

Faculty Profile

Name: **Dr. Chetna Priyadarshini**

Designation: Associate Professor

Teaching Areas: Human Resource Management

Organizational Behavior

Research Interests: Job Search Behavior

E-recruitment

Green HRM

Employer Attractiveness

Mixed Method Research Design

Education: Ph.D. (Management), IFHE, IBS Hyderabad, 2017

MBA (HR and Marketing), Birla Institute of Technology,
Mesra, Ranchi, 2013

B.com, St. Xavier's College, Ranchi, 2010



Research / Selected Publications:

1. Priyadarshini, C., Dubey, R. K., Kumar, Y. L. N., & Jha, R. R. (2020). Impact of a Social Media Addiction on Employees' Wellbeing and Work Productivity. *The Qualitative Report*, 25(1), 181-196. (SCOPUS).
2. Priyadarshini, C., Sreejesh, S., & Jha, R. R. (2019). Impact of Informational Characteristics of the Recruitment Website on Graduating Students' Job Pursuit Intention: A Moderated Mediation Study. *International Journal of Human Capital and Information Technology Professionals (IJHCITP)*, 10(2), 1-19. (SCOPUS).
3. Priyadarshini, C., Sreejesh, S., & Anusree, M. R. (2017). Effect of information quality of employment website on attitude toward the website: A moderated mediation study. *International Journal of Manpower*, 38(5), 729-745. (ABDC-A and SCOPUS).
4. Priyadarshini, C., Kumar, Y. L. N., & Jha, R. R. (2017). Employer Attractiveness Through Social Media: A Phenomenological Study. *The Qualitative Report*, 22(4), 969-983. (SCOPUS).
5. Priyadarshini, C., Mamidenna, S., & Sayeed, O. B. (2016). Identifying dimensions of employer attractiveness in Indian universities: an approach towards scale development. *Journal of Asia Business Studies*, 10(2), 183-193. (ABDC-C and SCOPUS).