



Faculty Profile Template for Website

Basic Details:

Name: Niveditha M

Designation: Assistant Professor

Area: Management (HR)

Affiliation: Department of Bachelor of Business Administration, Ramapuram Campus,
SRM University.

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Education:

PhD –VIT Business School, VIT University, 2024.

MBA – St. Peter’s College of Engineering and Technology, Anna University, 2011.

BCA – Mahalashmi Women’s College of Arts & Science, University of Madras, 2009.

Other Details:

Research Interests:

- Human Resource Management
- Organizational Behaviour
- HR analytics

Selected Publications:

- With Padhy, P. C. (2024). Impact of organizational structure and commitment on organizational citizenship behavior: Insights from the IT sector. *Multidisciplinary Reviews*, 7(9), 2024203-2024203.
- With Ahmed, et al., (2023). Conceptual Model of Green HRM Practices on Employee Retention and Organizational Sustainability Towards It Industry: India Perspective. *Eur. Chem. Bull.*, 12(10), 4658-4667.

- With Sujatha, S. (2020). The Impact of Organizational Structure and Leadership Effectiveness on Organizational Citizenship Behavior - A Comparative Study in Indian Health and Education Sectors. *Journal of Critical Reviews*, 7(13), 167-172.

Book Chapters:

- With Chandrapadhy, P. (2024). Cognitive Processes in the Digital Realm: How Close Are We to Replication? In *Comparative Analysis of Digital Consciousness and Human Consciousness: Bridging the Divide in AI Discourse* (pp. 110-141). IGI Global.

Other Professional Experience:

- Survey Supervisor, MoSPI, Govt. of India, RO Chennai for 6 years.
- Assistant Manager, Adroit Financial Services Pvt Ltd, Chennai for 2years.

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