

Publications

PAPERS PUBLISHED:

- ❖ Paper published in **International Journal** of Engineering Research and Technology (IJERT) on the topic "RETAIL INDIVIDUAL INVESTORS TOWARDS EQUITY INVESTMENT-AN EMPIRICAL STUDY ON THEIR BEHAVIOUR ASPECT" with **ISSN; 2278-0181 in the special time 2016: volume 4, Issue 27** .
- ❖ Paper published in **national conference** on the topic "The business perspective of retail vendors in building Indian economy through cashless transaction 'at Noble school of business, JPNagar, Bangalore.(ISBN978-03-5288-073-7)
- ❖ Paper Presented in 2nd **International Conference** on Business Management, Accounting & Finance, Economics and Tourism. (ICBMAET-2023) **on Sustainability and innovation in Business, Research, & Reforms**
- ❖ Book chapter published in E-COMMERCE " Role of Artificial Intelligence in E-Commerce: Present & Future. With ISBN: 978-93-93-93622-54-9 Published in September ,2023 in IOT Academy Publishers.
- ❖ Paper Published in National conference in Sri Akilandeshwari women's college Wanda wash on the topic" Student's Perception of Digital Banking with special reference to Higher Education Institution in south Bangalore "in International Journal of Business and Economic Research (IJBER) E-ISSN:2455-3921 . in October 2023.
- ❖ Published Paper in international conference in Ethiopia (ICBMAET-23) "A Comparative Study On Revenue Growth and Strategic Quality Improvement with Reference to the Toyota Company' 'Published by Walnut Publication with ISBN: 978-93-5911-626-6. Published in February 2024.
- ❖ Paper Published in international conference Conducted by Auxilium women's college Vellore on topic" A study on impact of Digital Marketing towards Customer Engagement with special reference to Kengeri "Published in March 2024. 'Humanities and Social Science Studies journal' with ISSN 2319-829X WITH IF = 7.2 Vol .13, issue 01, No, 14, January – June :2024 UGC CARE Approved Journal.
- ❖ Paper Published in Scopus Journal Nanotechnology Perceptions Vol. 20 No. S6 (2024) on topic " Navigating Financial Challenges: Funding and Management Strategies for Nanotechnology Startups"-Nanotechnology Perceptions ISSN 1660-6795 www.nano-ntp.com in the month of Aug 2024.
- ❖ Paper Published in IPE Journal of Management UGC CARE LIST JOURNAL on topic "The Impact of Social Media influencers on consumer purchasing Decisions in Cosmetic Industry" with ISSN 2249-9040 Volume 14, No 24, July – Dec 2024 with IF- 7.138.

- ❖ Paper published in Mukta Shabd journal ugc care Group-1 Journal on topic "Effects of celebrity Endorsements on cosmetic brand perception among Gen-z with special Reference to kengeri Bangalore" with ISSN No :2347-3150.volume XIV ,Issue X ,October-2025.
- ❖ Paper published and presented in one day international conference on 18-03-2026 in vidhya sagar womens college chepak Chennai on topic "An Empirical study on digital transformation in promoting sustainable brand loyalty among gen-z consumers in the cosmetic industry in kengeri-Bangalore.with ISBN : 978-93-6163-445-1.

SEMINARS / WORKSHOPS PARTICIPATED:

- ❖ Participated a two days State level "*Faculty development Programme*" at Rajarajeshwari College of Engineering, Bangalore-74.
- ❖ Participated in "*Hacktricks-2012 sponsored by NIT, Surathkal*" at ACS College of Engineering, Bangalore-74.
- ❖ Participated in the "FACULTY DEVELOPMENT PROGRAMME" ON 'BUSINESS TAXATION & IFRS' at S.S.M.R.V. college, Bangalore-41
- ❖ Participated in "one-day workshop on orientation of B.COM & BBM syllabus" of Bangalore university at SRI SAI COLLEGE FOR WOMEN, Bangalore-10.
- ❖ Participated in faculty development Programme on "An overview of taxes & tax planning" at DONBOSCO institute of Bio-sciences and Management studies, Bangalore-74.
- ❖ Participated in the international conference on "sustainable Development through Business strategy and social sciences" at DONBOSCO institute of management and Management studies, Bangalore-74.
- ❖ Participated in the Management Development program on "creating sustainable living through Micro Finance " at DONBOSCO institute of Bio-sciences and Management studies, Bangalore-74.
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- ❖ Participated in the Management Development program on “creating sustainable living through Micro Finance ” at DONBOSCO institute of Bio-sciences and Management studies, Bangalore-74.
- ❖ Participated in National seminar conducted by Federation of Teacher’s Councils of Commerce and Management in Karnataka on ‘NEP: Creating innovative Ecosystem for sustainable Entrepreneurship by MUCTA ON 7th and 8th May 2022.
- ❖ Participated in the webinar held on 13-08-2022 to mark the 75th Anniversary of Indian Independence conducted by Pachaiyappa’s college.
- ❖ Participated in ICSSR Sponsored Two days E-conference on “Emotional Intelligence in learning organization” organized by St. Joseph college of arts & science cuddalore-1 on 1.09.2022-02.09.2022
- ❖ Participated in one-day National webinar on “Communication skills in Pedagogy ’conducted by Janna Jyothi Degree College.Bengaluru-64
- ❖ Participated in National webinar on “Social Development Through Financial Empowerment To Citizens” organized by AMFI On April 2023.
- ❖ Participated in national webinar on “strategy for managing personal Finance’ ’Organized by department of Economics, J.S university , Sheikhabad. UP on April 10th 2023.
- ❖ One-day National Webinar on “Personal Financial planning and wealth creation through Mutual Funds organized by Maharani’s Women’s Commerce and Management college on 20th June 2023.
- ❖ One-day National Webinar on “Financial Empowerment and career opportunities in securities Market ”organized in joint collaboration of Government Engineering College Palanpur Gujarat on 31st Jan 2024.
- ❖ Participated in one-day national webinar on union budget 2024 –Analysis and implication “organized by tax club Dept. of commerce 9th Feb 2024 conducted by SSMRV College Jaynagar Bengaluru Karnataka.
- ❖ SDP on” Mastering Research Methodology With Generative AI: Empowering Scholars On Infosys Spring Board” on 25-01-25 organized by D.K.M College for women (Autonomous) Vellore-1 on 25-01-25
- ❖ Transforming Higher Education Faculty Development Programme on Institutional Autonomy and NEP 2020 Implementation organized by Mazharul Uloom College Ambur on 10-5-2025 to 15-05-2025.
- ❖ Bakshirhat Mahavidyalaya west Bengal organized a National Webinar on” Wealth Creation Through Financial Planning’ ’on 19/07/2024.
- ❖ Sheshadripuram Academy of Business Studies -Bangalore organized 5 Days National Level FDP on “Higher Education and Research In India” held from 29/07/24 to 02/08/24
- ❖ Scared Heart college –Tirupattur organized 5 Days FDP on “Research Ethics in AI and Business Analytics as on 09/09/24 – 13/09/24
- ❖ Bhageerathi Bai Narayana Rao Maanay College –Bangalore organized a FDP on ”Pedagogical use of Technology in Commerce Education “on 19/11/24.
- ❖ Madura Kesari Jain College for women - Tirupathur Vaniyambadi as organized 5 Day online FDP on “ Next-Gen Research Strategies From AI Tools To Publication Mastery organized by the school of business from 4/12/24 to 8/12/24
- ❖ Auxilium College (Autonomous) – Vellore as organized “A Five Day National Level Online FDP on Beyond Boundaries : Driving Innovation in Research” From 26/12/2024 to 30 /12/2024.

- ❖ Participated in 5days FDP ON TOPIC "GenAI &CHATGPT Applications held from 2nd march 2026 to 6th march 2026 organized by varadhaman college of Engineering Hyderabad .Telanagana.
- ❖ Participated in 6days National level webinar on topic"Digital Transformation in Research smart tools" from 9th – 14th march 2026 organized by seshadripuram evening college Baengaluru.
- ❖ 6-Day "Techbiz conclave 'state level FDP organized by SRI SAI COLLEGE FOR WOMEN Bengaluru ON TOPIC'CORPORATE FINANCIAL REPORTING MISLEADING OR MISUNDERSTOOD"ON 10TH MARCH 2026.