

Dr. Susmita Ekka

Assistant Professor

Human Resource Management and Organizational Behaviour

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Educational Qualification

Ph.D. Management

University of Hyderabad, 2023

Topic: Adoption of HR Analytics Among HR Professionals' in India.

MBA

Utkal University, 2016

Human Resource and Finance

BSc

BJB Autonomous College, 2014

Biotechnology

Research Interest

- HR Analytics
- HRM
- Organizational Culture
- AI
- Technology Adoption

Skills

- Smart PLS
- SPSS
- AMOS
- STATA
- R Studio

Publications

Ekka,S., & Singh, P. (2022). Predicting HR professionals' adoption of HR analytics: An extension of UTAUT model. Organizacija. (SCI, Scopus)

Ekka, S., Singh, P., & Ranjan, P. (2022). The Impact of HR Analytics Adoption on Firm Return on Investment: A PSM Model Approach. *International Journal of Business & Economics*, 21(1). (ABDC-B)

Ekka, S. (2021). HR analytics: why it matters. *Journal of Contemporary Issues in Business and Government* Vol, 27(2). (SCI, ABDC-C)

Conferences & Workshops

Conferences

- International Conference On Economy, Business, Politics, and Society in the Information Age- Fs Congress (jointly organized by Fs Congress International Congress on Social Science, ANKARA, Turkey, and FEAS, Osmaniye Korkut Ata University, Osmaniye, Turkey).
- The International Conference on Sustainable Human Resource Management. University of Hyderabad, India.
- 5th International Conference on Corporate Social Responsibility, Institute of Public Enterprise, Hyderabad

Workshops

- Rendezvous with Information Systems Researchers: A workshop on Research in Action, Field Insights and Research Methods by Association for Information System (AIS) India Chapter and Centre for Software & Information Technology Management (CSITM), IIM Bangalore conducted from 16th June- 2nd September,2020.
- 3-day training Program on” HR Analytics: Concept and Applications” IIT Kharagpur.
- 3-day workshop on “Research Methodology, Statistical Data Analysis and Interpretation by using SPSS & AMOS” ISAR Chennai, Tamilnadu.
- Ten days workshop on “Research Methodology Course in Social Science” BKRI Guwahati, Assam and sponsored by ICSSR, New Delhi.
- A four-day workshop on “Advance Econometrics for Research in Social Sciences using R” University of Hyderabad, Hyderabad.
- 5-day FDP on “TQM and Business Excellence Award Models” and “Strategic Retreat with Balanced Scorecard” School of Management Studies, University of Hyderabad.
- 5-day workshop on “Multivariate data analysis Using SPSS & R” School of Management Studies, University of Hyderabad.
- 2-day workshop on “Scale Development and Validation” ICFAI Business School, Hyderabad.
- One week workshop on “FDP on "Contemporary Research Practices on Social Sciences" at Amity University, Uttar Pradesh.
- One week workshop on “Research methodology” School of Business and Management Studies, Central University of Haryana in Association with SHoDH Haryana, and ICSSR.