

Name of Faculty Dr. B Lavanya
 Designation Assistant Professor
 Nature of Job/Appointment Regular
 Date of Joining 12-10-2011
 E-mail blavanya_sms@cbit.ac.in



Education Qualifications	Name of the Degree	Class
Ph. D	Management Science-Organizational Behaviour	Awarded
PG	MBA	First division
UG	B. Sc. (Hons)	First division

Work Experience

Teaching	14 Years
Research	12 years
Industry	--
Others	--
Area of Specialization	Human Resources Management & Marketing Management

Professional Memberships

- Life Membership in Institute of Scholars (In Sc)
- Member HMA.

Responsibilities held at Institution Level

1. ISO –Department faculty Coordinator from 2014-till date.
2. Member, Institute Alumni Coordination Committee (IACC) 2019-tilldate
3. T-Tribe Launchpad-Department coordinator
4. Member, Cultural Arrangements Committee-Shruthi 2022
5. Member, Cultural Arrangements Committee-Shruthi 2021
6. Member, Reception Committee, Annual Cultural Fest Shruthi for Academic years 2018-19, 2017-18
7. Member, Cultural Committee, Annual Cultural Fest Shruthi form 2012-2017.
8. Faculty coordinator, Geervana Bharathi - the Sanskrit Club of CBIT from AY 2019-2020 till date
9. Member, ED Cell-CBIT from AY 2021
10. NAAC coordinator from March 2022 till date
11. AQAR Coordinator
12. Academic coordinator from January 2024 till date
13. Member Board of Studies from AY 2013-14 till date
14. Member, Department Advisory Board (DAB)
15. Member, Programme Assessment Committee (PAC)
16. Faculty coordinator for Eduskills from 2024 date
17. Faculty coordinator for NITTTR from 2023 till date
18. Coordinator, Course Expert Group (SD courses)
19. Faculty coordinator-Alumni Activities From 2019- 2022
20. Department Faculty I /c for Placements AY: 2019-20
21. Class coordinator for AYs 2014-2017 and 2019-2020 till Feb 2021.

Responsibilities held at Department Level

	<ul style="list-style-type: none"> 13. Student Induction Coordinator from AY 2013 till 2021 14. Member, Committee formed for introducing PGDM Course 15. Coordinated for Rural Immersion, Swatchata action plan & UBaprogrammes in AY 2018-2020 16. Overall coordinator for Research Day 2019 celebrations at department level 17. Coordinated for NBA accreditation inspection work, 2020. 18. Co-convenor department technical fest Yukthi 2013, Convener Yukthi 2015.
Research Guidance	Guiding 8-9 MBA projects per academic year
Awards Received	<ul style="list-style-type: none"> 1. Received best paper award and cash prize for the paper "A study on role of availability of resources in effective management of power loom industry", presented in international conference on " Business Management in emerging Markets "organized by Oxford Engineering college on 1-2 November 2021. 2. Received best paper award in 3rd Research Day celebrations at CBIT held in Sept 2021.
Courses Handled at Under Graduate / Post Graduate Level.	<ul style="list-style-type: none"> 1. UG-Managerial Economics and Accountancy, Principles, Practice of Management, Community Engagement. 2. PG- Business Communication (Theory & Lab), Business Law, Marketing Management, Business Research Methods, Operations Management, Performance & Compensation Management, Entrepreneurial Development.
No. of Papers Published	<p>National Journals –2 International Journals –20</p> <p>National Conference – 1 International Conference – 14</p>
Projects Carried out	1- CBIT in-house funded R &D project on "Role of Training and development activities in enhancing OCB"..
Patents	Nil
Technology Transfer	Nil
Invited Speaker	A Two-Day Workshop on "CAPACITY BUILDING ON COMMUNICATION SKILLS" organized by TSWREIS in collaboration of CBIT-SMS
No. of Books/Chapter Published with details	<ul style="list-style-type: none"> 1. Role of stakeholder in promoting MOOCs, Emerging Patterns and Innovations in Massive Open Online Courses (MOOCs) Himalaya Publishing House Pvt Ltd .2021. ISBN 978-93-5433-969-1. 2. Students Perception and Satisfaction Towards ICT Enabled Virtual Learning. Techno-Societal 2020. Springer, Cham Print:978-3-030-69920-8, Online:978-3-030-69921-5. 3. "Work Life Balance during the COVID-19 Pandemic-An Empirical Study, Post Pandemic Economy-Challenges & Solutions, Paramount Publishing House, 1st Ed (2020), pp:187-192, ISBN: 978-93- 88808-96-5.

Webinars:

1. participated in the webinar titled "Labour Legislation: Issues and Implications" Organised by SSIM-Secundrabad on 4th May 2021
2. Attended a webinar on "Demystifying Patents ", Organized by CBITSMS on 30.1.21.
3. Attended a webinar on " My story - A successful innovator and entrepreneur", organized by Department of Master of Business Administration in association with Institution's Innovation Council, Maharashtra Institute of Technology, Aurangabad on 18th January 2021.
4. Attended a webinar on " Financial wellbeing of Employees during Covid 19" organized by CBIT - School of Management Studies in association with RK Wealth on 9th January, 2021.
5. Attended seminar on "'Recruiters' Expectations from Campuses Post Covid-19", organized by New Delhi Institute of Management, on 5th December 2021.
6. Attended a webinar on " Logistics and Supply Chain Management" conducted by CBIT - School of Management Studies in association with Navata Supply Chain Solutions on 08th August 2020".
7. Participated in the Capability Enhancement Programme on "STEPS: Success through Essential People Skills" organized by the Internal Quality Assurance Cell on 14th July 2020.
8. Participated in Two days online workshop on "Self Image Building and Emotional Intelligence Organized by P.V.P.I.T, Maharashtra on 3rd & 6th July 2020
9. Participated in the Webinar on "Evaluation & Feedback", Organized by ITM B-School
10. Participated in FDP on "e-learning: Creating & Managing e-content "conducted by IQOA, V.V.P Institute of Engg & Technology from 22nd-24th June 2020.
11. Participated in the webinar on Basic Author Workshop-Article writing & Referencing Using Mendeley conducted by Annamalai University on 22nd June 2020.
12. Participated in Online Workshop on Social Responsibility and Community Engagement conducted by CBIT on 17th June 2020
13. Successfully completed National Level Online Quiz on "E-Learning" organized by department of computer Engineering P.V.P.P. College of Engineering, Mumbai on 16th June 2020.
14. Participated in the National Webinar Series on "Research Methodology" organized by Loyola College (A) , Chennai on 12th & 13th June 2020
15. Participated in a Webinar on "Emotional Intelligence for Achieving Success in Life" organized by National Productivity Council (Under Ministry of Commerce & Industry, Government of India) on 12th June 2020
16. Successfully completed National Level Online Quiz on NBA organized by department of computer Engineering P.V.P.P. College of Engineering, Mumbai on 7th June 2020
17. Attended One Week International FDP on "Synergy to Revitalize, Reform, and Refresh Ourselves as Agents to Ensure Quality Education." Organized by Auxillium College-Vellore-Tamil Nadu from 1-7th June 2020.
18. Attended Two-Day Hands-on Training on Technology Assisted Teaching Tools conducted by Coimbatore Institute of Technology –Teaching Learning Centre on 29 & 30 May through Online mode
19. Successfully Completed online training on "Project Management" from 09.05.2020 to 31.05.2020 (on Weekends) Organized by MSME-PPDC-GOI and

Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops. Other Training (**Attended and/or Organized**).

acquired 35hrs PDU

20. Successfully completed One Week FDP on “Outcome Based Education and NBA Process” during 28.05.2020 to 01.06.2020 Organized by CBIT-Hyderabad
21. Participated in the Two Days National Level FDP on “Art of Writing & Publishing Research Paper and Application of Statistical Tools” organized by Aurora’s Degree & PG College on 27th & 28th May 2020
22. Participated in the National level Interactive Webinar on “Designing an effective Questionnaire” Organized by Research Education Foundation on 23rd May 2020
23. Participated in the Webinar on “Hybrid High Impact Pedagogy in Management Education” organized by DAV University, Jalandhar on 21st June 2020
24. Attended one-week online FDP on “OBE- A step towards Excellence” from 11th-15th May 2020 under Margdarshan Scheme of AICTE, New Delhi, Organised by Government College of Engineering, Karad, Maharashtra.
25. Participated in the Webinar “Leadership in Times of Crisis” by Dr. Himanshu Rai, Director-IIM Indore on 7th May 2020, as a part of Mc Graw Hill’s Stay tuned Webinar series.

Workshops/Short term courses/OCs/RCs/Courses

1. Attended one day orientation program o “Grass roots Innovation and Community Engagement”, Organised by CBIT ACIC in collaboration with Palle Srujana Organization on 25.2.2023
2. Attended Turnip Innovation Festival (8 hrs) on 22.1.22, Organized by Turnip Innovation Pvt Ltd.
3. participated in one day workshop on “Being Creative and Innovative in Following Your Dream and Choosing Your Passion” organized by CBIT-School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad on 27.11.21
4. Attended AICTE three day workshop on “Examination Reforms” in November 2021, Organized by Chitkara University.
5. Completed Nation level one month basic to advance level excel course from 22.10.21 to 18.11 21, organized by Essgii Digi skills.
6. Attended AICTE Sponsored STTP on “Strategic planning for Higher Educational Institutions” during 7-12 June 2021, Organised by MIET-Jammu
7. Attended 2 weeks Refresher course on “Application of statistics in Real world” Organised by TLC Ramanujan college, University of Delhi during May 1-15 2021.
8. Attended five-day Innovation series on “Patent Search & Filing” Organised by Andhra University during 16-20 February 2021
9. Attended work shop on “Technology Commercialization” on 15th Feb 2021, Organised by Turnip Innovations.
10. Participated in workshop on “Payroll Management” Organised by SVIM-Tirupati during 24-26 September
11. Completed online course on “Introduction to Psychology”, from Yale University on Coursera platform on June 14th 2020.
12. Completed 2 NPTEL courses i) NATE ii) Entrepreneurship in Jan-April 2020
13. Participated in the two-day Rural Immersion Training Programme on Swahhatha Action plan and community Engagement during 14th-15th November 2019, jointly

organized by Mahatma Gandhi National Council of Rural Education, Hyderabad and CBIT.

14. Completed online certification course on "People Analytics", from University of Pennsylvania, Wharton Business School in August 2019 (Through coursera)
15. Completed NPTEL online 12 weeks course on "Marketing Research and Analysis" in April 2019.
16. Attended 3 day workshop on "Developing and Analyzing Business Cases" during 12-14 December 2018, at SMS-CBIT.
17. Attended 2 day Conference on The Role of Women in Technology and Society-TECHTARA, Organized by Department of CSE-CBIT on March 8th 2018
18. Attended Refresher course (3 weeks) on "Research Methodology for Social Sciences" at UGC-HRDC, University Of Hyderabad- Hyderabad, during June 1-21, 2018. (Scored A grade)
19. Attended 47th Orientation course (4 weeks) organized by UGC-HRDC, JNTU-Hyd, during 8-5-17 to 3-6-17 (scored A-grade)
20. Participated in one (1) week National workshop on "Emerging Trends in Research Methodology in Commerce and Management, organized by Department of Commerce, St. Francis college, during 27 July-2 August 2016.
21. Participated in Short term Course on "Advancing Research in Management" at IIT-Delhi, during 3-5 December 2015.
22. Participated in National Seminar cum Workshop on "Effective Presentation Skills", organized by University College of Engg, Osmania University-HYD, on 7 September 2015.
23. Attended three weeks summer school on "Role of Communication skills in Effective Teaching" from 8-27 June 2015, organized by UGC-HRDC, JNTU-HYD,
24. Participated in one day workshop on "Analytical Research Techniques using SPSS, ON 25 March 2015 at NSIC-HYD.
25. Completed one week course work on "Research Methodology" conducted from 16-12-2013 to 21-12-2013, by R & D cell, JNTUH Campus.
26. Participated in the two-day National Level Workshop on "Women in Science and Technology – Societal Impact", organized by the women's cell of C.B.I.T during 8-9 March, 2013.
27. Participated in three days In House Faculty Workshop on "Art of Living" organized by C.B.I.T In House Training Centre during 4th to 6th July 2012.
28. Participated in two-day In-House Faculty Workshop on "Jeevan Vidya" organized by C.B.I.T In House Training Centre on 11th & 12th June 2012.
29. Participated in two-day Workshop on "Research Methodology and Statistical tools for Quality Research" held on 27th & 28th December 2011, organized by Dr. Y. S. R. National Institute of Tourism and Hospitality Management (NITHM).

FDPs:

1. Attended one-week online FDP on "Application of Artificial Intelligence & IPR" Organised by Mechanical & ECE departments, CBIT during 29 Jan-2 Feb 2024
2. Attended one-week online FDP on "Quality education through OBE" Organised by IT department, CBIT during 22-27 January 2024
3. Five days national level faculty development programme on "research methodology: techniques, analysis, and presentation", organized by Government College Ropar, Punjab during June 05 - 09, 2023

4. Attended FDP on “Establishment and Management of Business Incubators”, organised by EDC-CBIT and NI-MSME from 13th to 17th March 2023
5. National level faculty development programme on Online teaching platform and tool, organized by Government College for Women, Bhagwati Nagar, Jammu, during October 26 - 30, 2022
6. Attended “2 Day- FDP on Ph.D., Thesis, Research Article Writing and Publication” organized by Siva Sivani Institute of Management, During February 17th – 18th, 2018.
7. Attended FDP on” Transforming Management Faculty into the Best Performers” at SMS - CBIT, during Dec 29th-30th, 2017
8. Participated in one day FDP on “Scaling up of Management Faculty”, organized by HMA at Vivek Vardhini College on 11 November 2014.
9. Participated in 3day FDP on “English foe Effective Communication”, Organized by dept of Mathematics and Humanities, CBIT, during 5th -7th August 2014.
10. Participated in one week In House Faculty Development Program organized by C.B.I.T In House Training Centre during 6th to 11th January 2014.
11. Participated in Faculty Development Program on “Effective Teaching Methods for MBA Teachers” held on 28th July 2012 by Dr. B. R. Ambedkar Institute of Management & Technology.
12. Participated in five-day In-House Faculty Development Program organized by C.B.I.T In House Training Centre during 9th to 13th July 2012.
13. Participated in one day Faculty Development Program on “Management Teacher 2015- New Age Teachers” organized by Association of Indian Management School (AIMS), Hyd on 7th March 2012.
14. Attended TEQIP sponsored 1 weak Faculty Development program at Chaitanya Bharathi Institute of Technology, Hyderabad on 2nd-6th January, 2012.

Details of Journal Publications/
Conferences (National and
International)

Paper publications in National/International Journals:

1. B. Lavanya & Saraswathi, A study on role of availability of resources in the effective management of power loom industry, Shod Samhita, Volume- IX, Issue-II (V), February 2022.PP:63-75.
2. .B Lavanya & B Divya Sree, Work life balance and Organizational Citizenship Behaviour-A study with reference to Bank Employees. International Journal of advanced science hub. Volume-3, special issue ISTM 2021, PP:29-36
3. B. Lavanya, Saraswathi & Sudhir Reddy, An Empirical examination of association of organizational commitment, perceived organizational support and organizational citizenship behaviour, Mukth Shabd Journal, Volume X, Issue IV, APRIL 2021.
4. B. Lavanya & M. Hem Kumar, Business Analytics Application for Crop Prediction-An Empirical Study, International Journal of Research in Engineering & Management (ISSN: 2456-1029) (SJIF: 2.228), Volume IV, Issue IV, JUNE 2021.
5. Lavanya & Saraswathi, “Academic Stress and Its Management”, Mukth Shabd Journal, Volume IX, Issue IV, April 2020, ISSN NO: 2347-3150 (UGC CARE Journal)
6. Mohsina Rahamat & Lavanya “Association of Emotional Intelligence and Organizational Citizenship Behaviour- A study with reference to IT Employees”, Mukth Shabd Journal, Volume IX, Issue IV, April 2020, ISSN NO: 2347-3150. (UGC CARE Journal)
7. Richita & Lavanya, “Analysing the Association between Commuting Time and Health & Well-being”, Pramana Research Journal, ISSN: 2249- 2976, June 2019.
8. Swetha & Lavanya, “Work Life Balance-An empirical study with reference to select professions International Journal of Management, Technology & Engineering”, ISSN: 2249- 7455, June 2019.

9. Franklin & Lavanya "Satisfaction towards the Housing Communities", International Journal of Scientific Research and Review, ISSN: 2279- 543X, March 2019.
10. Srinivas & Lavanya, "Performance Analysis using CAMEL MODEL- A study on Select Private Banks ", International Journal of Emerging Technologies and Innovative Research, ISSN: 2349-5162 Volume-5, Issue-6 June-2018 Peer Reviewed. (UGC-Listed) Impact Fctor-5.87
11. Maheshwari & Lavanya, "Credit Risk Management in NBFC'S-A Comparative Analysis, International Journal of Emerging Technologies and Innovative Research ISSN: 2349-5162 Volume-5Issue-6 – June 2018 Peer-Reviewed (UGC-Listed) Impact Fctor-5.87
12. Lavanya & Saraswathi, "Consumer Buying Behaviour-A study with reference to Organic Products in Hyderabad City", International Journal of Engineering Technology Science and Research ISSN:2394-3386, Volume-5, Issue 1, pp.809-816, Jan-2018.
13. Lavanya & Saraswathi, "Mediating role of Employee Citizenship Behaviour in Operations Management- A study on Select RPO Companies in Hyderabad, The International Journal for Science. April 2016, ISSN: 2319-7730.
14. Lavanya & Saraswathi, "Influencing Factors of Citizenship Behaviour at workplace-A study on employees of select Professions", International Journal of Research in Regional studies, Law, Social studies, Journalism and Management Practices, Vol-1, Issue- 2, March 2016, ISSN: 2455-6602.
15. Lavanya & Saraswathi, "Education for Sustainable Development", IJITAM, Vol-1, issue -5. Feb 2014, ISSN: 2347:3622, PP.132-136.
16. Lavanya & Saraswathi, "Role of Technological advances in enhancing Retail Efficiency- A Study", GE-International Journal of Management Research, Sept 2014.
17. Lavanya & Saraswathi, "A study on perceived Benefits from modes of industry. Academia interface", ABHINAV- International Monthly Refereed Journal of Research in Management & Technology, Vol-II, June 2013, ISSN NO: 2320-0073, Impact factor 0.0812.
18. Lavanya & Saraswathi, "Strategies to cope up work place stressors: An empirical study in educational institution", international Journal of Research in commerce, IT & Management (IJRCM) vol.2 issue 5, Dec 2012, ISSN: 2231-5156.
19. Lavanya & Saraswathi, "Do workplace camaraderie help managing the stress? A study on educational Institutions," International Journal of Engineering & Social science Research (IJESR), August 2012, ISSN NO: 2231-5535.
20. Lavanya, "Crafting the service scope for the Educational services – An Empirical study", International Journal of Innovative Research & Development (IJIRD), vol-1 issue 5, Aug 2012, ISSN: 2278-0211
21. Lavanya & Saraswathi, "A model on succession planning in Academia" in emerging Trends in Global Business, 3rdvol ISBN: 978-93-8537-00-8.
22. Lavanya, "The Role of Physical Evidence in Educational Services", Services Marketing Practices in India: Changing Paradigms, 1st ed. (2012); ISBN: 978-81-905242-0-6

Paper presentations International /National Conferences

1. Lavanya presented and received best paper on "A study on role of availability of resources in effective management of power loom industry", in international conference on " Business Management in emerging Markets "organized by Oxford Engineering college on 1-2 November 2021
2. B Lavanya Presented paper titled "A Study on Emotional Skills and Self-Efficacy of Medical Students" in Two Day International Web Conference on "RESPONDING TO COVID 19 CHALLENGES TO Department of Business Administration, Patna Women's College (Autonomous), Patna University. Lavanya & Divya, presented a paper on "Work life balance and organizational citizenship behaviour", in international e -conference on "Management, Science & Technology "organized by RBVRR Women's college on 29-20 may 2021.
3. B Lavanya & Sarayu Presented and received best paper award for the paper entitled "A Study on Employee Satisfaction towards select HR practices "in 3rd Research Day Celebrations held on 28th August 2021 at Chaitanya Bharathi Institute of Technology (A), Hyderabad – 500 075, Telangana
4. Lavanya & Divya, Presented a paper on "Work life balance and organizational citizenship behaviour", in International e -conference on "Management, Science & Technology "organized by RBVRR Women's college on 29-20 may 2021.
5. M.Hemkumar, Sarayu & B Lavanya presented a paper on "Examining Students Retention Rate in Massive Open Online Courses" in Online International Conference on" Emerging patterns and innovations in MOOCs Organized by Bharthi Vidyapeeth's Institute of Management Studies & Research, Navi Mumbai on 14th-15th October 2020.
6. G Shalini & B Lavanya presented a paper on "Role of Stakeholders in promoting Massive Open Online Courses" in Online International Conference on" Emerging patterns and innovations in MOOCs Organised by Bharthi Vidyapeeth Institute of Management Studies & Research, Navi Mumbai on 14th-15th October 2020.
7. Mohsina Rahamat and B Lavanya presented a paper on "Student's perception and satisfaction towards ICT enabled Virtual Learning" in International Conference on "Advanced Technologies for Societal Applications" Organised by SVERI's College of Engineering, Pandharpur during 11-12 December, 2020.
8. Presented a paper on "Academic Stress and Its Management", in 'Samaroh - 2020: International Conference on Emerging Trends in Business, Economics & Analytics' organized by SSIM in partnership with AMDISA, AIMS & AMP during 11-12 Feb 2020.

9. Presented a paper on "Measuring the Investors experience with the brokerage firms, on Research Day, organized by CBIT on 23rd August 2019.
10. Presented a paper on "Promotional strategies of Organic Stores" in international student Conference- EGBPC 2019, organized by Muscat College, Muscat on 26th March 2019.
11. Presented a paper on "Consumer satisfaction towards the Housing Communities in 3rd International Conference on New Frontiers of Engineering, Management, Social sciences and Humanities, organized by Osmania University Centre for International Programs-OU-Hyd on 16th March.
12. Presented a paper "An Empirical Study on ICT Usage among Customers in Banking Sector" in "National Seminar on Emerging Trends in Indian Banking Sector –Innovations and Inclusions", At Department of Commerce, University PG college, during Feb 8-9, 2018.
13. Presented a paper titled "Mediating role of Employee Citizenship Behaviour in Operations Management- A study on Select RPO Companies in Hyderabad" in National conference, organized by SMS-CBIT, Hyderabad, during 28-29, January 2016.
14. Presented a paper in the National conference on "Recent Trends in Literature, Journalism, Education, Social sciences and Management Practices", organized by Anveshana Educational and Research Foundation at NSIC, Hyderabad, on 20 December 2015,
15. Presented a paper in the international conference on "Strategies for Business Excellence: Challenges and Opportunities", organized by MLRCET, HYD, during 18-19 Dec, 2015.
16. Presented a paper titled "Factors governing OCB" in the international conference on "Strategies for Sustainable global economy", organized by Sri Krishna Degree College, Bangalore on 9 March, 2015.
17. Presented a paper titled "Assessing the frequency of OCB" in the international conference on "Competency Building Strategies in Business & Technology for Sustainable Development", organized by Sri Ganesh School of Business Management, on 20 February, 2015.
18. Presented a paper titled "Promoting OCB as a part of Strategic HR through Interpersonal relationships" in the National conference on "Strategic HR and Business Excellence", organized HBS-GITAM university, Hyderabad, during November 22, 2014.
19. Presented a paper titled "Building Sustainable Value through USB" in the National conference on "Relevance of English, Mathematics and Management Sciences to Technical Courses", organized by MGIT, Hyderabad, during April 3-4, 2014.
20. Presented a paper titled "Education for Sustainable Development" in the National conference on "Management and Social Sciences – Its Impact on Sustainable Development", organized by SMS-CBIT, Hyderabad, during October 25-26, 2013.
21. Presented a paper titled "A Study on Technological advances and their impact on Retailing" in the National conference on "Retailing in India", organized by JNTU, Hyderabad during August 13-14, 2013.
22. Presented a paper titled "A study on perceived Benefits from modes of industry. Academia interface" in 6th VJIM National conference on "Leveraging India's competitiveness in a globalised economy: issues & perspectives" organized by VJIM, Hyderabad during 13-15th Dec, 2012.
23. Presented a paper (Inabsentia) titled A Model on succession planning in Academia in 2nd one day National conference on "Emerging Trends in Global Business held on 15th Sept 2012 organized by RVS institute of Management, Coimbatore.
24. Presented a paper (Inabsentia) titled "Do workplace camaraderie help managing the stress- A study on educational institution, "in international HR colloquium & Research conference: HR Redefined" Organized by MIT college of Management, Pune, 24th & 25th Aug 2012.
25. Presented a paper titled "The Role of Physical Evidence in Educational Services", in the national conference on "Services Marketing: Changing Paradigms" organized by the Department of Marketing, Siva Sivani Institute of Management, on 7th January, 2012.

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