

Faculty Profile

Name: **Chetna Priyadarshini**

Designation: Assistant Professor

Teaching Areas: Human Resource Management
Organizational Behavior

Research Interests: Job Search Behavior
E-recruitment
Employer Attractiveness
Mixed Method Research Design

Education: Ph.D., IFHE, IBS Hyderabad, 2017
MBA (HR and Marketing), Birla Institute of
Technology, Mesra, Ranchi, 2013
B.com, St. Xavier's College, Ranchi, 2010



Professional Experience (5 Years)

1. Since 2017: Assistant Professor, IFHE, IBS Hyderabad
2. 2013 - 2017: Research Scholar, IFHE, IBS Hyderabad
3. 2010 - 2011: Financial Planning Advisor, Bajaj Capital, Ranchi

Research / Selected Publications:

1. 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).
2. 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).
3. Priyadarshini, C., Banerjee, P., & Purkayastha, D. (2016). Recruitment Metrics: Calculating the Hiring Costs. *ICMR*, Case Ref. No. CLHR042.
4. 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).
5. Priyadarshini, C., Ponnampalani, A., & Banerjee, P. (2015). Role Stress and Coping Among Business School Professors: A Phenomenological Study. *The Qualitative Report*, 20(12), 2050-2066. (SCOPUS).