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Personal information

Sreyaa Guha is an Assistant Professor at Nova School of Business and Economics. She holds a Ph.D. in Business Studies and a M.Sc. degree in Research Methodology in Management Science from IE University, Spain. She also holds MBA degree from University of Calcutta and a B-Tech Degree from West Bengal University of Technology, India. Her main research interests are at the intersection of behavioral operations and decision analysis. Sreyaa has also served in the position of Vice President at State Bank of India before pursuing her PhD.

Qualifications

Business Studies, Doctorate, IE University
Award Date: 14 Sept 2021

Management Science, Master, IE University
Award Date: 14 Jul 2017

MBA, Master
Award Date: 30 Jun 2010

Electrical Engineering, Bachelor
Award Date: 30 Aug 2006

Employment

Assistant Professor

NOVA School of Business and Economics (NOVA SBE)
Universidade NOVA de Lisboa
Carcavelos, Portugal
1 Sept 2021 → present

Research outputs

- The role of environmental instability in detecting and responding to signals of impending regime shifts**
Guha, S., Seifert, M. & Ulu, C., 2024, *Behavioral decision analysis*. Springer International Publishing, p. 105–120 (International Series in Operations Research & Management Science).
Research output: [Chapter in Book/Report/Conference proceeding](#) › [Chapter](#) › [peer-review](#)
- Decision making under impending regime shifts**
Seifert, M., Ulu, C. & Guha, S., Oct 2023, In: *Management Science*. 69, 10, p. 6165-6180
Research output: [Contribution to journal](#) › [Article](#) › [peer-review](#)