

## Faculty Profile

Name: **Dr. Farrah Zeba**  
Designation: Senior Assistant Professor  
Teaching Areas: Marketing Management  
Principles of Management  
Syndicated Learning Program  
Entrepreneurship and Family-Managed Business  
Business History  
Personal, Family, Health and Wellness  
Business Strategy  
Governance and Ethics



Research Interests: Service Marketing

Education: Ph.D, IBS Hyderabad, IFHE University, India, 2013-17  
MBA, IBS Hyderabad, IFHE University, India, 2009  
B.Com (H), Bhawanipore Education Society College, Calcutta University, India, 2005

### Research/Selected Publications

1. Psychological capital and multifaceted nature of job performance: mediation by intrinsic motivation and goal-commitment, 2024. *International Journal of Productivity and Performance Management*. In press. [SCOPUS, ABDC-B]
2. Engaging Customers through Credible and Useful Reviews: The Role of Online Trust, *Young Consumer*, 2020, [SCOPUS, ABDC-B]
3. Hedonic and Utilitarian Values behind Engagement of Online Consumers, 2020, *Journal of Electronic Commerce in Organizations*, [SCOPUS, ABDC-B]
4. Novelty seeking as driving factor for fashion apparel innovators: A qualitative investigation, 2019. *Journal of Global Fashion Marketing*, [SCOPUS, ABDC-B]
5. Word-of-mouth, trust, and perceived risk in online shopping: An extension of the technology acceptance model, 2016. *International Journal of Information Systems in the Service Sector*, [SCOPUS, ABDC-C]