



(DEEMED TO BE UNIVERSITY)



**CATEGORY 1  
UNIVERSITY**  
BY MHRD, Govt. of India

**KL ACCREDITED BY  
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## HUMAN CAPITAL RESEARCH CENTER (HCRC)

# HUMAN CAPITAL RESEARCH CENTER (HCRC)

Great Vision without great  
people is irrelevant  
– Jim Collins



## ABOUT THE RESEARCH CENTER

**Human Capital Research Center** was initiated to add value in the field of Human Resources in advancing knowledge and practice. It serves as hubs for faculty and students to conduct cutting-edge research, collaborate with industry partners, and develop innovative solutions to contemporary HR challenges. This center often engages in activities such as publishing scholarly articles, organizing conferences and workshops, offering professional development programs for HR practitioners, and providing consulting services to organizations. By fostering a vibrant research environment and bridging the gap between academia and industry, this center contributes significantly to the development of a skilled HR workforce and the overall competitiveness of the economy.



## VISION

To be a global leader in human resource research, recognized for its contributions to both academic and practical knowledge.



## MISSION

To conduct cutting-edge research in human resource management, and to develop innovative solutions for enhancing organizational effectiveness and employee well-being.

## OBJECTIVES OF CENTER

1. To contribute to the body of knowledge by proposing and testing theories and models related to HR.
2. To foster interdisciplinary research that integrates insights from psychology, sociology, economics, and other fields.
3. To conduct research that offers practical solutions to real-world challenges faced by organizations, such as employee engagement, leadership development, and talent management.
4. To provide data insight for the development and implementation of effective HR policies and practices based on empirical evidence.
5. To provide consulting services and expertise to organizations seeking to improve their HR practices.
6. To train and mentor doctoral students and other researchers in the field of HR.
7. To offer specialized programs and courses that equip students with the knowledge and skills needed to excel in HR careers.
8. To establish partnerships with businesses and organizations to conduct applied research and address their specific needs.
9. To share research findings with the business community through publications, conferences, and workshops.
10. To offer executive education programs that address the pressing challenges faced by senior executives.
11. To provide evidence-based insights to policymakers on issues related to labor relations, workplace safety, and diversity and inclusion.
12. To advocate for policies that are grounded in empirical research and promote positive organizational outcomes.

## KEY REASEARCH AREAS

- ❖ Organizational culture and climate
- ❖ Diversity, Equity, Inclusion & Belongingness (DEIB)
- ❖ Leadership and management
- ❖ International HRM
- ❖ AI in HR
- ❖ Employee Wellbeing and Psychological Support
- ❖ Human resource development and training
- ❖ Employee Engagement and Commitment
- ❖ Sustainability and Corporate Governance
- ❖ Organizational Change and Development
- ❖ Talent Management
- ❖ Analytics for HR Decision Making
- ❖ Employee Relations
- ❖ Ethical Considerations
- ❖ Team work

## OUR TEAM



**Dr. Sundari Dadhabai**  
Head of Research Group



**Dr. K. Srinivas**  
Associate Professor



**Dr. Atanu Talukdar**  
Professor



**Dr. Mazharunnisa**  
Associate Professor



**Dr. Satuluri Padma**  
Professor



**Dr. T. Chandra Sekha**  
Associate Professor



**Dr. Simanchala Das**  
Associate Professor



**Dr. R.S.V.Rama Swathi**  
Assistant Professor



## OUR TEAM



**Dr. B.Vamsi Krishna**  
Assistant Professor



**Dr. D. Praveena Devi**  
Assistant Professor



**Dr. S. Tripathy**  
Assistant Professor



**Dr. Manisha Semwal**  
Assistant Professor



**Dr. K V B Ganesh**  
Assistant Professor



**Dr. Madhu Latha**  
Assistant Professor



**Dr. Konka Soujanya**  
Assistant Professor



**Anuradha Averineni**  
Assistant Professor

## COLLABORATIONS



**Bamoi Luma Business School,  
Sierra Leone**

**Skyline University, UAE**









**Anurag University, India**

**Prince Sattam Bin Abdulaziz  
University, Saudi Arabia**



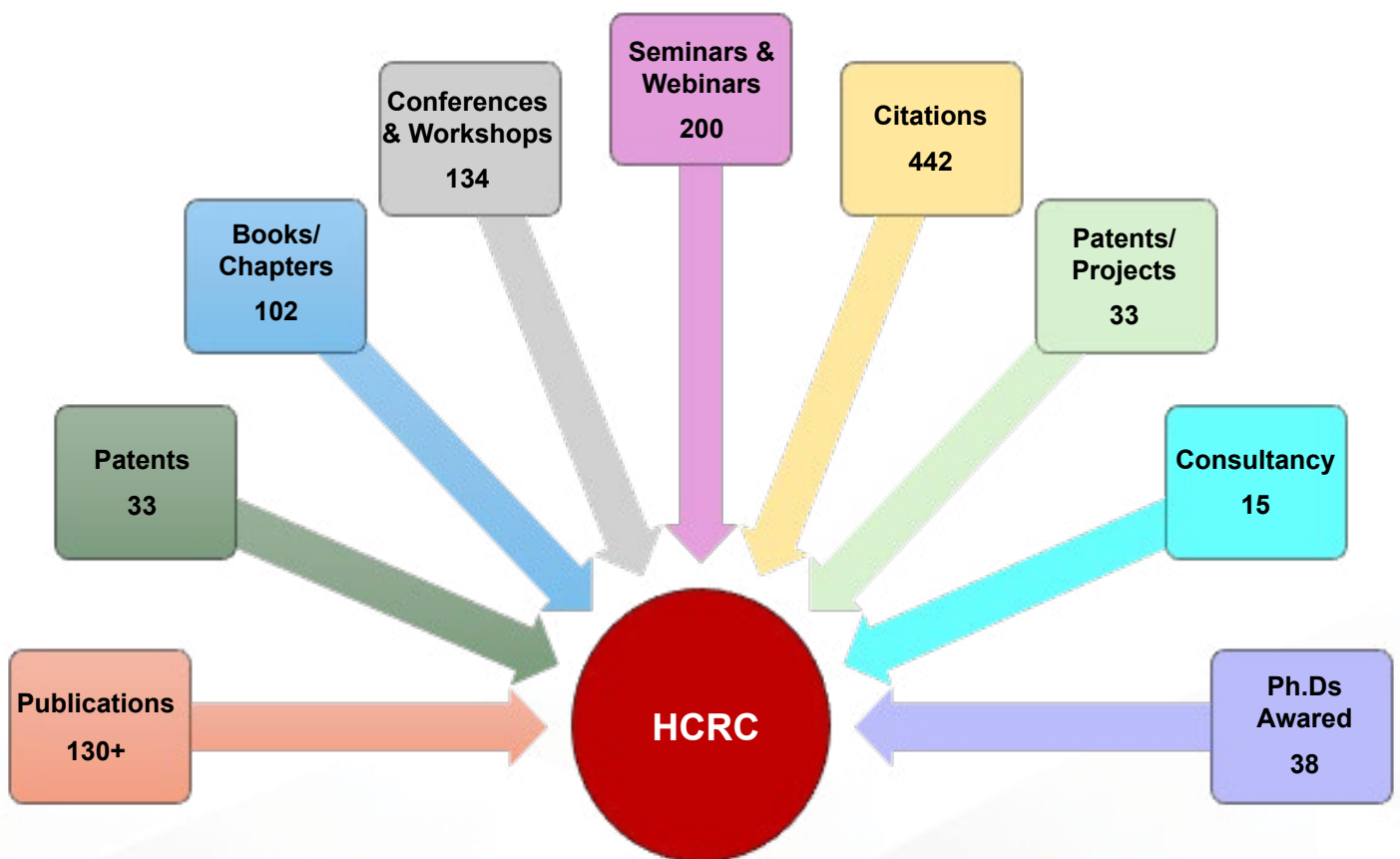
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PRINCE SATTAM BIN ABDULAZIZ UNIVERSITY

## FULL TIME SCHOLARS INFORMATION

S.No	Name of the Scholar	Year of Admission	Topic	Research Supervisor	Scholar's Photo
1	B. Triveni	2022	Effectiveness Of Knowledge Management Practices in Promoting Workforce Agility in Selected IT Companies- Psychological Empowerment as A Mediating Variable	Dr. Sundari. Dadhabai Associate professor	
2	M. Sri Lakshmi Harshini	2022	Impact of hybrid work culture on organizational performance of selected it companies	Dr. K. Hema Divya Associate professor	
3	P. Namrata Chowdary	2022	Impact of Succession planning on employee engagment	Dr. K.Srinivas Associate professor	
4	Suresh Yamarth	2023	Impact of Digitalization on HR practices and its influence on organisational performance in banking sectors	Dr. Balaji Associate professor	
5	Vasanti Vasireddy	2023	'Influence of Inclusive Leadership on SME Performance'	Dr Simanchala Das, Associate Professor	
6	U. S. Swathi	2023	The Role of Artificial Intelligence in Human Resource Management: Impacts on Talent Management	Dr. K. V. B. Ganesh, Assistant professor	



## HIGHLIGHTS OF RESEARCH CENTER



## CONTRIBUTION OF RESEARCH CENTER

S.No	Name	Indexed Publications			Patents	Books Written	Book Chapters Published
		Scopus	WOS	Others			
1	Dr. Sundari Dadhabai	14	0	30	1	4	0
2	Dr. V. Madhu Latha	4	2	2	0	2	10
3	Dr. K. Srinivas	17	0	30	4	1	4
4	Dr. R. S. V. Rama Swathi	6	3	15	2	6	1
5	Dr. B Vamsi krishna	3	6	5	3	4	0
6	Dr. Simanchala Das	20	4	20	5	9	9
7	Dr. KVB Ganesh	11	0	15	2	4	4
8	Dr. Manisha Semwal	6	1	5	2	4	3
9	Dr.D.Praveenadevi	3	1	16	3	1	3
10	DR.MD.Mazharunnisa	3	1	15	4	2	8
11	Dr.K Soujanya	6	0	25	3	1	15
12	Anuradha Averineni	9	0	2	1	4	0
13	Dr T Chandrasekhar Yadav	0	0	8	3	1	2
14	Dr. Shyamasundar Tripathy	5	0	10	5	5	3
15	Dr. Atanu Talukdar	2	0	13	1	2	0

# PUBLICATIONS

## Dr. SUNDARI DADHABAI

1. Published an article in Scopus indexed journal "International Journal of Computational Experimental Science and Engineering" on "Limitations and Future Directions in Studying Organizational Justice in Academia: A Call for Longitudinal and Multivariate Approaches" in Volume 10 special issue 4 , 2024
2. Published an article in Scopus indexed journal "Optimizing the User Experience in E-Commerce Platforms Using Ergonomic Interface Design and Motion Analysis" in "Journal of Machine and Computing" on Volume 05 special issue 1 , 2024
3. Published an article in Scopus indexed journal "International Journal Of Computational Experimental Science and Engineering" on "The Impact of Organizational Justice on Job Satisfaction: A Computational and Experimental Analysis in Workplace Systems" in Volume 10 special issue 4 , 2024
4. Published an article in WOS indexed journal "African Journal of Biological Sciences" on "Organizational justice and its effect on employee mental health and job satisfaction" in Volume 6 special issue 4 , August 2024
5. Published an article in WOS indexed journal "MATEC Web of Conferences" on "Analyzing the impact of organization justice on employee commitment. does job satisfaction mediate the relationship" in Volume 392, 2024
6. Published an article in WOS indexed journal "MATEC Web of Conferences" on "Dimensions of organizational justice on employee commitment – moderating effect of gender" in Volume 392, 2024
7. Published an article in Scopus indexed journal "Annals Of Forest Research" on "An Examination of Management Factors Affecting Students' Performances" in Volume 65 special issue 1 , November 2022
8. Published an article in Scopus indexed journal "Annals Of Forest Research" on " Effects of teachers' attitude on academic performance of students in Bamoi Luma, Kambia District, Sierra Leone" in Volume 65 special issue 1 , November 2022
9. Published an article in UGC care journal "International Journal of Food and Nutritional Sciences" on "Effectiveness of rewards and recognition as a strategy on employee retention using job satisfaction as a mediating factor" in Volume 11 special issue 7 , 2022
10. Published an article in UGC care journal "International Journal of Food and Nutritional Sciences" on "The role of self – compassion in improving employee performance concerning nurses in government hospitals" in Volume 11 special issue 7 , 2022

## PUBLICATIONS

### DR. SATULURI PADMA

1. Satuluri Padma and Riya Pooja Shriprasad Kulkarni (2024), "Green Human Resource Management Practices for Organizational Sustainability", Ecology, Environment and Conservation (ISSN: 0971-765X) (Web of Science) 30(11), 156-158.
2. Satuluri Padma et. al., (2024) "Unveiling Patterns Using Enhanced Educational Data Mining for forecasting Student Academic Performance," 2024 International Conference on Advances in Computing, Communication and Applied Informatics 1-7, Doi:10.1109/ACCAI61061.2024.10602439.
3. Satuluri Padma, et.al. (2024), "Impact Of E-HRM Practices in The Working Environment Of Banking Sector; An Employee Centered Analysis", Educational Administration: Theory and Practice (ISSN: 2148-2403), (SCOPUS-Q4) (Impact Factor: 1.091), 30(4), 7403-7409.
4. Satuluri Padma et. al., (2024), "The Impact Of Job Attrition And Understanding The Factors Affecting Attrition And Intention: A Theoretical Framework", Migration Letters (ISSN: 1741-8984 E-ISSN:1741-8992), (SCOPUS-Q2) (UGC)(Impact Factor: 0.374), 21(S1), 953-961.
5. Satuluri Padma (2023), "Securing Organizational Sustainability: The vitality of Succession Planning in Indian Public Sector Enterprises", International Development Planning Review (ISSN: 1474-6743, E-ISSN: 1478-3401), (SCOPUS-Q2) (Impact Factor: 2.071), 45(4), 187-195.
6. S Padma and M Sudhir Reddy (2013), "Role of Family Support in Balancing Work and Personal Life of Women Employees", International Journal of Computational Engineering and Management (IJCEM) (ISSN: 2230-7893), Vol.16, No.3, pp.93-97.
7. S Padma and M Sudhir Reddy (2013), "Work Life Balance: Women Police Constables", SCMS Journal of Indian Management (ISSN: 0973-3167), (SCOPUS) (Impact Factor:0.117) Vol. V, No. 4, pp.39-47.
8. S Padma and M Sudhir Reddy (2013), "Impact of Childcare Responsibility on Work Life Balance (WLB) of School Teachers", International Journal of Advanced Research in Business Management and Administration (ISR Journals and Publications) (ISSN:2348-2354), Vol.1, No.3, pp.36-43.
9. Satuluri Padma and M Sudhir Reddy (2014), "Work Life Balance and Job Satisfaction among School Teachers: A Study", The IUP Journal of Organizational Behavior (UGC Care) (ISSN: 0972-687X), Vol. XIII, No.1, pp. 51-61.
10. Satuluri Padma (2016), "Career Plateau- A Literature Review", Amity Journal of Training and Development (UGC Care) (ISSN: 2456-1746), Vol. I, No.2, pp.44-52.

## PUBLICATIONS

### Dr B VAMSI KRISHNA

1. Published a research article on Influence of relationship marketing variables in social media marketing, published in Empirical Economics Letters, C-Category Journal. August,2021, Special Issue-4.
2. Published a research article on Societal Progress of Corporate Social Responsibility—An Empirical Slant on Rastriya Ispat Nigam Limited (RINL, Visakhapatnam, India), in Theoretical Economics Letters, China Vol-11, Issue-4, August-2021,
3. Published a research article on A Crystallized Treatise on Determinants of Motivational Environment in Oil and Natural Gas Corporation Limited (ONGC) in European Journal of Business and Management, ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online), Pgs; 20-26, Vol.13, No.11, 202.
4. Published a research article on Integration of Knowledge Management with Adaptive Performance: An Exploration Role of Organizational Learning in Hindustan Aeronautics Ltd (HAL), in Journal of Business and Economic Development, USA, Vol: 6(2), May, 2021 Pgs.: 97-103, ISSN: 2637-3866 (Print);
5. Published a research article on “Impact of consumer ethnocentrism on their purchase intentions over foreign products with reference to india” in International Conference on Innovation Sciences Engineering and Management held at ramachandra College of Engineering, Vatluru, on February, 21-22, 2019.

### Dr. MADHULATHAVEERAPANENI

1. Published a research paper with the title “A Study on Privatization of Higher Education in India-Problems and Prospects”, DOI: <https://doi.org/10.52783/jier.v3i2.122>, <http://jier.org/index.php/journal/article/view/122>, in the Journal of Informatics Education and Research, ISSN: 1526-4726, vol 3 issue 2 July 2023 ABDC(C Journal)
2. Published a paper entitled “Beyond Binary: The Capabilities of Classical and Quantum Computing for Securing Data Transmission” in the International Conference ICMPC - 2023 – <https://doi.org/10.1051/e3sconf/202343001073> - Scopus – Scopus ID - 58675074800
3. Published a paper entitled “Diagnostic Tool for Lung Nodule Evaluation” in the book Machine Learning Applications in Health Care by Immortal Publishers, Hyderabad;ISBN: 978-93-5566-688-8, PP 59-82,May, 2022.
4. Published a paper entitled “A Review on Automated AI Lung Cancer Detection” in the book Machine Learning Applications in Health Care by Immortal Publishers, Hyderabad;ISBN: 978-93-5566-688-8, PP 01-12,May, 2022.



## PUBLICATIONS

5. Published a paper entitled “Research on Artificial Intelligence Applications In Cryptography With An Analysis In Vulnerabilities Detection Management” in International Journal of Early Childhood Special Education (INT-JECSE), Vol 14, Issue 03, ISSN: 1308-5581, PP 2446-2451, April 2022.
6. Published a paper entitled “Infectious Disease Prediction, Testing Suggestion for Better Operational Health Care using Machine Learning Algorithms” in Journal of Algebraic Statistics, Vol. 13, No. 02, ISSN: 1309-3452, PP 2729-2739, April 2022.
7. Published a paper entitled “An Efficient Integrated Approach for Cloud Information Retrieval Using N-Level Vector Model” in International Journal of Mechanical Engineering, ISSN: 0974-5823, Vol. 7 No. 2, PP 3515-3520, Feb., 2022.
8. Published a paper entitled “Human Resource Development in Banks – An Evaluative Study with special reference to HRD Climate in select public and private sector banks in Andhra Pradesh” in IOSR Journal of Humanities and Social Science (IOSR-JHSS), e-ISSN: 2279-0837, P-ISSN: 22799-0845. Volume 25, Issue 1, Series 3, PP 07-13, January, 2020.
9. Published a paper entitled “Human Resource Development Practices in Indian Banking
10. Published a paper entitled “Impact of Stress on Employee Performance – Effective Stress Coping Strategies” in the International Conference on “Emerging Trends in Business and Commerce 2018” (ISBN: 978-93-85101-21-2, VOLUME-III) held on 06-10-2018 organized by the Dept. of Management Studies, Narayana Engineering College, Nellore.

### Dr. MD. MAZHARUNNISA

1. Blockchain In Human Resources: Ensuring Data Privacy and Transparency in Employee Management 2nd International Conference on Disruptive Technologies, ICDT 2024 on 2024-03-15
2. A review on growth parameters of e-commerce in India's economy Journal of Statistics & Management Systems on 20-10-23
3. Business Process Automation using Robotic Process Automation (RPA) and AI Algorithm's on Various Tasks 8th International Conference on Communication and Electronics Systems (ICCES 2023) IEEE Xplore Part Number: CFP23AWO-ART on 03-06-2023
4. Examine Students' Depression Levels Before Enrolling in Medical College Journal of Harbin Engineering University on 03-07-2023
5. Employee perception towards impact of HRD practices in selecting power unit in Telangana region International journal of early childhood special education 2022-08-30

## PUBLICATIONS

6. Emerging Global Business competitiveness: The Challenges for Human resources Shri research publication 31-05-2023
7. Impact of Online Store Atmospherics on Brand Equity: An Empirical Analysis on Wellness Products International Journal of Advanced Science and Technology 2020 Vol.29, No.5
8. "Smart Cities Mission: An Opportunity to Attain India's Urban Goals" International Journal of Commerce and Management ICSSR – (IMPRESS) 18th& 19th December 2019, Vol- II
9. Emotional Intelligence in bank – An Empirical study with reference to selected banks of Vijayawada city UGC Approved International Journal of Organization & Scientific Research November 2nd 2018 20(10) ISSN 2278-487X 10-15

### Dr. RAMA SWATHI

1. "Factors Affecting Purchase Intention through Online Shopping Sites During Covid-19 Pandemic: The Moderating Role of Gender", Pacific Business Review (International), Volume 17, Issue 1, 2024.
2. "Antecedents of Blockchain Technology Acceptance: A Study in context of Supply Chain Management of SMEs of India", Pacific Business Review (International), Volume 16, Issue 12, 2024.
3. "Extent of Data Sophistication used in HR Analytics: A Comparative Study of Banking and Telecommunication Industry", Pacific Business Review (International), Volume 16, Issue 7, 2024.
4. "Regression Based Modelling to Predict the Undergraduate Students Performance After Pandemic in Educational Institutions", International Journal of Intelligent Systems and Applications in Engineering, Volume 12, Issue 7s, 2023.
5. "Mass Transfer Prediction Using Artificial Neural Network in An Alumina Matrix Porous Media", European Chemical Bulletin, 2022, 11(11), pp. 113–120.
6. "An empirical emphasis on employees' perception towards agile HR practices in select software companies", International Journal of Recent Technology and Engineering, 2019, 8(3), pp. 2332–2338.
7. "AI-Driven Bilingual Talkbot for Academic Counselling", 2023 3rd International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE), Greater Noida, India, 2023, pp. 1986-1992, Doi: 10.1109/ICACITE57410.2023.10182802.
8. "AI-Based advanced Talk-chatbot for Implementation", 2023 3rd International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE), Greater Noida, India, 2023, pp. 1808-1814, DOI: 10.1109/ICACITE57410.2023.10182611.

## PUBLICATIONS

9. "Blockchain-based Trust Management System in Implementation in Social Internet of Things", Proceedings of- 5th International Conference on Contemporary Computing and Informatics, IC3I 2022, 2022, pp. 78–83.
10. "A Study on Technical Problems Related to ATM and Internet Banking Services: A Comparative Study between Andhra Bank and ICICI Banks", Academy of Marketing Studies Journal, Volume 27, Issue 4, 2023.

### Dr.D.PRAVEENADEVI

1. Published an article in "Selp Journal of Social Science" on "A Descriptive study on green marketing and corporate responsibility in promoting it" in Volume 4 I issue 16 , 2013.
2. Published an article in "Global Journal for Research Analysis" on "Knowledge Management in the Higher Educational Institutions- Management of Intellectual Assets" in Volume 4 special issue 10 , 2015.
3. Published an article in "PARIPEX- Indian Journal of Research" on "A study on Knowledge Management Practices among Self-Financing Arts and Science Colleges in and around Tiruchengode " in Volume 4 issue 10 , 2015.
4. Published an article in "International Journal of Scientific Research" on "Perception of faculty members towards Knowledge Management practices at Engineering Colleges in Namakkal District" in Volume 5 issue 5 , 2016.
5. Published an article in "GIS business" on "A Study on Factors Manipulate Reward Management towards Employee Retention on the Whole Paper Industries in Namakkal District of Tamil Nadu " in Volume 14 issue 3 , 2019.
6. Published an article in "GIS business" on "Impact of Goods and Services Tax (GST) On Sole Proprietor- An Analysis of Autotrophs Awareness with Special Reference at Erode, Namakkal and Salem Districts In Tamil Nadu" in Volume 14 special issue 3 , 2019.
7. Published an article in "Restaurant Business" on "A Study on Brand Loyalty towards Edible Oil in Tiruchengode Town " in Volume 15 issue 6 , 2019.
8. Published an article in "International Journal of Recent Technology and Engineering " on "Inclusive Organisational Culture – A Competing Strategy for Business Success" in Volume 8 issue 4 , 2019.
9. Published an article in "Journal of Xi'an Shiyu University " on "Inculcating Entrepreneurial Skills in Management Graduates through Entrepreneurial Education – An Empirical Study" in Volume 16 issue 12, 2020.

## CONTRIBUTION TO SDGs





# CONTRIBUTION OF HCRC FOR VARIOUS ACTIVITIES

## WEBINARS ORGANIZED IN ASSOCIATION WITH KEKA ACADEMY

Webinar

K ACADEMY

### MNCs's Strategies for Candidate Selection

23<sup>rd</sup> March, 2024  
11:00 AM to 11:40 AM



**Nikeeta Gupta**  
HRBP, Infodigit

Webinar

K ACADEMY

### How to write a winning resume to land your dream job in 2024

6<sup>th</sup> April, 2024  
11:00 AM to 12:00 PM



**Rajat Vashistha**  
Founder Resumod

Webinar

K ACADEMY

### Role of internships in securing placements

13<sup>th</sup> April, 2024  
11:00 AM to 12:00 PM



**Manisha Raj**  
Senior Manager - Talent  
Management at DE Shaw



Department of  
**MBA**

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GRADE

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2021

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EDUCATIONAL  
LEADERSHIP

An International Webinar

## Creativity, Innovation and Entrepreneurship

30<sup>th</sup> April, 2022 from 10:00 AM. to 11:30 PM.

For any further information Pls contact

**Dr. S. S Tripathy**  
Asst. Professor, MBA  
Mobile No.9778969858

**Dr. K. Hema Divya,**  
Assoc. Professor, MBA  
Mobile No.9603742715



**Prof. Md. Saiful Islam**  
Professor, Department of Management  
Islamic University, Kushtia, Bangladesh

Link : <https://kluniversity.webex.com/kluniversity/j.php?MTID=m519c9dc3bf67a04940965ddc63230320>

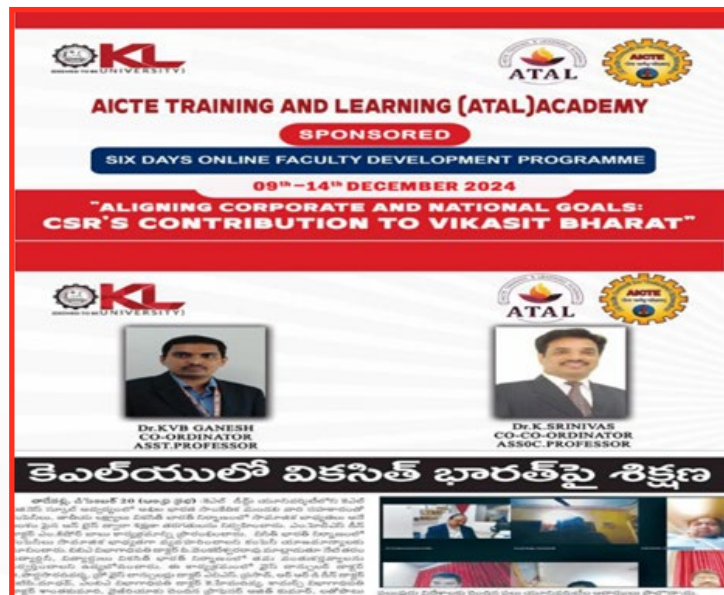


# CONTRIBUTION OF HCRC FOR VARIOUS ACTIVITIES

## INTERNATIONAL CONFERENCE CONDUCTED



## FDPs ORGANIZED



## FOR MORE INFORMATION

**Dr. SUNDARI DADHABAI,**  
**Research Group Head,**

KL Business School, e-mail: [sundaridadhabai@kluniversity.in](mailto:sundaridadhabai@kluniversity.in)



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