

Faculty Profile

Name: **Dr. Jyotiranjana Hota**
Designation: Associate Professor
Teaching Areas: Machine Learning using Python
Emerging Technologies and Digital Business Models
Data Mining and Advanced Analytics
AI for Managers
Research Interests: Multicriteria Decision Making
Digital Transformation
Technology Adoption
NLP driven Analytics
Education: PhD from Aligarh Muslim University in collaboration with
AIMA New Delhi
PGDBM from Xavier Institute of Management,
Bhubaneswar
B.E in Computer Science and Engineering from NIT
Rourkela



Research/Selected Publications:

1. **Hota, J.** (2024). Framework of challenges affecting adoption of people analytics in India using ISM and MICMAC analysis. *Vision: The Journal of Business Perspective*, 28(1), 76-86. [ABDC, Scopus, WoS, ABS Listing]- **Sole Author**
2. **Hota, J.,** Tripathy, A., & Deb, M. (2023). Challenges of the fast-food industry in India: An integrated ISM-MICMAC approach. *Indian Journal of Marketing*, 53(9), 62-78. [ABDC, Scopus]- **First Author**
3. **Hota, J.,** Das, C., & Jena, M. K. (2021). Modelling the barriers of algorithmic trading in India using ISM and MICMAC analysis. *IUP Journal of Applied Economics*, 20(1), 7-28. [ABDC, EBSCO, ProQuest]-**First Author**
4. **Hota, J.,** & Nasim, S. (2020). Validation and modelling of multivendor ATMs from suppliers' perspectives. *Asia Pacific Journal of Information Systems*, 30(2), 374-396. [ABDC, Scopus]- **First Author**
5. **Hota, J.,** & Mishra, S. (2018). Development and validation of a multivendor ATM adoption model in India. *International Journal of Bank Marketing*, 36(5), 884-907. [ABDC, ABS, Scopus, WoS]-**First Author**