Faculty Profile

Name:	**Dr. A Kranthi Kumar**
Designation:	Assistant Professor
Teaching Areas:	HRM
	Organizational Behaviour
	Business Research Methods and SPSS
Research Interests:	Learning Organization
	Organization Commitment
	Organizational Identification
	Job Crafting
Education:	Ph.D, VIT Business School, VIT University, Vellore, 2016
	UGC-NET (Management), 2013
	AP-SET (Management), 2012 MBA Osmania University.

Research/Selected Publication:

1. Kumar, A. K., & Nair, J. (2021). Open Leadership at Red Hat. IUP Journal of Organizational Behavior, 20(4). (UGC-Listed)

2. Ahmed, K.A., & Kranthi, A.K. (2019). Determinants of m-ticketing adoption using Smartphone app among IT employees of Bengaluru city-an extended UTAUT2 approach. International Journal of Business Innovation and Research, 19(1), 57-79. (ABDC-C and Scopus-Indexed).

3. Karthi, A.K., B. S. S., Chandrasekhar, B. B., David, D. R., &Kumar, D. A. K. (2019). Identification of Instructional Design Strategies for an Effective E-learning Experience. The Qualitative Report, 24(7), 1537-1555. (Scopus Indexed)

4. Kranthi, A.K., Ahmed K. A., (2018). Determinants of Smart watch Adoption–An Extended UTAUT2 Model for Smart watch Enterprise. International Journal of Enterprise Network Management, 9 (3-4), 294-316. (ABDC-B and Scopus-Indexed).

5. Kranthi, A.K. and Resmi, A.T. (2017) 'Learning in academic enterprise–a study on antecedents using Lisrel8.7 and Smart PLS 2.0', Int. J. Enterprise Network Management, Vol. 8, No. 2, pp. 141–154. (ABDC- Band Scopus-Indexed).