

Faculty Profile



1. Name: Dr. Avinash Chopra

2. Designation: Assistant Professor, Faculty of SRM IST Delhi NCR

3. Qualifications:

- **Ph.D. in Management**, National Institute of Technology (NIT) Rourkela (2024).
- **Master in Business Administration (MBA):** Human Resource Management & Marketing Specialization, IIPM School of Management (2013).
- **Bachelor of Technology (B. Tech):** Electronics and Telecommunication Engineering, Padmanava College of Engineering (2010).
- **Professional Certifications:** Certification in MS Office.

4. Brief Profile:

Dr. Avinash Chopra holds a Ph.D. in Management from NIT Rourkela, with his thesis focusing on employer branding in Indian IT organizations. Holds a total experience of 6.5 years. Previously worked 1.5 years as an Assistant Professor at Galgotias College of Engineering and Technology, Greater Noida. His teaching and research interests include HR Analytics, Organizational Behaviour, and Employer Branding. He has published in reputed ABDC-listed and Scopus-indexed journals like Personnel Review, Journal of Business & Industrial Marketing, International Journal of Organizational Analysis, and VINE Journal of Information and Knowledge Management Systems. Dr. Chopra has presented papers at various international conferences and received a Best Paper Award in 2023. He is actively involved in peer review for journals published by Emerald and Springer. His expertise lies in fuzzy AHP, regression analysis, and MCDM techniques. A passionate educator and researcher, he also brings experience from industry-linked academic projects.

5. Academic Research:

Publications:

- **Chopra, A., Sahoo, C.K. and Patel, G. (2024),** "Exploring the relationship between employer branding and talent retention: the mediation effect of employee engagement", *International Journal of Organizational Analysis*. [ABDC: B, ESCI, Scopus]
- **Chopra, A., Patel, G. and Sahoo, C.K. (2024),** "Prioritizing the antecedents of employer branding using fuzzy AHP: an extent analysis approach", *Journal of*

Business & Industrial Marketing. [ABDC: A, SSCI, Scopus].

- Dash Mohapatra, B., Sahoo, C.K. and **Chopra, A.** (2024), "Identifying and prioritizing factors influencing the social insurance contribution of unorganized workers", *Benchmarking: An International Journal*. [ABDC: B; ESCI, Scopus].
- **Chopra, A.**, Patel, G. and Sahoo, C.K. (2024), "A critical assessment of employer branding to retain knowledgeable workforce: study on current employees of the information technology firms", *VINE Journal of Information and Knowledge Management Systems*. [ABDC: B, ESCI, Scopus]
- **Chopra, A.** (2025), "Prioritizing the enablers of employer branding in information technology firms: A hybrid fuzzy-AHP-DEMATEL approach", *Personnel Review*. (Accepted) [ABDC: A; SSCI; Scopus].

Conferences:

- **Chopra, A.** (2023). Fuzzy Prioritizing the key enablers of Employer Branding: A study on the Indian Information Technology Organizations, International HR Conference 2023, Indian Institute of Social Welfare and Business Management, Kolkata, 1-2 March 2023. [Awarded as the Best Paper]
- **Chopra, A.**, Chouhan, T., and Kaushik, P. (2025). "From business to immutable ethics: Blockchain driven DEI for sustainable gender equality", International Conference on Imagining a Sustainable Future: A Multi-Disciplinary International Conference on Global Business Challenges (ICGBC 2025), Organized by Galgotias University, 12th- 14th April 2025.

Research Projects and Consultancy:

- Baseline survey of Barpali Village in Vasundhara OCP (sponsored by Mahanadi Coalfields Limited).
- Impact assessment of the villages in Gevra OCP region (sponsored by South Eastern Coalfields Limited).
- Capacity Building, Competency Mapping of the Youths of Odisha (sponsored by Mahanadi Coalfields Limited).
- Impact Assessment of the village in Vizag (sponsored by Rashtriya Ispat Nigam Limited).

Book Chapters:

- Chouhan, T., Kaushik, P., and **Chopra, A.** (2025). "Leveraging virtual collaboration: Metaverse routes to achieve sustainable development goals", *Springer Nature*.
- Chouhan, T., and **Chopra, A.** (2025). "Machine Learning and Management Education: A Pathway to Sustainability", *IGI Global Publishing*.

FDP (Faculty Development Programmes) & Workshops:

- Transformative Trends in Education, Communication & Media, Amity University, Kolkata (July 2024).
- Recent Trends in Research and Management, IT, Communication in Cutting Edge Technology, IIMT College of Management, Greater Noida (June 2024).
- NEP 2020: Implementation and Beyond, Mangalmai Institute of Management and Technology, Greater Noida (June 2024).
- E-learning Content Development, SKIT, Jaipur (January 2024).
- Research Scholar's Week, NIT Rourkela (May 2023).
- Shodh Shala on Research Methodology and Data Analysis, NIT Rourkela (March 2023).
- Faculty Development Program on "Data Envelopment Analysis", BIMTECH Noida (March 2023).

6. Awards/ Unique Distinction:

- Awarded as best student for being "ranked 1st in the State" by Biju Patnaik University of Technology in Master of Business Administration.
- Awarded with the "best all-round student" by IIPM School of Management.
- Awarded as the Best Paper at the International HR Conference 2023 (Indian Institute of Social Welfare and Business Management, Kolkata).
- Scholarship awarded for being the semester topper in 5th semester of B.Tech.
- Active Reviewer for top journals including *Journal of Knowledge Management* and *Journal of Business & Industrial Marketing*.

7. General Interests/ Hobbies: Listening to music, singing and cooking. Diving into new ideas, crafting new achievements, and pursuing innovative activities that elevate both my personal and professional journey.