

Tanveer Kajla

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CURRENT POSITION AND EXPERIENCE

- 2022-Present Assistant Professor (Management), NALSAR University of Law, Hyderabad, India
- 2021-2022 Assistant Professor, Lovely Professional University, Punjab, India.
- 2019-2020 Research Associate, Punjabi University, Patiala.
Major project funded by ICSSR-IMPRESS, Govt. of India.

COURSES TAUGHT

- Machine Learning with Python
- Big Data and Data Mining
- Artificial Intelligence and Data Science for Managers
- Introduction to Excel
- Fundamentals of R

EDUCATION

- 2022 Ph.D., Management, Punjabi University.
- 2010-2012 MBA (IT), Lovely Professional University.
- 2003-2007 B.Tech. (Computer Science), Punjabi University.

AREAS OF INTEREST

Social Network Analysis

Sentiment Analysis

Big Data Analytics

Qualitative data analysis

PUBLICATIONS

Books:

- 2025 Turning Human Resource Analytics into Actionable Strategies, IGI Global
ISBN13: 9798337321356
EISBN13: 9798337321370
- Empowering Human Resources Through Human-Computer Interaction, IGI
Global
ISBN13: 9798337316765
EISBN13: 9798337316789
- Digital Transformation and Human Potential in the AI Era, IGI Global
ISBN13: 9798337386126
EISBN13: 9798337386140
- Unveiling Bleisure Travelers: Novel dimensions for enriching social
consumer engagement using big data analytics, Emerald.
ISBN: 9781836621072
EISBN: 9781836621065
- 2024 Multidisciplinary Applications of Extended Reality for Human Experience,
IGI Global
ISBN electronic: 978-1-83662-106-5

Book Chapters

- 2024 **Impact of COVID-19 on the Hospitality Industry: Thematic Analysis of
Global Tweets.**
Digital Influence on Consumer Habits: Marketing Challenges and Opportunities,
Emerald
ISBN electronic: 978-1-80455-342-8
ISBN print: 978-1-80455-343-5
- 2023 **Artificial Intelligence Applications in Human Resource Management: A
Bibliometric Content Analysis and Future Research Agenda.**
AI and Emotional Intelligence for Modern Business Management.
IGI Global.
ISBN13: 9798369304181
ISBN13 Softcover: 9798369304198
EISBN13: 9798369304204
- Checking the Effectiveness of Blockchain Application in Fraud Detection
with A Systematic Literature Review Approach**
Contemporary Studies of Risks in Emerging Technology, Part B
Emerald
ISBN electronic: 978-1-80455-566-8
ISBN print: 978-1-80455-567-5

2022 **Blockchain in Banking sector: Revolution or digital disruption
Applications, Challenges, and Opportunities of Blockchain Technology in
Banking and Insurance**
IGI Global
ISBN13: 9781668441336
ISBN13 Softcover: 9781668441343
EISBN13: 9781668441350

Journal Articles

2025 Rai, J. S., Kajla, T., Itani, M., & Cho, H. (2025). Social media in sport: A systematic review and research agenda using the theory, context, characteristics, and methodology framework. *International Journal of Consumer Studies*, 49(5), e70102.

A moderated mediation approach to deciphering the effects of leader knowledge hiding behaviour in industry 4.0. *Knowledge Management Research & Practice*, 23(6), 650–663.

<https://doi.org/10.1080/14778238.2024.2406874>

2024 "Digital transformation and environmental sustainability in the hospitality industry: A three-wave time-lagged examination." *Journal of Cleaner Production* 484 (2024): 144263.

"Identification and prioritization of the factors influencing blockchain adoption in the banking sector: integrating fuzzy AHP with TOE framework." *International Journal of Quality & Reliability Management* 41.8 (2024): 2004-2026.

2022 Changing tourists' preferences in the hotel industry amid COVID-19 pandemic. *Journal of Hospitality and Tourism Technology*, 13(2), 295-313.

Kajla, T., Raj, S., Sharma, S., Joshi, M., & Kaur, A. (2022). Key preferences of tourists during COVID-19 pandemic in luxury hotels: Evidence from qualitative data. *Tourism and Hospitality Research*, 22(4), 473-487.

Raj, S., Sampat, B., Kajla, T., & Singh, H. (2022). Dark side of skin-lightening products: social responsibility of advertisers. *International social science journal*, 72(245), 525-541.

Invited Lectures

- 2nd – 4th April
2025 Keynote Speaker for “**National workshop on Bridging Research Gap: Methods and Quality Publication**” conducted by **National Institute for Micro, Small and Medium Enterprises**
- 6th – 7th August
2024. Resource Person at “**Faculty Development Program (FDP)**” for the topic “**Text Analytics using R**” conducted by **M S Ramaiah Institute of Management**
- 4th July 2024 Resource Person at “**Refresher Course on Research Methodology**” for the topic “**Sampling Design**” conducted by UGC-Human Resource Development Centre, **University of Hyderabad**
- October, 2023 Guest lecture at **School of Management studies** for the topic “**Text analytics in HR**” conducted by **University of Hyderabad**
- 12th October 2023 Resource Person at “**Refresher Course on Research Methodology**” for the topic “**Machine learning approaches in Social Science research**” conducted by UGC-Human Resource Development Centre, **University of Hyderabad**
