

I am Dr. Farha Deeba, an academican and professional specialized in Human Resource Management and Information Technology, with nearly 10 years of diverse experience across academia and industry.

I completed my B.Sc. from the University of Kashmir, followed by an MCA with distinction. Later, I pursued an MBA in Human Resource Management from IGNOU, graduating with distinction. Driven by a strong inclination towards research, I earned my PhD in Management from GD Goenka University, Gurgaon, focusing on the role of HR analytics in talent acquisition and retention in the hospitality industry.

My career began as a Lecturer in Computer Science, after which I worked as a System Administrator with the Department of Environment & Remote Sensing, where I managed network systems, servers, and GIS laboratories. I then served as an IT Manager at Saifco HillCrest Hotels Pvt. Ltd., leading IT operations, team management, and strategic planning. I also worked as a Senior Executive – IT at Raheja Developers Ltd., New Delhi, where I handled vendor management, IT procurement, and system support.

In 2025, I worked as an Assistant Professor at Kashmir University (North Campus), teaching Human Resource Management and Information Technology subjects to IMBA students while also managing academic administrative responsibilities.

My expertise lies in Management & IT. I have contributed to research through publications in reputed journals and presentations at national and international conferences.

I am a result-oriented professional with strong analytical, technical, and leadership skills. I aspire to continue contributing to academia and research, particularly in the field of management & IT.

My interdisciplinary background enables me to bridge management strategy with digital and analytical perspectives in both research and teaching.