

Faculty Profile

Name: **Vaibhav Shekhar**
Designation: Associate Professor
Teaching Areas: Services Marketing
Marketing Research
Retail management
PhD Thesis area: Services Marketing
Education: Ph.D (Management), Icfai University, Dehradun, 2014
MBA, IBS Gurgaon, 2006
Bachelors in Commerce, Lucknow University, 2004



Professional Experience (11 Years)

1. Since 2007: IBS Business School, Hyderabad
1. 2006 – 2007: Axis Bank, New Delhi

Research/Selected Publications

1. Roy, Sanjit Kumar, Walfried M. Lassar, and Vaibhav Shekhar. "Convenience and satisfaction: mediation of fairness and quality." *The Service Industries Journal* 36, no. 5-6 (2016): 239-260.
2. Roy, SK., and Shekhar, V., "Dimensional Hierarchy of Trustworthiness of Financial Service Providers," *International Journal of Bank Marketing*, (28:1), 2010, pp 47-64.
3. Roy, S K., and Shekhar, V., "Alternative Models of Trustworthiness of Service Providers," *Journal of Global Marketing* (23:5), 2010, pp 371-386.