Faculty Profile

1. Name: Dr. Sunakshi Verma

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

3. Qualifications

- ➢ **PhD** (HR Analytics & HRM) - Gautam Buddha University, Greater Noida (2019-2025)
- ➢ **MBA** (HR & Finance) - Gautam Buddha University, Greater Noida (2014-2017)
- ➢ **BBA** - Mahatma Jyotiba Phule Rohilkhand University, Uttar Pradesh (2012-2015)

4. Certifications

- ➢ NPTEL-AICTE Certificate on Developing Soft Skills and Personality.
- ➢ Online Course: "HR Analytics" from Coursera, University of California Irvine (2025).

5. Brief Profile

Dr. Sunakshi Verma is an Assistant Professor at the Faculty of SRM IST, bringing over five years of professional experience, including four years in corporate MNCs in the areas of Human Resources, Training & Development, and Analytics, which strongly enrich her teaching and research perspectives. Her core research interests lie at the intersection of technology and people management, with a focus on HR Analytics, Business Analytics, HR Digitalization, Human Resource Management (HRM), Organizational Behaviour (OB), and the role of Artificial Intelligence (AI) in shaping employee engagement and financial Management.

She is actively involved in producing high-quality research and has published in Scopus (Q1, Q2, Q3) and ABDC-listed journals. In addition to her academic and corporate experience, Dr. Verma has also established a startup in 2022 HR consulting Pvt Ltd firm, reflecting her entrepreneurial mindset and commitment to innovative HR solutions.

6. Academic Research:

Publications:

- **Verma, S.**, Rana, N., & Meher, J. R. (2023), "Identifying the enablers of HR digitalization and HR analytics using ISM and MICMAC analysis", *International Journal of Organizational Analysis* (Scopus Q1/B Indexed).

- Priya S., Khan S., **Verma, S.** (2024), "The Role of AI in Shaping the Future of Employee Engagement: Insights from Human Resource Management", *Library Progress International, 44*(3), 15213-15223 (Scopus Q2).

- Jesintha Rani, D. A., Appachikumar, A. K., Chauhan, A., Sahai, L., & **Verma, S.** (2025), "Predictive banking: Leveraging AI to forecast consumer financial behavior", *Advances in Consumer Research, 2*(4), 247-254 (Scopus Q3).

- Kumari, D. A., Begum, D. S., Paunikar, M. S., Kaur, A. & **Verma, S.** (2025), "The Role of Artificial Intelligence in Teacher Training: Enhancing Pedagogical Effectiveness", *Journal of Marketing & Social Research, 2*(5), 116-122 (ABDC).

Conferences:

- **Verma, M. S.**, & Rana, N. (2023). A Study of HR e-Recruitment through SWOM: Support for Job Applicants in Delhi NCR. International Conference on Sustainable Business Management (SBM 2023), IIT Roorkee.

- **Verma, M. S.**, & Rana, N. (2023). The relationship between Job Satisfaction and Talent Management: Mediating Effect of HR Analytics in IT Companies. International Conference on Management of MSMEs (p. 45), IIM Amritsar.

Book Chapters:

- **Verma, S.,** & Rana, N. (2023). HR Digitalization & People Analytics: Emerging Trends in HRM. Integrated Publications. ISBN: 978-93-95118- 842.

FDP/Workshops:

- A Five-Day Workshop on "Qualitative Research with MAXQDA" (27-31 November 2025), organized by EdMaestro Academy.
- An AICTE-ATAL Faculty Development Programme (FDP) titled "Bridging Theory to Practice: High Performance Computing, Artificial Intelligence, and Data-Driven Solutions" (6-11 November 2025) by BML Munjal University.

- Five Days Workshop on Structural Equation Modelling using SmartPLS 4 (February 2023), Ed Maestro Pvt. Ltd.
- Five-Day Workshop on Research Methodology and Academic Writing with Hands-on SPSS (March 2023).

6. Awards/ Unique Distinction:

- University Topper in MBA (Gautam Buddha University, Greater Noida).
- University Topper *Gold Medalist in BBA (MJP Rohilkhand University, Bareilly).
- Dr. Sunakshi Verma was honored with the *Entrepreneur India Award 2024*, organized by the *Times of India* in New Delhi Leela Ambience, in recognition of her remarkable startup achievement at an early age.

7. General interests/ hobbies: I enjoy reading**,** doing art and dance, and exploring new ideas, achievements, and innovative activities that help me grow both personally and professionally.