

Name of Faculty Dr. T.S.Poornachandrika
 Designation Associate Professor
 Nature of Job/Appointment Regular Appointment



Date of Joining 22 – 06 - 2004 in CBIT, School of Management Studies.

E-mail Poornachandrika_sms@cbit.ac.in

Education Qualifications

	Name of the Degree	Class
Ph. D	Doctor of Philosophy (HRM)	Awarded
PG	MBA ,MPHIL	First Class
UG	B. Sc. (Life Sciences)	First Class

Work Experience

Teaching	23 Years
Research	06 years
Industry	2 Years
Others	NIL

Area of Specialization Human Resources Management and Marketing

Professional Memberships 03

Responsibilities held at Institution Level

1. Co Convener Sudhee Nation level Student- Fest 2019. And discharged the responsibilities as Convener and Co convener for Transportation committee, Disciplinary Committee and Hospitality Committee Sudhee 2019.
2. Coordinator, Autonomous Extension 2019.
3. Member, Canteen Committee, since inception to till date.
4. Coordinator, NAAC, from 2015 to 2018
5. Coordinator NIRF, from 2015-2018.
6. Coordinator, ARIIA, 2017-18.
7. Coordinator TEQIP from inception.
8. Convener for the Programme” Personal Effectiveness for Enhancing Organizational Productivity” in 2012.

Responsibilities held at Department Level

1. Member Board of Studies.
2. Discharged the responsibility successfully of NBA Pre qualifier.
3. Fulfilled the Responsibilities as In-Charge Academics from 01-06-2019 to 01-12-2019.
4. Drafted Performance Appraisal Forms for conducting Zero Consultancy Performance Appraisals for Tejashwi Green Energy and GATI in 2019-20.
5. Editor for the Department’s News Letter,” Crescendo” in 2018-19.
6. Coordinator for ISO during 2015-17
7. Served the Responsibility of Class In charge
 - a. For MBA Students.
8. Convener for the FDP,” Transforming Management Faculty into Best Performers” organized by School of Management Studies ,CBIT on Behalf of AIMS on 29,30th 2017.
9. Convener for Yukthi 2K11& 2K13, Student Management Fest,MBA Department.

Awards Received	Got awarded with International Researcher Award by Prashas Trust in January 2021.	
Courses Handled at Under Graduate / Post Graduate Level.	<ul style="list-style-type: none"> • Principles and Practice of Management • Managerial Economics and Accountancy • Human resources Management • Strategic Human Resources Management • Marketing Management • Organizational Development and Change Management • Talent and Knowledge Management • Empowerment and Leadership Development • Performance & Compensation Management • Industrial Relations and Labor Laws • Promotion and Distribution Management • Consumer Behavior • Product and Brand Management • Services Marketing • Management and Organization Behavior • Business communication • Entrepreneurial Development • International Business • Operations Management • Logistics and Supply chain Management • Community Engagement 	
No. of Papers Published	National Journals – 08 National Conference -8 Book Chapters =05 Text Book=01	International Journals – 25 International Conference – 15
Projects Carried out	--	
Patents	01	
Technology Transfer	--	
Invited Speaker	<ol style="list-style-type: none"> 1. Delivered a Talk on “Human Values” for Prisoners in Chanchalguda Jail in 2018. 2. Judged an event Organized by NSS, CBIT on Road Safety on 19.1.2017. Programme organized by EDC Cell of CBIT on 20.01.2017. 3. Delivered an Expert talk in One Day seminar on “Biotechnology Innovations and Business Opportunities”. November 2017 in CBIT. 4. Was a Resource person for soft skills program for Non teaching staff of CBIT in 2016-2017. 5. Was a resource person for Personality Development programme for the local youth training organized in CBIT under TEQIP in 2016. 6. Delivered guest lecture for MCA Students in 2015 on “Organisation Behaviour”. 7. Handled Special sessions for IC- CBIT Course, for the students who studied professional Engineering course in collaboration with Wolverhampton University, U.K 2009. 8. Served as Resource person for “Infosys Campus Connect” program conducted in CBIT during 2008-2009. 	
No .of Books Text Books Written	Dr.T.S.Poornachandrika has written a Text Book Titled,;’ Customer Relationship Management’’ with ISBN No:978-93-94002-68-5 published by Scientific International Publishing House.	
No. of Books/Chapter Published	<ul style="list-style-type: none"> • Dr.T.S.Poornachandrika has written a chapter on “Green Technology “in the International Publication of, ”Role of Basic Sciences in Modern Engineering 	

Education WESER Books,NO:79737,Aussere Webster02763,Zitau,Germany.

- Authored a chapter titled, "Human Resources; Entrepreneurship Fit" in the International Edition Book Titled, " New perspectives in Commerce and Management". Vol. 2, INSC Publishers, ISBN: 978-1-68576-143-1.
- Corporate Engagement in Management Education 26th AIMS Annual Management Convention 2014, ISBN 978-93-83302-01-7 IN 21014.
- Published a research paper titled, "HR Outsourcing - A Comparative Study between IT & Pharmaceutical Sectors" in the Mc Graw Hill Education Publication of international conference on "Innovative Research in Engineering, Science and Management" in JNU, New Delhi. ISBN No: 13-978-93-85880-71-1 10-93-85880-71-3, Impact Factor=2,114 in 2016.
- The proceedings of two-day National Conference "Innovations in Service quality Management on Jan31st ISBN 978 Service Quality Management with Reference to Hospitality and Tourism Sector.

ONLINE CERTIFIED COURSES (Course Era)

1. Completed Course on Design Thinking for Innovation offered by University of Virginia, USA.
2. Completed Course on "Successful Negotiation: Essential Strategies &Skills offered by University of Michigan, USA.
3. Completed on line Course on Supply Chain &Logistics offered by Rutgers the state University of New Jersey.
4. Strategic Innovation: Building and Sustaining Innovative Organizations offered by University of Michigan, USA.

On-line Faculty Development Programmes Participated.

1. Participated in STTP "Recent Trends in Security ERA" Organized by Department of Computer Science and Engineering, GNIET, Nagpur from 1st July-5th July
2. DR.T.S. Poornachandrika has participated in One Week Online Faculty Development Program on Research Methodology &Innovative Teaching Pedagogy organized by Tulsiramji Gaikwad Patel college of Engineering & Technology Nagpur from 8.6.20 to 13.6.20.
3. DR.T.S.Poorna chandrika has participated in One Week Online Faculty Development Program on" Outcome Based Education and Accreditation Process UG during 28.5.20 to 1.06.20 organized by Chaitanya Bharathi Institute of Technology.
4. DR.T.S.Poornachandrika has participated in, "COVID-19 Awareness Programme " from 28.5.20 to 31.5.20 organized by Department of NSS , Govt Mahatma P.G. College , ITARSI.
5. DR.T.S.Poornachandrika has participated in Five Day National level Faculty Development Programme on "Artificial Intelligence "held from 22.05.2020 to 26.05.2020 organized by the Department of Information Technology, CMR Engineering College, Hyderabad, in collaboration with NYCI & Brain o vision Solutions India Pvt. Ltd.
5. DR.T.S.Poornachandrika has participated in One Week Online Faculty Development Programme on Research Methodologies and Data Analytics Using SPSS &R organized by Sanskrithi School of Business in Association with AIMS from 26th -31st May 2020.
6. Dr. T.S. Poorna chandrika Has participated in on line FDP on Research ,Projects Funding and IPR jointly organized by IQAC,R&D Cell and Department of ECE under the banner of IETE and Institution's Innovation Council (IIC) of K. C. College of Engineering and Management Studies and Research, Thane (E) from 7th - 11th May, 2020

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

7. DR T.S Poornachandrika participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "Block chain" from 20-04-2020 to 24-04-2020 at JNTUA College of Engineering, Pulivendula.
8. DR.T.S.Poornachandrika participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "Data Sciences" from 09-05-2020 to 13-05-2020 at Dr Harisingh Gaur University Sager (MP).
9. Participated in the 2-Day Rural Immersion Training Programme on Swachatha Action plan and Community Engagement during 14th and 15th November 2019 organized by Mahatma Gandhi National Council of Rural Education Hyderabad with CBIT Hyderabad, Telangana.
10. Poster presentation on "The Integration and intersection of HRM and Supply chain Management Systems" at Research Day 23rd August 2019 organized by CBIT.
11. Attended FDP on Intellectual Property Rights (Under TEQIP) organized by CBIT in Nov 22, 2018
12. . Attended a 1 week National FDP (ETICBDCC) 2017 on "Emerging trends, Issues and Challenges In Big Data and Cloud Computing from 20th to 25th February 2017.
13. Participated in Faculty Development program on 'Intellectual Property Rights sponsored by TEQIP II Organized during December 19th to 24th, 2016. Organized Jointly by Department of Biotechnology, Mechanical Engineering and School of Management Studies, CBIT, Hyderabad.
14. Participated in "Digital Marketing" workshop conducted at CBIT, Gandipet on 22nd and 23rd November 2016.
15. Participated in one day National Seminar in Trends in Digital Marketing" organized by Indian Institute of Management and Commerce on 30.12.2016.
16. Attended one week Faculty Development Programme in IIM, Kozhikode in June-2015.
17. Participated in one day workshop on "Data Mining" In GITAM University held in February 24th 2015.
18. Attended lecture on "Design thinking: For Innovative Management" in HMA on Dec 15th 2015.
19. Member of NHRD Network and attended various programs conducted by NHRD Network during 2014-2015.
20. Attended One week Faculty Development Programme on "Effective Teaching Methodologies" organized from 22.05.2014 to 30.05.2014, in NITHM.
21. Participated in one-Day Seminar on "Work-Life Balance: Women in Engineering" Organized by Women Cell, CBIT on 8th March 2014.
22. Participated in the Two Day National Level Workshop, "Women in Science and Technology-Societal Impact" Organized by the Women's Cell of CCBIT during 8th 7 & 9th March, 2013.
23. Attended four week orientation course titled "33rd Orientation Course "conducted by J.N.T.U Hyderabad from 10.06.2013 to 06.07.2013.
24. Attended 3 Week Refresher course in "Research Methodology in Arts, Commerce, Business Management & Social Sciences organized from 9.12.13 to 31.12.2013 in Osmania University.
25. Attended Two Week Staff Development Programme on "World class Manufacturing" sponsored by AICTE for the Faculty Members of Technical and Management Institutes from December 12th to 24th 2011 organized by Institute of public Enterprise (IPE) in Dec-2011.
26. Participated in the Faculty Development Programme Titled "Insights into Research Methodology and SPSS Applications "on 8TH & 9th May 2009 organized by Siva Shivani Institute of Management and SPSS.

27. Attended 3 week refresher course in Hyderabad central University in June 2009.
28. Participated in I week in-house training Programme on Effective Teaching Methodology from 03.07.2006 to 08.07.2006 organized by CBIT.
29. Participated in the workshop on MBA Project work, organized by the Department of Business Management, Osmania University, and Hyderabad on December 18, 2006.
30. Programme on Personality Development Effective Teaching Methodology” Organized by CBIT from 8.11.2004 to 16.11.2004.

International Conference Attended

Details of Journal Publications/
Conferences (**National and International**)

DR.T.S.Poornachandrika has participated in an online International Conference titled” Road Map to Future Environment” organized by St. John’s College Agra on 5.6.20.

National and International Journals (Single Author)

1. Dr.T.S.Poornachandrika has published a Research Paper titled,”A road to become successful in the fashion industry of China: A case study of Zara”.in ECS Scopus Indexed Journal .
2. Dr.T.S.Poornachandrika has published a Research Paper titled,” “The role of Human resource management department in employee retention”.in ECS Scopus Indexed Journal.
3. Dr.T.S.Poornachandrika has published a Research Paper titled,”The Role of Human Resources in the Hospitality Sector”in the Asian Journal of organic & Medicinal Chemistry
4. Volume 7 no 1 Jan-March Special Issue 2022.
5. Dr. T. S. Poornachandrika has published a research paper titled” “Digital Disruptions -A Paradigm Shift in Management” Hemachandra International E-Journal,UGC Approved ISSN 2456-558X,Vol 6,Issue 11,January 2022
6. Published a Research Paper titled,” Impact of Hr outsourcing on the performance management system --- a comparative study of IT and Pharmaceutical sectors in the twin cities of Hyderabad & Secunderabad in *Academic Leadership Journal* (UGC CARE LISTED JOURNAL) in Vol. 21 No. 3 (2020): Vol-21-Issue-3-March-2020 Journal Name: Academic Leadership ISSN: 1533-7812 Indexing: Scopus Indexed Journal Publisher: AcademicLeadership.org.
7. Published a Research paper titled,” Consumer buying Behavior-A comparative study between HUL and P&G in Hyderabad in *IJREAM* UGC Peer Reviewed Journal Volume 05, Issued 10, Jan 2020.
8. Dr. T.S.Poornachandrika Published a Research Paper titled, 'The study of Consumer Behavior for Global Marketing Strategies” in Volume Viii, ISSUE 1, January-2019.
9. Published a research paper titled” Å Study on the impact of promotional strategies on the consumer buying Behavior of Hair care products with special Reference to HCL &P&G in (UGC Approved),an ISO 3297-2007 certified.,Vol-05,issue-01,April 2019.
10. Published a research paper titled ,”The impact of HR-Outsourcing On the Performance Management system of the organizations with special reference to IT and Pharmaceutical Industry *IJETSR*, Volume 4,Issue 8,August 2017.
11. Published a research paper titled,” The Role of HR Providers in the delivery of quality service with special reference to Software Sector in Hyderabad. *IJETSR* Volume 4,Issue 9,September 2017.
12. Dr. T.S. Poorna chandrika, “Innovative Human Resource Practices in Banking and Financial Sector”. Aero International Research Journal. Volume IX, February, 2017, ISSN: 2320-3714.
13. Published a research paper titled,” Value added Services-Trends of HR Outsourcing in the Information Technology Sector” in the international Journal of Technology, Management and Applied Sciences ISSN No:2349-4476.Impact factor.2017.
14. Published a research paper titled,” HR Outsourcing Services in the Pharmaceutical Sectors” in the Indian Journal Of Research in Commerce, Management, Engineering And Applied Science October 2015 ISSN:2454-6593 June 2016.
15. Published a research paper titled,” A study on Job satisfaction” of employees of Hospital sector in the twin cities of Hyderabad and Secunderabad “in *IJETMAS* Journal bearing ISSN NO: 2349-4476.Impactno:2.in Feb 2016.
16. Published a research paper titled, “HR Outsourcing -A Comparative Study between IT & Pharmaceutical Sectors” in the Mc Graw Hill Education Publication of international conference on “Innovative Research in Engineering, Science and Management” in JNU, New Delhi. ISBN No: 13-978-93-85880-71-110-93-85880-71-3, Impact Factor=2,114 in 2016.

17. Published a research paper titled, "The role of corporate social responsibility in Operations management" in "Discovery" Journal, March 1 issue, ISBN NO: 2278-5450
18. Published Research paper titled, "The Impact of Social Media Marketing on the buying behavior of the Consumers" in the International Conference on Strategies For Business Excellence : Challenges and Opportunities (ICSABE-15) December 18th and 19th December 2015. ISBN: 978 93 8303829 9.
19. Published a paper titled "Role of women and Education-Impact on Sustainable Development" in the Proceedings of Two day National conference on Management and Social Sciences It's Impact on Sustainable Development" organized by School Of Management Studies on October 25th —26th 2013. ISBNNO; 978 93 83038 084.the International Journal of Innovative Technology & Adaptive Management ISSN- 2347 - 3622. & Impact Factor - 0.698.
20. Published a research paper titled" Performance Management decisions for Business Excellence with special Ref to ILTD, DIV OF ITC, Chirala.in the Journal of Management "AADHYAM". Jan-June 2013. ISSN: 2278-4152.
21. Paper published titled"Role of Viral marketing in creating Consumer's Brand awareness" in the "Emerging Markets, strengths & weakness" in Nagpur, Excel publications bearing ISBN NO: 9789382062899 in 2013.
22. Published a paper titled "Strategic Business Management decisions for Business Excellence in O.U. national conference Project Management--- A Tool for Strategic Competence in May-2012, ISBN: 978-81-7800-300-9.

International /National Conferences (Single Author)

1. Dr.T.S.Poornachandrika (2017)"A study on Potential recruits" in the Two Day Conference on Emerging Trends in Management Practices organized by the Department of Humanities and Social Sciences (Management Science) CVR College of Engineering, Ibrahimpatnam ISBN : 978-93-82101-51-9 P.187-192.
2. Dr. T. S. Poorna chandrika, A (2017) Emerging Trends in Recruitment and Selection 159 Process: A Case Study of KFC, Two Day Conference on Emerging Trends in Management Practices organized by the Department of Humanities and Social Sciences (Management Science) CVR College of Engineering, Ibrahimpatnam ISBN: 978-93-82101-51-9 P.159-164.
3. Published a Paper titled"" Innovative Human resources Practices in Banking and Financial services" for better working" on 1 May 2017 in the national seminar."Role of technology in banking and financial services" organized by RBVRRIT, Hyderabad.
4. Published a research paper titled," A Study on the characteristics of Potential Recruits" at Two day conference "Emerging trends in Management practices" organized by Humanities and Sciences department, CVR College of Engineering during 3rd& 4th February 2017.
5. Published a research paper titled" Emerging trends in Recruitment & Training—A case study of KFC at Two day conference "Emerging trends in Management practices" organized by Humanities and Sciences department, CVR College of Engineering during 3rd& 4th February 2017.
6. Published a research paper titled" The Role of HR Service Providers in the delivery of quality service with special reference to Software Sector in Hyderabad in the4th International conference on New Frontiers of Engineering, Science ad Management and Humanities (ICNFESMH-2017).
7. Published a research paper titled "The Impact of HR-Outsourcing on the Performance Management system of the Organizations with special reference to IT& Pharmaceutical Industry ".March 2016.
8. Dr.T.S.Poornachandrika (2017), A study on Corporate Social Responsibility (CSR) and Financial performance: A Study on select Organizations in India in the Three Day International Conference on Corporate Social Responsibility organized by Acharya Nagarjuna University, Nagarjuna Nagar, ISSB:978-93-85518-09-9 April 10-12 ,2016.
9. Published a research paper titled, "Work Life Balance –A Comparative Study between IT & Pharmaceutical sectors in Hyderabad & Secunderabad. in the journal of Global Management Outlook ,Telangana university ISSN NO:22773789.
10. Published a research paper titled," Customer Relationship Management" --- Relationship Marketing of the new Millennium" In the International conference on Outsourcing Strategy As a New Paradigm " organized by Durgadevi Saraf Institute of Management Studies Mumbai during March 14th 2015. ISBN No: 978-93-5196-952-5.
11. Published a full research paper in the "HR Outsourcing-A comparative study on IT& Pharmaceutical Sectors" in the International Conference on "Managing Human Resources at the workplace " on December 5-6,2014 SDMIMD, Mysore ISBN:978-93-83302-01-7.
12. Published a research paper in the Proceedings of the International Conference on "Innovative HR Practices in Corporate World" held on August 19th 2015 organized by Department of Management of Rathinam College of Arts and Science in Coimbatore
13. Published Research paper titled, "The Impact of Social Media Marketing on the buying behavior of the Consumers" in the International Conference on Strategies For Business Excellence : Challenges and Opportunities (ICSABE-15) December 18th and 19th December 2015. ISBN: 978 93 8303829
14. Published a research paper titled"" Cyber Laws for Cyber security" in the National conference on" Information security"(TEQIP PHASE –II) on 26th&27th August 2015.
15. Published Abstract titled " Services Marketing –Issues and Challenges in Globalized Economy" in

compendium of Abstracts of the International Conference on “ An Expedition towards Growth and Sustainability in Commerce and Management: Trends, Challenges & Strategies ,organized by ST. Joseph’s PG College, Hyderabad on 18th,19th & 20th December 2015.

16. Dr T.S.Poornachandrika, (2016), *Entrepreneurial Eco System in India through Technology and Innovation*, 3rd International Conference On Next Generation Education For Entrepreneurial Engineers(ICNGE3-16) held on March 9-10 at SR Engineering College, Warangal, Telangana.
17. Published a research paper titled, “Corporate Engagement in Management Education” in 26th AIMS Annual Management Convention 2014 ISBN NO: 978-93-5142-889-3.
18. Published a full paper titled “Service Quality Management with Reference to Hospitality & tourism sector “in the book “Innovations in Services Quality Management “organized by School Of Management Studies in January 31st—1st February. 2013. ISBN (978-81-907052-9-5)
19. Paper published titled “Role of Viral marketing in creating Consumer’s Brand awareness” in the “Emerging Markets, strengths & weakness ”in Nagpur ,Excel publications bearing ISBN NO:9789382062899 in March 2013.
20. Published a full paper titled “Role of HR-leaders in the present context” in the international conference,” International Colloquium and Research Conference: HR Redefined “held in Pune in August 24th & 25th 2012. Bearing the ISSN NO: 2231-5535
21. Published a paper titled “Strategic Business Management decisions for Business Excellence in O.U. national conference,” Project Management--- A Tool for Strategic Competence in May-2012, ISBN: 978-81-7800-300-9.2012.

PAPERS PRESENTED IN NATIONAL/INTERNATIONAL CONFERENCES

1. Presented a research paper titled “The Study of Consumer Behavior for Global Marketing Strategies in the National Conference -2k19 organized by School of Business Management, Anurag Group on 24th-25th January 2019 in Hyderabad.
2. Presented a research paper titled, The Technology Entrepreneurship –The Drive way for a new Economy in A Two day international conference: Management (through Transformation of policy Framework) for better society on 5th and 6th January 2018 organized by Sanskriti School of Business, Puttaparthi in association with AIMS.
3. Presented a research paper titled,” A Study on the characteristics of Potential Recruits” at Two day conference “Emerging trends in Management practices” organized by Humanities and Sciences department, CVR College of Engineering during 3rd& 4th February 2017.
4. Presented a research paper titled” Emerging trends in Recruitment & Training—A case study of KFC at Two day conference “Emerging trends in Management practices “organized by Humanities and Sciences department, CVR College of Engineering during 3rd& 4th February 2017.
5. Presented research paper titled,” trends in innovation and women entrepreneurship in the international Padmavathi Mahila Vishvavidyalayam (Women’s university) from 29. 03.2017 And 31.03.2017.
6. Presented a research paper titled “Ethno consumerism: A New Paradigm to study cultural and cross cultural Consumer Behavior in the National Seminar on Paradigms in Managerial Practices ,organized by Department of Business Management in Telangana university – Nizamabad in July 2017.
7. Presented a research paper titled, “The impact of HR –outsourcing on the Performance Management System of the organizations” with special reference to IT and Pharmaceutical industry” on 6th August 2017 in the international conference organized by Institution of Electronics and Telecommunication Engineers,1st cross Road in Bangalore on 6th August 2017.
8. Presented a research paper, “Responsible Innovation –The Key for Societal Development” in the UGC sponsored two day National seminar on Innovation Management –A Strategic imperative for growth during 22-23 August2017 organized by P.B. Siddhartha College, Vijayawada.
9. Presented a research paper titled “The Role of HR Service Providers in the delivery of quality service with special reference to software sector in Hyderabad” on 3rd September 2017 in the conference organized by the Institution of Electronics and Telecommunication Engineers, O.U in Hyderabad on 3rd September 2017.
10. Presented a research paper, “HR Analytics for Effective Organizational Performance” in the 4th International conference on Human resource Management in IBS on November 10-11 2017 in Hyderabad.
11. Presented a Paper Titled “A study on the relationship of stress between in twin cities of Hyderabad & Secunderabad in September 2016.
12. Presented a research paper titled, “HR Outsourcing –A Comparative Study on IT &Pharmaceutical Sector ”in the International conference on” Managing Human Resources at the Workplace” held on December 5th & 6th in 2015 at SDMIMD ,Mysore, Karnataka.
13. Presented a research Paper titled “CRM: Relationship Marketing of the New Millennium” at the International Conference organized by Durgadevi Saraf Institute of Management Studies, Mumbai on 14th March 2015.
14. Presented a paper titled “Re-Designing Management Education “in the UGC Sponsored two day National Level Workshop on Redesigning of Commerce and Management Education “Organized by

Department of Commerce and Management, Sri Ramakrishna P.G. College, Nandyal on 29th and 30th March, 2015.

15. Presented a research paper titled "Cyber laws for cyber security" in the national conference on Information Security "held in CBIT on 26th and 27th August-2015
16. Presented a research paper titled "Role of HR in Stress Management" in the International conference on "Innovative HR Practices in the Corporate World", on 19th August 2015, Organized by Department of Management of Rathinam college Coimbatore.
17. Presented a Paper Titled "HR-Outsourcing ---A Comparative study between IT and Pharmaceutical sectors in the conference organized by Academic Science and Conference Info on 20 September 2015 at JNU, New Delhi.
18. Presented a research paper titled International Entrepreneurship-a facilitator for International Business 'in the National conference on the Emerging Trends in business & Information Technology organized by Department of Computer science and Management, Bangalore city College held on 4th September 2015
19. Presented a research paper ,"Services Marketing—Issues and Challenges in the International conference on the Expedition towards growth and Sustainability in commerce and Management Trends, Challenges and Strategies organized by S.T. Joseph's Degree and P.G. College on December 18, 19 and 20 2015.
20. Presented a research paper" Entrepreneurial Eco-system in India-Through Technology & Innovation" in the National conference "Promoting Entrepreneurial Ecosystem in India" held in Vignan jyothi institute of technology on 19th and 20th December 2014.
21. Presented a Research Paper titled, "Corporate Engagement in Management Education" in the 26th AIMS Annual Management Education Convention 2014, held at Pune during 21-23rd August, 2014.
22. Presented a paper titled "Succession Planning-Smart Planning" in the National Conference on "Strategic HR & Business Excellence" Organized by Department of Human Resources Management, Hyderabad Business School, GITAM University, Hyderabad on 22nd November 2014.
23. Presented a paper titled "Service Quality Management with reference to Hospitality and Tourism Sectors" in the National Conference on "Innovations in Services Quality Management" during 31st Jan & 1st February 2013 organized by School of Management Studies, CBIT ,Hyderabad.
24. Presented a paper titled," Role of Women and Education-Impact on Sustainable Development" in a Two Day National Conference organized on 25th and 26th October 2013 by School of Management Studies, CBIT, Hyd.
25. Presented a paper titled," Role of HR Leader in the present context" in the International Colloquium and Research conference: HR Redefined held during 24th & 25th August, 2012 in MIT College of Management, Pune.
26. Presented a paper titled "The Role of HR in Retail services Sector-- with special reference to malls" in the National Conference on "Services Marketing: Changing Paradigms" Organized by the Department of Marketing, SivaSivani Institute of Management ,on 7th January,2012.
27. Presented a paper titled "HR-Outsourcing for best Human resources Management" in the National conference on "Innovative Global Management Practices " on 6th &7th February ,2012. Organized by DR.S. Radhakrishnan College of Business Management in Nagpur
28. Presented paper titled "Role of Knowledge Management in developing today's modern Organizations" in S.K.University, Anantapur. On 13th &14th March 2009 in the UGC-SAP Sponsored National conference.
29. Presented a paper titled "Women in Management :Challenges and Strategies" In a two day National Seminar organized by School of Management Studies, CBIT on 10-11th ,March 2006.
30. Presented a research paper titled "Industry Institution Interaction in a two day National Workshop on "Standardization of Indian Management Education: Issues, Challenges and Possibilities" organized by School of Management Studies, in association with Association of Indian Management Schools on December 17-18, 2004.