



Dr. Ibra Fargha is an Assistant Professor in the Management / Human Resource Management area and is currently associated with I.T.S School of Management, India. She holds a PhD Health Management/HR, is UGC-NET qualified, and is an alumna of Jamia Hamdard, New Delhi. She has also gained valuable industry exposure with Amazon in the CRM domain, enabling her to effectively bridge management theory with contemporary corporate practices.

She has substantial academic experience in teaching, research, and academic coordination, with core expertise in Human Resource Management, Healthcare Management, Strategic Management. She has successfully completed professional certifications in Software as a Service (SaaS) and Google Analytics, strengthening her capability to integrate data-driven decision-making, digital platforms, and analytics into management education and research. Her research interests include human psychology and behavior, healthcare systems and delivery frameworks, patient-centered healthcare, gendered governance, health communication, and AI integration in management education. She has authored research papers, book chapters, and review articles, including scholarly contributions to Springer Nature, and continues to work on research addressing working women's well-being, managed care business models, and AI-enabled healthcare and HR systems.

Dr. Ibra has delivered guest lectures and faculty demonstrations on emerging themes such as Healthcare Management, and AI-driven strategic decision-making. She actively integrates AI tools, SaaS-based applications, and analytics frameworks into HRM and MBA pedagogy. She has coordinated academic and co-curricular initiatives, including her role as Coordinator of the Sankriya- The Operations Club, fostering managerial and operational excellence among students. She has also been involved in organizing Faculty Development Programs (FDPs), academic conferences, and institutional collaborations, and has contributed as a resource person and session chair at academic forums. Her teaching portfolio includes Human Resource Management, Strategic HRM, Total Reward Management, Learning and Development, Healthcare Management, E-Business, and Strategic Decision-Making, delivered through experiential and learner-centric approaches.