

Essential Faculty Profile Information

1. Professional Photograph



2. Basic Information

- Full Name : Dr. Karthick K K
- Designation : Associate Professor
- Department : MBA
- Employee ID (optional)
- Years of Teaching Experience - 25
- Industry Experience (if any) - 1

3. Educational Qualifications: MBA, MHRM, M.S., M.Phil., Ph.D.

4. Areas of Specialization: • Human Resource Management • Organisational Behaviour • Strategic Human Resource Management • Talent Management • Performance Management • People Analytics • Artificial Intelligence in HR • Future of Work and Workforce Transformation

5. Faculty Research Dashboard (Maximum 300 Words)

Dr. K. K. Karthick is an accomplished academician, researcher, author, and management educator with more than 25 years of experience in higher education and industry. He currently serves as Associate Professor in the Department of Management Studies at Saveetha Engineering College, Chennai. His areas of expertise include Human Resource Management, Organisational Behaviour, Strategic Human Resource Management, Talent Management, People Analytics, Artificial Intelligence in Human Resources, and Future of Work Studies. He has successfully integrated industry-oriented learning, research driven teaching, and technology-enabled pedagogy into management education. Dr. Karthick has established a strong research profile with significant contributions to Scopus-indexed journals, international conferences, book chapters, and patents. His recent research focuses

on Artificial Intelligence, Machine Learning Applications in HR, Talent Analytics, Consumer Behaviour, Digital Transformation, Sustainability, and Emerging Workplace Technologies. He has authored numerous research publications, book chapters, and patents, while actively mentoring MBA students, research scholars, and young faculty members. His commitment to academic excellence, innovation, and industry collaboration has enabled him to contribute meaningfully to management education and research.

6. Professional Identifiers

Provide clickable links for:

- Scopus Author ID :
<https://www.scopus.com/authid/detail.uri?authorId=55346090000>
- ORCID ID <https://orcid.org/0000-0002-9379-6794>
- Google Scholar Profile
https://scholar.google.com/citations?view_op=list_works&hl=en&hl=en&user=JTnmKL4AAAAJ
- Web of Science Researcher ID
<https://www.webofscience.com/wos/author/record/HKE-1682-2023>
- Vidwan Profile <https://vapt6.irins.org/v2/dashboard>
- LinkedIn Profile <https://www.linkedin.com/in/dr-kk-karthick/>

7. Contact Information

- Official College Email ID: karthickkk@saveetha.ac.in

8. Updated Resume/CV

- Downloadable PDF Resume

9. Academic Contributions

- Subjects Handled
 - Human Resource Management • Strategic Human Resource Management • Talent Management • Organizational Behaviour • Performance Management • People Analytics • Services Operations Management • Research Methodology • Knowledge Management • AI in HR
- Conference Presentations
- FDPs/Workshops Attended
- FDPs/Workshops Conducted
- Guest Lectures Delivered

10. Membership in Professional Bodies

11. Awards and Recognitions

- Best Faculty Awards -NA
- Research Excellence Awards -NA
- Appreciation Certificates -NA
- Academic Achievements

12. Research Metrics Dashboard/ Publication Repository

Display:

- Total Publications: 83
- Scopus Publications :38
- Citation Count :75+
- h-index : 5
- i10-index : 5

13. Current Responsibilities

- Class Coordinator - NA
- IQAC Member - NA
- Research Coordinator - NA
- Placement Coordinator - NA
- Conference Coordinator - NA

14. Recent Activities (Dynamic Section)

Show latest:

- **Publications**

The future of digi-marketing: An obsessed artificial intelligence approach (2026)

AI-Enabled Public Health Monitoring Enhancing Community Wellness Through Predictive Analytics (2026)

Big data-driven risk management: Transforming financial stability in a volatile market (2026)

Exploring the intersection of social science and language models: An AI-driven research agenda (2026)

Deep Learning-Based Employee Sentiment Analysis for Strategic HR Decisions (2025)

Human-Robot Interaction-Enabled Training Interface for Employee Skill Enhancement (2025)

IoT and Machine Learning for Smart Warehouse Management in Logistics (2025)

Machine Learning Approaches for Optimizing Pricing Strategies in the Airline Industry (2025)

Revolutionizing Financial Services With AI and Blockchain Pioneering Innovations for a Digital Future (2025)

Blockchain-Enabled Smart Contracts for Transparency in Insurance Claim Settlements (2025)

BOOK CHAPTERS

- Revolutionizing Financial Services with AI and Blockchain: Pioneering Innovations for a Digital Future
- Understanding Cross-Cultural Marketing Dynamics
- Speculative Scenarios for the Future of Talent Management in Higher Education
- Conferences
- **FDPs - Coordinator and Organizer**, 5-Day Online Faculty Development Programme (FDP) on "**Emerging Trends in HR 2025 – The Future of Work**", bringing together industry experts and academicians to discuss Artificial Intelligence in HR, Workforce Analytics, Future Skills, Talent Management, Employee Experience, and Emerging Workplace Technologies.
- **Guest Lectures** - Organized and coordinated several **Business Talk Series (BTS)** sessions, expert lectures, industry interactions, and management development initiatives for MBA students, facilitating knowledge exchange between academia and industry.
- **Awards`**
 - Research contributions in Scopus-indexed journals and conferences
 - Internationally published book chapters
 - Patent publications in emerging technology and management domains
 - Recognition for academic excellence, research, and innovation
- Consultancy Projects