

Prof. Rubina has submitted her PhD thesis in Strategy Area at the Department of Management Studies (DMS), Indian Institute of Technology, Delhi. She has completed her MBA with dual specialization in Marketing and Finance from Motilal Nehru National Institute of

Technology (MNNIT), Allahabad, India. She works on Organizational ambidexterity and innovation performance in the context of Indian Micro, Small, and Medium Enterprises (MSMEs). Her research work has been published in reputed international journals, such as IEEE Transactions on Engineering Management (ranked A in ABDC), Journal of Strategic Marketing (ranked A in ABDC), Journal of Organization and Management (ranked B in ABDC), and Technology Analysis and Strategic Management Journal (ranked B in ABDC). Her teaching and research interests are strategic management, marketing, Innovation, and Strategic Alliances.