



**NAME :** Dr. Subbulakshmi Somu

**DESIGNATION:** Associate Professor

**QULIFICATION :** M.Sc., M.B.A., NET, Ph.D., M.A.,

**SPECIALIZATION :** Human Resource Management / HR Analytics

**ACADEMIC EXPERIECE :** 4+ Years

**Industry Experience:** 9+ Years

**BRIEF ABOUT YOU : (One para or 100 words) :** Dr. Subbulakshmi Somu is a postdoctoral researcher at Putra Business School, Malaysia. With a strong academic background, she holds a Ph.D. in Human Resource Management from Annamalai University, Chidambaram, and a Master's degree in Business Administration from Anna University, Chennai, where she was a university rank holder. Furthermore, she has completed her M.Sc. in IT from Madras University and is NET qualified. Her research areas include Strategic Human Resource Management, Leadership, DEI and Entrepreneurship. She has presented her research papers at prestigious national and international conferences, where she received accolades for her outstanding work, including best paper awards. She has published papers in ABDC listed, Scopus-indexed and peer-reviewed UGC-approved journals. She is an esteemed reviewer for the Academy of Management (AOM) and various other journals of international repute. She also holds the distinction of being a certified Mendeley advisor by Elsevier, UK, reflecting her expertise in reference management and high-quality publishing. She has conducted numerous Faculty Development Programs (FDPs) and workshops for faculties and research scholars across the country. As a MOOC creator, Dr. Subbulakshmi is actively engaged in facilitating the course "HR Analytics Using Excel," available on the SWAYAM platform by the Ministry of Education, India.

**SUBJECTS TAUGHT :** HRM, Talent Management, Organizational Behaviour, Business Analytics, HR using Excel, Data visualization using Tableau, Advanced statistical Analysis and Artificial Intelligence.

**QUALIFICATION/s :** M.Sc., M.B.A., NET, Ph.D., M.A.,

**AREA OF INTERESTS :** Human Resources Professionals Roles, Entrepreneurship, Leadership Communication styles, Gender Differences and AI and HRM

#### **PUBLISHED RESEARCH ARTICLES**

<b>SL.N O.</b>	<b>TITLE OF THE ARTICLE</b>	<b>NAME OF THE JOURNAL</b>	<b>VO L (ISS UE)</b>	<b>YEAR</b>	<b>ISSN/ISBN/DOI</b>	<b>PAG E NO.</b>
1	Leveraging Experience in Entrepreneurs	IPE Journal of	14	2024		

	hip: An Analysis Through the Lens of Effectuation Theory	Managem ent				
2	A Conceptual Moderated Mediation Model on Strategic HRM practices, Business Strategy and Employee Creativity	Journal of Informatics Education and Research	4	2024	<a href="https://doi.org/10.52783/jier.v4i2.1238">https://doi.org/10.52783/jier.v4i2.1238</a>	
3	Competency model for the strategic, tactical, and operational level employees for Industry 4.0	In Recent Advances in Material, Manufacturing and Machine Learning		2024	<a href="https://doi.org/10.1201/9781003450252-37">https://doi.org/10.1201/9781003450252-37</a>	
4	Evaluation of consumer experiences by extended AIDUA Framework in the world of Metaverse – The Future of next-gen hospitality	In Technology and Luxury Hospitality, AI, Blockchain and the Metaverse			<a href="https://doi.org/10.4324/9781003488248-18">https://doi.org/10.4324/9781003488248-18</a>	268-277

#### Participation and Presentation of Research Papers :

1. Presented a paper on “The Evolving HR Paradigm: Assessing the Impact of Generation Y on HR Competencies, Strategic Roles, and HRM Effectiveness” in PLS -2024 International Conference held at **Sunway Business School, Malaysia**, on 4<sup>th</sup> and 5<sup>th</sup> September, 2024 (**Best Paper Award**).
2. Presented a paper on “A Demographic study on Organizational Citizenship Behaviour among new Recruits” in International Conference on Changing Business set-up &

economic Environment in the Backdrop of Covid- 19, held at **Putra Business School, Malaysia**, on 7<sup>th</sup> June, 2023 (**Best Paper Award**).

**No. of Students Guided PG & Doctorate level:** 20

**Participation of FDP/MDP/Workshop/Orientation Programme (Just Numbers) :** 24

**Special Achievements :** Development and Delivery of MOOC course “HR Analytics using Excel” on SWAYAM platform.