



Faculty Profile Template for Website

Basic Details:

- Name: S Jaswanth Seshasai
- Designation: Assistant Professor
- Area: Human Resource Management (HRM) & Management Information Systems (MIS)
- Affiliation: Faculty of Management, SRM Institute of Science and Technology, Ramapuram Campus, Chennai- 89
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Education:

- PhD in Management, SRM Institute of Science and Technology - (Pursuing)
- MBA in Business Administration, SRM Institute of Science and Technology, 2021.
- B.Tech - Mechanical Engineering, D.M.S. Sri Venkateswara Hindu College of Engineering - 2018

Other Details:

Course: Human Resource Management, Event Management, Fundamentals of Management, Leadership, Organizational Behaviour, Universal Human Values (UHV), Indian Ethos and Corporate Strategy, Business Communication and Value Sciences

Research Interests: Digital HR Transformation, AI in Recruitment, Employee well-being, HR Analytics

Selected Publications: *(To be listed in reverse chronology, i.e., starting from latest)*

- Seshasai, S. J., Raja, R. V., & Kumar, G. (2025). The Two Sides of the Coin: Optimizing Recruitment and Retention for Sustainable Talent Management. In *Innovative Recruitment and Retention for Employee Empowerment* (pp. 309-328). IGI Global Scientific Publishing.
- Seshasai, S. J., & Balaji, K. D. (2025). The Hidden Costs of Low Morale: How Unfilled Jobs and Staff Attrition Can Drain Your Business. In *Innovative Recruitment and Retention for Employee Empowerment* (pp. 267-284). IGI Global Scientific Publishing.
- Jaswanth, S. S., & Balaji, K. D. (2025) The XAI Factor in the Age of AI: Does It Enhance AI Augmented Decision-Making Quality in HealthCare HR. In *Revolutionizing Healthcare Services* (pp. 160-172). CRC Press.
- Kumar, G., Seshasai, S. J., & Shriya, K. (2024). Tailored to Perfection: How AI-Driven Service Customization Is Revolutionizing Emerging Markets. In *Integrating AI-Driven Technologies Into Service Marketing* (pp. 575-594). IGI Global Scientific Publishing.
- Seshasai, S. J., & Kumar, G. (2024). Exploring the Influence of Technology Transfer Strategies on Entrepreneurial Innovation: The Mediating Role of Inimitable-Based Innovative Entrepreneurship. In *Entrepreneurship Innovation and Education for Performance Improvement* (pp. 426-453). IGI Global.
- Sundari, V. M., Shriya, K., & Seshasai, S. J. (2024). Social Entrepreneurship: Innovations for Social Impact and Community Development. In *Entrepreneurship Innovation and Education for Performance Improvement* (pp. 599-612). IGI Global.
- Seshasai, S. J., & Shriya, K. (2024). Empowering women entrepreneurs: How tech-driven innovation can unlock business success. In *New Practices for Entrepreneurship Innovation* (pp. 218-244). IGI Global.
- Raja, R. V., Seshasai, S. J., & Selvakumar, A. (2023). 18 impact of employee health and well-being on job performance and future of work. *Commerce, Economics & Management*, 128.

- Seshasai, S. J., & Balaji, K. D. (2023). 20 NAVIGATING CAREER MANAGEMENT IN THE ERA OF EMPLOYEE WELL-BEING, MOBILITY, AND UPSKILLING: EMBRACING TECHNOLOGICAL ADVANCEMENTS. *Commerce, Economics & Management*, 139.
- Seshasai, S. J., & Balaji, K. D. (2022). A Study on Improvisation of Academic Performance and Decision-Making Ability through an Interactive Review Model. *Special Education*, 1(43).
- Raja, R. V., & Seshasai, S. J. 30 THE SHIFT TO REMOTE WORK: CHALLENGES AND STRATEGIES FOR HR MANAGERS. *FUSION OF KNOWLEDGE*, 182.
- Raja, R. V., & Seshasai, S. J. 33 TECHNOLOGY INTEGRATION IN HRM: IMPLICATIONS FOR RECRUITMENT. *FUSION OF KNOWLEDGE*, 202.

Working Papers: *(To be listed in reverse chronology, i.e., starting from latest)*

- The Transparency Imperative in AI-Driven Recruitment: An Extended Technology Acceptance Model for High-Stakes Hiring Decisions.
- Leadership Dynamics and Organizational Change Readiness in Nonprofit Human Service Organizations: An empirical Study across Tamil Nadu and Telangana.

Work in Progress: (yet to be published)

- Green by Design: How Fintech's Human Touch is Revolutionizing Sustainable Finance – Bentham Books – Waiting for Publication
- Quantum-Inspired Strategies and Business Resilience in industry 5.0: A study of small Businesses – Emerald (Waiting for Publication).
- Benchmarking Job Seekers Acceptance of E-Recruitment Platforms in India: An Extended UTAUT2 – Based Framework.
- Exploring the role of Behavioural Intention in Digital Adoption and Cross-Functional Innovation within Indian Organizations.

Conferences

- Presented a paper titled “The toll of layoff anxiety on human: A comprehensive case study” at the FORE International Case conference on Innovation for sustainable future, case no FICC/23/049 from 02nd and 3rd June 2023. SI No: FICC/2023-24/063.
- Presented a paper titled “A study on improving student’s performance and motivation through an instructional assessment under meta-cognitive strategy” in the international conference on Management and Data Analytics held on 20th - 21st October 2022 at CMR University, Bangalore.
- Presented a paper titled “Enhancing Real-time Object Detection and Recognition: A Hybrid BP-LSTM Deep Learning for Advanced Computer Vision systems” in the 2nd International conference on Advances in Artificial Intelligence & Machine Learning in Big data processing held on 12th & 13th December 2024 at S A Engineering College, Chennai.
- Presented a paper titled “Impact of Disruptive Technology Factors on sustainable Recruitment and Selection Practices” in the International conference “VISHLESHAN 2K23” held on 15th & 16th December 2023 at IIMS, Pune.
- Presented a paper titled “Understanding employee's intentions towards accepting AI for talent acquisition using the TAM Model” in the international conference on “Managing Talent and Market in Artificial Intelligence (AI) Digital Driven Economy” held on 26th & 27th December 2024 conducted by Faculty of Management, SRM Institute of Science and Technology, Chennai.
- Presented a paper titled “Use of Experimental Analysis Model for the identification of Genuine Resumes or Skillsets for the Recruitment and Selection of the Students in various universities” held on 24th - 26th March 2022 in DPRC at SRM Institute of Science and Technology, Chennai.

FDP/Workshop/Seminars

- Attended One Week International FDP on “Tech-Enabled Student Development in a VICA-BANI world: Preparing Learners for Uncertain Future”, Organized by Department of Corporate Secretaryship, (Shift – II) from 16.06.2025 to 23.06.2025 by Agurchand Manmull Jain College, Chennai.

- Attended Seven Day National Online Professional Development Program on Application of Artificial Intelligence (AI) in Research and Publication Organized by Department of Corporate Secretaryship from 16.06.2025 to 23.06.2025 in association with IQAC, Patrician College of Arts and Science College, Adyar, Chennai.
- Attended Five-day virtual faculty development program on “Recent Trends in Business Research” held on 24th - 28th April 2023 at Department of commerce, College of Science and Humanities, SRM Institute of Science and Technology.
- Attended the UHV I FDP and completed the course on 3rd April - 7th April 2023 (Online) organized by All India council for Technical Education (AICTE)
- Attended UHV II FDP and completed the course on 25th March - 30th March 2024 (Online) organized by All India council for Technical Education (AICTE).
- Attended Online Faculty Development Programme (FDP) on “Role of Industry 4.0 in Driving Sustainable Industry practices” held on 20th - 25th January 2025, sponsored by the AICTE Training & Learning Academy (ATAL) Organized by GITAM School of Business, Bengaluru.
- Attended Two Day International Research conference on “Emerging Technologies in Business Management” held on 28th & 29th April 2023 organized by MET Institute of Management in collaboration with Department of Commerce, University of Mumbai & supported by AICTE.
- Attended a session on “Effective Research Methods for conducting Dynamic Studies” held on 25th Feb 2023 Organized by Researcher’s Forum, College of Management, SRM Institute of Science and Technology, Chennai.
- Participated in Five Day Faculty Development Programme (FDP) “PRAYAAZ (A TO Z Research)” held on 7th - 9th Dec 2022 and 15th - 16th Dec 2022 Organized by College of Management, SRM Institute of Science and Technology, Chennai.
- Participated in Six Day workshop on “Research Methodology for social sciences” held between 21st - 26th March 2022 sponsored by ICSSR-SRC

Academic Experience:

- Assistant Professor, Faculty of Management, SRM Institute of Science and Technology, Ramapuram Campus (Jun 2025 – Till date).

Other Professional Experience:

- US IT Recruiter (Talent Acquisition), Newt Global LLC, Chennai. 2021 – 2022.

Achievements and Awards:

- Best Research Paper Award from SRM Institute of Science and Technology, Kattankulathur – 2024
- Served as Editorial Board Member for the Journal “Journal of Human Resource Management” – Jan 2023 to Jan 2025
- Serving as Editorial Team Member for the Journal “Sustainability Review” – 2025 to till date
- Achieved Second place for the Business Plan Competition “Saudagar” held at IIM Udaipur – 2022
- Served as a Reviewer for the IGI Global Book Chapters – 2024
- Served as a Reviewer for the International conference “ICETEA 2025” held at Pondicherry, India – 2025

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