

SCHOOL OF BUSINESS STUDIES

CENTRAL UNIVERSITY OF JAMMU

Faculty Curriculum Vitae – AACSB Format

1. PERSONAL INFORMATION

Full Name	Dr.Susmita Ekka
Designation	Assistant Professor
Department	Human Resource Management and OB
Date of Joining SBS	11/01/1994
Highest Qualification	Ph.D. in Management (University of Hyderabad)
Areas of Specialization	HR Analytics, HRM, Technology Adoption, Organization Culture
Email / Phone	susmita.hrm@cujammu.ac.in
ORCID / Google Scholar ID	0000-0002-4224-5757

2. AACSB FACULTY QUALIFICATION STATUS

Classification	Criteria	Check (✓)
SA – Scholarly Academic	Doctoral degree + sustained peer-reviewed research (2+ PRJs in last 5 years)	☒
PA – Practice Academic	Doctoral degree + sustained professional engagement	☐
SP – Scholarly Practitioner	Master's + professional experience + scholarly contributions	☐
IP – Instructional Practitioner	Master's + significant professional experience	☐

3. ACADEMIC QUALIFICATIONS

Degree	Discipline/Specialization	Institution	Year	Thesis Title (if applicable)
Ph.D.	Management	University of Hyderabad	2023	Adoption of HR Analytics among HR Professionals in India
M.Phil./MBA/MA	HRM & Finance	Utkal University	2016	
Bachelor's	Biotechnology	Utkal University	2014	

4. TEACHING PORTFOLIO (Last 5 Years)

Course Name	Program (MBA/BBA/PhD)	Semester & Year	Student Feedback Score	Innovations Used
Decision Science	MBA	II-2026	4.15	Case-based learning, Excel-based decision modelling, real business datasets
Advance Statistics	BBA	II-2026	4.36	Problem-solving sessions, SPSS demonstrations, flipped classroom
HR Analytics	MBA	III-2025	4.67	HR datasets analysis, Excel & Power BI dashboards, industry case studies

Business Analytics	MBA	I-2025	4.56	Data-driven decision making using Excel, mini analytics projects
Business Statistics	BBA	I-2025	4.35	Practical numerical sessions, real business data interpretation
Business Statistics through using SPSS	MBA	I-2025	4.30	Hands-on SPSS lab sessions, statistical modelling exercises
Business Analytics using R	MBA	I-2024	4.69	R programming for analytics, visualization and predictive analysis
Business Research Methods	MBA	II-2025	4.10	Research proposal development, questionnaire design, SPSS analysis.
Academic report writing	MBA	II-	4.32	Research paper formatting workshops, plagiarism tools, citation management
Investment Management	MBA	IV-	4.89	Portfolio simulation, financial market case studies
Corporate Legal Framework	MBA	II-2024	4.35	Case law analysis, discussion-based teaching

List all courses taught. Attach student evaluation summaries if available.

5. INTELLECTUAL CONTRIBUTIONS (Last 5 Years)

AACSB categorizes ICs as: (a) Basic/Discovery Scholarship, (b) Applied/Integration, (c) Teaching/Pedagogical. List ALL outputs.

5a. Peer-Reviewed Journal Articles

#	Title	Journal Name	Year	ABDC/ABS Rank	Impact Factor	IC Type (D/A/T)
1.	Unmasking the signals: Exploring website information quality and social media's: Use of impact on purchase intention through expectation and trust at online market place	International Journal of International Marketing and advertising.	2026	C/ Scopus	2.3	D
2.	The Impact of HR Analytics Adoption on Firm Return on Investment: A PSM Model Approach.	International Journal of Business & Economics	2022	B/ Scopus	3.2	D
3.	Predicting HR professionals' adoption of HR	Organizacija	2022	Scopus-Q2	2.9	D

	analytics: An extension of UTAUT model.					
4.	HR analytics: why it matters	Journal of Contemporary Issues in Business and Government	2021	C/ Scopus	1.8	A

5b. Conference Proceedings / Presentations

#	Title	Conference Name & Location	Year	IC Type
1.	Strategic HR Analytics: Driving Business and Financial Performance in the Digital Era.	International Conference on Business and Finance 2025	2025	D
2.	Redefining People Management: Integrating Sustainability, Diversity, and Inclusivity into HR Practices	4 th International Conference on Management Research: Future of Management- Embracing Sustainability, Diversity, & Inclusivity	2024	A
3.	HR Analytics: Why It Matters	International Conference on Economy, Business, Politics, and Society in the Information Age FsCongress-2020, Turkey	2020	A
4.	HR Analytics: Turning over new leaf on performance management.	The International Conference on Sustainable Human Resource Management. University of Hyderabad, India.	2021	D