ph.D., IBS Hyderabad, 2018
	MBA, Osmania University, 2013
	B-Tech (IT), Narula Institute of Technology, WB, 2007

Research/Selected Publications:

1. Shaw, B., Roy, S. K., Kesharwani, A., van Doorn, S., & Japutra, A. (2023). The adoption of mobile payment services by millennials: the roles of smartphone addiction and situational variables. Asia Pacific Journal of Marketing and Logistics.

2. Shaw, B., & Kesharwani, A. (2019). Moderating Effect of Smartphone Addiction on Mobile Wallet Payment Adoption. Journal of Internet Commerce, 18(3), 291-309.

3. Shaw Bijeta, and G V Murlidhara. "NFC-Mobile payment Services: Is India ready for it?," ICFAI Center for Management Research, July 2017.

4. Bolar, K., & Shaw, B. (2015). End-user Acceptance of Online Shopping Sites in India. The Journal of Internet Banking and Commerce, 20(2).