

FACULTY PROFILE

Name of Teaching Staff / RMK ID	Dr. Ashok Kumar Katta / T1183			
Designation	Professor			
Department	Master of Business Administration (MBA)			
Date of Joining the Institution	06.06.2025			
Qualifications	Ph.D. Post-Doctoral Fellow (PDF) Certificate	M.Com (Accounting) MBA (Banking & Insurance Mgt)	B.Com. (Accounting)	
Total Experience	Overall : 17 years 11 months		in RMK : 1 Month	
Papers Published in Journal	Overall : 18		After Joining RMK : 1 Month	
List of Papers Published	1. Mr Mohamed Mohideen1, Dr Ashok Kumar Katta "Occupational Stress and Its Impact on Psychological Health of Private College Teachers with the Mediation Effect of Coping Strategies in Chennai City "May 6, 2025" Journal of Neonatal Surgery ISSN(Online): 2226-0439 Vol. 14, Issue 21s (2025) Pg:239-245. "https://www.jneonatalsurg.com/index.php/jns/article/view/526https://www.jneonatalsurg.com 2. Mr Mohamed Mohideen1, Dr Ashok Kumar Katta "The Impact of Work-Life Balance, Organisational Culture, and Job Involvement on Perceived Stress Among Academicians in Tamil Nadu May 6, 2025.Journal of Neonatal Surgery ISSN(Online): 2226-0439 "Vol. 14, Issue 18s (2025) Pg: 603-612. "https://www.jneonatalsurg.com/index.php/jns/article/view/5137 3. Ganesh Rathinam Dr. Ashok Kumar Katta "Social Media as A Tool for Higher Education Selection - Innovations and Sustainability in Digital Decision-Making, Chennai, India." I EEE 979-8-3503-9004-9/24/\$31.00 ?2024 IEEE pg: 1-6 March 24,2025" https://ieeexplore.ieee.org/abstract/document/10925780 4. "Manu Krishnan and Dr. Ashok Kumar Katta Supply Chain Management Practices and Supply			

	Chain Performance Effectiveness in Manufacturing TMT Industries in Kerala. 03-Aug-24 Nanotechnology Perceptions "1660-6795, Vol 20, S6. 377?384" https://nanontp.com/index.php/nano/article/view/1589/1296 DOI : https://doi.org/10.62441/nano-ntp.v20iS9.27 5. "Manu Krishnan, and Dr. Ashok Kumar Katta "The Impact of Supply Chain Management Practices on the Overall Performance of the Organization. 03-Aug-24 Nanotechnology Perceptions "1660 6795, Vol 20, S6. Pg - 402 - 409 https://nanontp.com/index.php/nano/article/view/1591/1298 DOI :https://doi.org/10.62441/nano-ntp.v20iS9.27 6. Dr. Ashok Kumar Katta and Dr. A. Jayanthiladevi Navigating career satisfaction and employee well-being: a study of indian railway employees in the south central railway division "June 11, 2024" "Salud, Ciencia y Tecnologia - Serie de Conferencias" "2953-4860, V 3, Pg:1-7" https://conferencias.ageditor.ar/index.php/sctconf/article/view/891/1116 7. "Ms Vinishiya Arockia Ratna V, and Dr. Ashok Kumar Katta" A Study on Relationship Between Organizational Commitment and Burnout on IT Sector January - June: 2024 International Journal of Cultural Studies and Social Sciences "Vol 20, Issue 1, No 13, ISSN: 2347-4777, Pg:103-110" 8. Dr. Ashok Kumar Katta and Dr.A.Jayanthiladevi Job Propitiation and Gladness Among Indian Railway Employees with Reference to South Central Railway (SCR). Jan-24 International Journal of Cultural Studies and Social Sciences "Vol 20, Issue 1, No 13, ISSN: 2347-4777, Pg:301-306" 9. Dr. Ashok Kumar Katta and Dr.A.Jayanthiladevi Professional Fullfillment among Indian Railway Employees with Reference to South Central Railway (SCR). Jan-24 International Journal of Cultural Studies and Social Sciences "Vol 20, Issue 1, No 13, ISSN: 2347-4777, Pg:307-312" 10. Ezhilarasan Chinnaraji and Dr.Ashok Kumar Katta Impact of Government Policies on Supply Chain Management and Logistics Support: A Study of Tamil Nadu Jan-24 The Academic: The International
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	Journal of Multidisciplinary Research "Vol 2, Issue 1, ISSN: 2583-973X, Pg: 1- 11" 11. Vinishiya Arockia Ratna V and Dr.Ashok Kumar Katta. Optimistic Thinking of an Employee in Relation to Job Satisfaction in their Organizational Culture: A Study on Chennai Airport Jan-24 The Academic: The International Journal of Multidisciplinary Research "Vol 2, Issue 1, ISSN: 2583-973X, Pg: 36- 48" 12. Ganesh Rathinam and Dr.Ashok Kumar Katta A Comprehensive Study on How Influencer Marketing Catalyzes Brand Growth Dec-23 The Academic: The International Journal of Multidisciplinary Research "Vol 1, Issue 5, ISSN: 2583-973X, Pg: 1- 6" 13. Dr. S. Venkata Ramana, and Dr. Ashok Kumar Katta, Impact of Artificial Intelligence on Fraud Detection in Retail Banking Products. Dec-22 International Journal of Intelligent Systems and Applications in Engineering ISSN:2147-6799 Vol 10(4), 124-129". 14. Dr. Ashok Kumar Katta and Dr D Anitha Kumari Impact of Employee Enlistment with Reference to Krishnapatnam Port Company Ltd, May - June 2020 Test engineering & Management, ISSN: 0193-4120 Volume 83, Page No. 1856-1859 http://testmagazine.biz/index.php/testmagazine/article/view/7514 15. "Ashok Kumar Katta," "P. Subba Rao, " HRD - Banks in the ICT Era a Focus on Private sector Banks September - October 2019 Journal of mechanics of continua and "ISSN (Online) : 2454 -7190, ISSN (Print) 0973-8975, Vol.-14, No.-5, 943-957" https://doi.org/10.26782/jmcms.2019.10.00076 http://www.journalimcms.org/wp-content/uploads/76-HRD-Banks.pdf 16. "Dr. Ashok Kumar Katta, and Dr.D. Anitha Kumari " Mutual Fund an Electronic Inference "March 16, 2019" Eurasian Journal of Analytical Chemistry "ISSN: 1306-3057, vol. 13(sp), 49-53. (Engineering and Science SP/2018 vol. 13)" https://eurasianjournals.com/index.php/ej/article/view/673 17. Dr. D. Anitha Kumari and Dr. Ashok Kumar Katta A Study on Effectiveness of Training among the Workers with Special Reference to Chennai Port
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	Trust Feb-19 "International Journal of Research in Engineering, IT and Social Sciences" "ISSN:2250-0588, 9, Special issue,pg.22-32" UGC Journal no 42301 http://www.indusedu.org/IJREISS.php 18. Dr Ashok Kumar Katta Illicit Financial Flows on Africa?s Democratic Chain Governance. Nov-18 International Journal of Supply Chain Management. "ISSN: 2050-7399 (Online), 2051-3771 (Print), Vol 7, No 5, pp 894-902." http://ojs.excelingtech.co.uk/index.php/IJSCM/issue/view/187 19. "Madan Mohan J., Raghu and Ashok Kumar Katta Consumer Behavior In Passenger Car Market With Special Reference To Selected Districts In Andhra Pradesh Mar-18 International Journal of Current Advanced Research "ISSN:2319-6475, 7(3) A, 10467-10472. https://www.journalijcar.org/issues/consumer-behavior-passenger-car-market-special-reference-selected-districts-andhra-pradesh 20. Ashok Kumar Katta Reality of Electronic Govenence with special reference to Punjab. "Dec, 2017" Prabandhan: Indian Journal of Management. "ISSN: 0975-2854, Vol. 10 Issue 12. 50-58"https://www.indianjournalofmanagement.com/index.php/pijom/article/view/119980/83876
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Papers Presented in Conferences (Scopus / WoS indexed only)	Overall : 11	After Joining RMK : Nil
Ph.Ds / Projects Guided	Ph.Ds Guided : 06	Student Projects Guided : 200 above
Books Published :	Count : 7	
	1. Dr Ashok Kumar, BUSINESS LAW Study material for B.Com Telugu Medium Final year students. Published in the year of 2014 first edition at Center for Distance Education, Sri Krishnadevaraya University, Anthapuram. Paper code: 301-CD, paper-IX, Publisher-Students helpline publishing house (P) ltd., Hyderabad. ISBN-978-93-83959-07-5. www.skudde.com 2. Dr Ashok Kumar, Published a book on “Job satisfaction of Employees in Indian Railways with reference to SCR” by LAP LAMBERT Academic Publishing is managed by: OmniScriptum, Management GmbH Bahnhofstraße 28, D-66111, Saarbrücken, Germany June 2016. ISBN: 978-3-330-34342-9. Subscription of my book please refer the following link https://www.morebooks.de/store/gb/book/job-satisfaction-of-employees-in-indian-railways-with-reference-to-scr/isbn/978-3-330-34342-9 3. Dr Ashok Kumar., Dr Ch. Bala Nageswara rao Published a book on “Job satisfaction of employees in Indian Railways” by Archers and Elevators Publishing House, Bangalore November 2017. ISBN 978-93-86501-28-8. 4. Dr Ashok Kumar Katta, Published a book on 'HRD Climates in India: A Brief study of Andhra Pradesh' by LAP LAMBERT Academic Publishing is managed by: OmniScriptum, Management GmbH Bahnhofstraße 28, D-66111, Saarbrücken, Germany July 2019. ISBN 978-620-0-24109-2. 5. Dr Ashok Kumar Katta and Dr A. jayanthiladevi Published Published a book on “Job Satisfaction Among Indian Railway Employees With Reference To South Central Railway (SCR)” by <i>Notion Press</i>, Inc. 800, West El Camino Real #180, California USA	

	94040. Notion Press Media Pvt Ltd, #7, Red Cross Road, Egmore, <i>Chennai</i>, Tamil Nadu 600008. (2023). ISBN: 979-8891330399. 6. Dr Ashok Kumar Katta and Dr A. jayanthiladevi Published a book on “Exploring Job Satisfaction Among Indian Railway Employees: Factors And Implications” by STRING PRODUCTION, Chennai (2024). ISBN: 978-93-6048-266-4 7. Dr Ashok Kumar Katta and Dr S G Suryah Published a book on “Analysis of CSR Practices & their impact on Organisational Commitment and organizational Performance (with reference to Oil & Petrochemical Companies in Chennai dt) ” by Monica Bhandari Books, India (2025). ISBN: 978-9348-750518
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Patents	Published Count : 13	Granted Count : - 04
	1) Published a patent on Smart charger for Electronic Vehicle using Artificial Intelligence, (Application Filed, Application Number - 202241005513, Filing Date-02/02/2022 -Indian Patent Office) 2) Published a patent on Brand preference customer satisfaction and loyalty towards smart phones among college students(Application Filed, Application Number-202241057380, Filing Date-07/10/2022 - Indian Patent Office) 3) Published a patent on AN OPTIMAL SORBENT INJECTION LANCE WITH MULTIPLE ARMS TO EVENLY DISTRIBUTE (MIXING) THE PARTICLES AC(Application Filed, Application Number-202241057800, Filing Date-10/10/2022 - Indian Patent Office) 4) Published a patent on CONCENTRIC CONICAL LOADING TEE PNEUMATIC FEEDER TO HANDLE MOISTURE AND DRY POWERS FOR LONG DISTANCE (Application Filed, Application Number-202241057804, Filing Date-10/10/2022 - Indian Patent Office) 5) Published a patent on Artificial Intelligence based nano robotic arm to operate endoscope motion (Application Filed, Application Number- 6291782, Filing Date-21/06/2023 – U.K Patent Office) (PUBLISHED and Received Design Grant Certificate) 6) Published a patent on Robot based on Software Program for Real Time Conversation with User for Answering User’s Queries Design Grant certificate	

	Number: 394636-001 Date : 07.09.2023 (Received Design Grant Certificate from Indian Patent Office) 7) Published a patent on Employee Confidence Tracking Device (PUBLISHED and Received Design Grant Certificate on 19.2.24, Application Number: 6341591 U.K Patent Office Received Design Grant Certificate) 8) Published a patent on Leveraging Deep Learning And Machine Learning For Enhanced Citizen Engagement In E-Governance Systems (Utility Patent Application Number: 202421054692) 9) Published a patent on Innovative E-Governance Enhancing Citizen Participation Through Advanced AI Technologies (Utility Patent Application Number: 202441064051) 10) Published a patent on Enhancing E-Learning With Advanced Machine Learning Techniques To Optimize Student Performance In English As A Foreign Language (EFL) (Utility Patent Application Number: 202441081852) 11) Published a patent on The Strategic Impact Of Machine Learning on Employee Performance Evaluation Inhuman Resource Manage (Utility Patent Application Number: 202441084377) 12) Published a patent on Machine Learning Approaches For Evaluating Teacher Performance In Higher Education Institutions (Utility Patent Application Number: 202441092083) 13) Published a patent on Personalized Marketing Strategies Using AI and ML: Improving Customer Engagement Through Data Analytics (Utility Patent Application Number: 202541010738) 14) Published a patent on machine learning techniques for risk prediction and monitoring in financial futures and securities markets (Utility Patent Application Number: 202521021557) 15) Published a patent on Data Processing Equipment for Stock Market Prediction (PUBLISHED and Received Design Grant Certificate on 15.5.25, Application Number: 6441764 U.K Patent Office Received Design Grant Certificate) 16) Published a patent on AI Based Robotic Display Stand for Interactive Marketing (PUBLISHED and Received Design Grant Certificate on 15.5.25, Application Number: 6441766 U.K Patent Office Received Design Grant Certificate) 17) Published a patent on Deep Learning-Assisted Framework for Smart Irrigation Prediction and Environmental Monitoring in Agriculture (Utility Patent Application Number: 202541064330 A)
	Count : 7

Professional Memberships	1. Life time member (NM2141) Indian Commerce Association. 2. Life time member of Richard Tyler International,inc.® Recommends: (Management Consulting services it teach such areas as sales, Leadership, Management, Customer Services and quality Improvement.) http://RichardTylerInternational.com 3. Associate Member of the International Safety Quality Environment Management (ISQEM) Association U.K (Membership number 15M27668.) 4. 30.10.22 National Institute For Technical Training & Skill Development (NITTSD) www.nittsd.com (Member ID: NITTSD/PROFESSOR/58746) 5. 30.10.22 All India Council For Technical Skill Development A Non-Profit Organization (Member ID: AICTSD/PROFESSOR/72193) 6. 30.10.22 IAAC , Affiliate Membership, (FRTJQC-CE002851) 7. 22.2.24 Editor in ‘The Academic’ is an open access double blind peer reviewed/refereed online international journal.
Consultancy Projects Completed	Count : Nil
Awards Received	Count : 4 1. 1st November, 2015 for outstanding contribution to teaching I got ‘Best Young Teacher’ award from GRAB Educational Society, Chennai, Tamil Nadu (National Award). 2. 8th July 2017 got “Best Young Faculty in Management” for the contribution and achievement in the field of HR and Finance from Venus International Foundation Awards (VIFA) (Inter National Award) Tamil Nadu. 3. 5th Sept 2023 got “SRRs Best Teacher Award 2023” for the contribution to the Student Community and his significant efforts towards societal development. 4. 7th Jan 2024 got “Outstanding dedication and Invaluable contribution to promoting the Education, upholding integrity, and Promoting the overall development of our Nations” award from Educators Empowering India, Excellence Awards 2024.
Research grants Received	Nil

Orchid Link / ID	https://orcid.org/0000-0002-1585-4856
Google Scholar Link / ID	https://scholar.goog
Vidwan Link / ID	https://vidwan.inflibnet.ac.in//profile/232472
Research Gate Link / ID	https://www.researchgate.net/profile/Ashok-Katta-4
Scopus Link / ID	https://www.scopus.com/authid/detail.uri?authorId=57200074991