



**Name:** Dr. Swapna H R

Designation: Professor

Specialization: Management

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Linkedin: Swapna H R

**Career Summary**

To strive for academic excellence and to enrich my professional skills with creativity and self-learning through latest technologies and to employ my proficiency towards the growth of the institution and my career.

**Research Interest**

Artificial Intelligence, Human Capital management, Consumer perception

**Research Publications**

1. October 2016, 'Training and Development Practices in Public Sector Banks: A Case Study at Karnataka Bank Ltd.', *International Journal of Commerce and Management Research*, ISSN: 2321-3604, Online ISSN: 2321-3612, Vol.4, Issue No. 3, Impact Factor: 4.53, UGC Journal.
2. September 2016, 'HR Practices and their Impact on Employee Productivity: An Analysis of Private and Public Bank Employees in Karnataka', *International Journal of Commerce and Management Research*, ISSN: 2321-3604, Online ISSN: 2321-3612, Vol.4, Issue No. 2, Impact Factor: 4.532, UGC Journal.
3. July-December 2016, "Human Capital Management Practices and Employee Engagement", *International Journal for Advanced Research in Commerce and Management*, Vol. 2, Issue.2, ISSN: 2395-0854.
4. January 2017, "Intervention of Reward and Recognition on Employee

Dr. Swapna H R  
Professor  
School of Commerce

**Qualification**

PhD (2017)	CMR University
2 <sup>nd</sup> PhD (2023)	Rayalaseema University

**Work Experience**

3 years of industry experience and 15 years of teaching experience

**Courses Facilitated**

MBA, Mcom, Research Scholars

**Member on Committees / Editorial Boards**

Member of editorial board for AICTE Conference

Faculty Coordinator - ENACTUS

**Professional Memberships**

- Engagement in Private Sector Banks”, *Asia Pacific Journal of Research (APJR)*, Special Issue ISSN: 2320-5504, ISSN (Online): 2347-4793, Impact factor: 6.54.
5. April-June 2017 “Human Resource Development Practices and Employee Productivity in Banking Sector”, *Journal of Management, Values and Ethics*, Gwalior, Volume 7, Issue 2, ISSN-2249-9512.
  6. May-June 2017, “Human Capital Management Practices and Employee Productivity: A Conceptual Framework with Recent Developments”, *International Journal of Engineering and Management Research (IJEMR)*, ISSN (online): 2250-0758, ISSN (Print): 2394-6962, Impact Factor: 3.1, Vol-7, Issue 3.
  7. July 2017, “Employee Engagement in Public and Private Sector Banks: A Comparative Analysis”, *Primax International Journal of Commerce and Management Research*, ISSN: 2321-3604, Online ISSN: 2321-3612, Vol.5, Issue No. 1, Impact Factor: 4.532.
  8. Nov 2018, “Impact of Financial Literacy on Mutual Funds: with Special reference to Working women”, *International Journal of Management, IT & Engineering*, ISSN: 2249-0558, Vol.8, Issue 11(1), Impact Factor: 7.119, Listed at Ulrich’s Periodicals and Cabell’s Directories, USA.
  9. December 2018, “Impact of Financial Literacy on Equity: with Special reference to Working women”, *Suraj Punj Journal for Multidisciplinary Research*, ISSN: 2394-2886, Vol.8, Issue 12, Impact Factor: 6.1, UGC S. No: 64786, Thomson Reuters’ Indexed Journal.
  10. Swapna. H.R., April 2019, “Strategies to Motivate and Engage Millennials in Technology Based MNC’s”, *International Journal of Emerging Technologies and Innovative Research*, ISSN: 2349-5162, Vol.6, Issue 4, Pg no. 1-11, Impact Factor 5.87.
  11. security
  12. August 2019, “A Study on Emotional intelligence and Organizational Excellence among Employees of IT Industry”, *The International Journal of Analytical and Experimental Modal Analysis*, ISSN No: 0886-9367, Volume 11, Issue 8, **An UGC-Care approved Group- A Journal**, Impact Factor 6.3.

13. January 2020, "Impact of atmospherics in Organized Retail Malls in Bangalore: An Exploratory Analysis", Studies in Indian Place Names, Vol 40, Issue 3, pp-480-493 ISSN-2394-3114, **UGC Care Approved Journal**.
14. February 2020, "An Investigation of Customer Engagement Strategies in Online Shopping Sites", Our Heritage Journal, ISSN: 0474-9030, Volume 68, Issue 30, Impact Factor 4.912(SJIF), **UGC Care Approved International Indexed Journal**.
15. March 20<sup>th</sup> 2020, "Leveraging Social Media Platforms for Enhancing Marketing Effectiveness", Impact of social media on Commerce, ISBN No: 978-81-8281-603-9, pp 21-27.
16. December 2020, "Impact of Entertainment events, Food courts on customer engagement in organized retail malls in Bangalore", Journal of Emerging Technologies and Innovative Research (JETIR), Volume 7, Issue 12, www.jetir.org (ISSN-2349-5162), [www.jetir.org](http://www.jetir.org), pp 1256-1264.
17. April 2021, "A Study On The Investment Pattern Of Salaried Employees In Trivandrum City", Journal of Education: Rabindra Bharati University, Vol: XXIII, No. :3, , ISSN No: 0972-7175, pp 100-108. **UGC Care Approved**
18. January-June 2021, "A Comparative Study On The Management Of Non-Performing Assets Nationalised Banks And Private Banks", ANVESAK, ISSN : 0378 – 4568, Vol. 51, No.1(IX), pp 158-165. **UGC Care Group 1 Journal**
19. 2021 (April), "A Study On Financial Statement Analysis Between Infosys And Wipro", Journal Of Education: Rabindrabharati University, ISSN: 0972-7175, Vol. : XXIII, No. :6(III), 2020– 2021 326-334. **UGC Care Group 1 Journal**
20. 2021 (September), A Comparative Analysis of Public and Private Sector Mutual Fund Firms, Journal Of Education: Rabindrabharati University ISSN: 0972-7175, Vol.: XXIII, No. :7, 2020– 2021 67-76. **UGC Care Group 1 Journal**
21. 2022, "Adaptability of Electronic Banking in Kabul, Afghanistan During Covid-19 Times", Shodhasamhita: Journal of Fundamental & Comparative Research, Vol. VIII, No. 1(XVII), ISSN: 2277-7067, pp 50-60. **UGC Care Group 1 Journal**
22. 2022, "Security Challenges of Edge Computing-Assisted IoT in Education Institution of Nigeria", Journal of The Asiatic Society of Mumbai, ISSN: 0972-0766,

Vol. XCV, No.11, pp 164-171. **UGC Care Group 1 Journal**

23. 2022-August, "Impact on Brunt Crude Oil Prices on Asian Paint Stock Prices", Kanpur Philosophers: International Journal of humanities, Law and Social Sciences, ISSN 2348-8301, Vol. IX, Issue 1, No.08, UGC CARE Approved,
24. 2022- August, "Impact of OTT Media Platform On Theatres During Covid -19 Times", Kanpur Philosophers: International Journal of humanities, Law and Social Sciences, ISSN 2348-8301, Vol. IX, Issue 1, No.08, **UGC CARE Approved.**
25. 2022-Dec, "India After Digitalization: A Strategic Approach Towards Digital Economy", South India Journal of Social Sciences, Volume 20, issue 8, ISSN: 0972 – 8945, pp 135-144, Peer-reviewed.
26. 2022- December, "The Influence Of Fitness Posts On Instagram And Its Effect On Consumer Purchase Decision", Ijfans International Journal Of Food And Nutritional Sciences, Issn Print 2319 1775 Online 2320 7876, UGC CARE Listed ( Group -I) Journal Volume 11, Iss 12, Dec 2022, pp 4148-4160.  
<https://www.ijfans.org/uploads/paper/65a566f49f38b568fe441f79cd2f36e7.pdf>
27. 2023-Jan, "Impact of Higher Education on studapreneurs with Reference to Generation Z", International Journal of Research and Analytical Reviews (Ijrar.Org), Volume 10, Issue 1, E-ISSN 2348-1269, P- ISSN 2349-5138, Impact factor 7.17, UGC Approved Journal no- 43602(19), pp 451-456,  
[http://ijrar.org/viewfull.php?&p\\_id=IJRAR23A1262](http://ijrar.org/viewfull.php?&p_id=IJRAR23A1262).
28. 2023- Jan, "**Impact of Labour Welfare Management in Textile Industry with Reference to Tirupur**", **International Journal of Advanced Multidisciplinary Research and Studies**,
29. 2023- May, "*Discussion on a safe approach to creating humorous ads for Premium brands - A Thematic Analysis*", World Journal of Advanced Research and Reviews, 2023, 18(02), 310–321, Article DOI: 10.30574/wjarr.2023.18.2.0766, DOI url: <https://doi.org/10.30574/wjarr.2023.18.2.0766>.
30. 2023-June, "E-Learning Platforms and Their Implication On Students' Learning

Process”, Madhya Bharti -Humanities and Social Sciences, **UGC Care**, ISSN: 0974-0066, Vol-83 No. 10, pp- 102-106.

31. 2023- May, “Impact of Covid-19 on Consumer Buying Behavior Towards Hand Sanitizers”, Industrial Engineering Journal, ISSN: 0970-2555, Volume- 52, Issue 5, pp- 1053-1062. **UGC CARE group 1.**
32. 2023-June-7, “Factors affecting consumers buying decision behaviour via online media”, World Journal of Advanced Research and Reviews, e ISSN 2581-9615, (Impact factor 7.8), volume 18, issue-03, pp1253-1259.  
**DOI: 10.30574/wjarr.2023.18.3.1012.** **DOI**  
**url: <https://doi.org/10.30574/wjarr.2023.18.3.1012>**
33. 2023- Sept-26, “RESEARCHING BIO- ENZYME AS A MULTIFUNCTIONAL SOLUTION FROM ORGANIC WASTE”, Journal of Indian School of Political Economy, ISSN : 0971-0396 Volume: 35, No: 02, July – December : 2023, pp - 180-191.
34. 2024- May, “THE INFLUENCE OF EMOTIONAL INTELLIGENCE ON INVESTMENT DECISIONS PATTERNS OF WORKING WOMEN”, International Journal of Cultural Studies and Social Sciences, Vol-20, Issue-1, No.25, January - June: 2024 :: ISSN: 2347-4777 (UGC CARE Journal), pp 53-59.

#### **SCOPUS INDEXED JOURNAL**

35. September 2019, “An Assessment of Service Quality Dimensions Conducted at Oyo Hotel, Bangalore”, *International Journal of Recent Technology and Engineering (IJRTE)*, ISSN: 2277-3878, Volume-8 Issue-2S10, Impact Factor 5.92, **Scopus Indexed Journal.**
36. December 2019, “Usage Behaviour of Generation Y Consumers in Social Media: An Empirical Investigation”, International Journal of Advanced Science and Technology, ISSN: 2005-4238, Volume 28, Issue 20, pp 1282-1289, **Scopus Indexed Journal.**
37. January 2020, “Pricing of Options in Indian Derivative Market: An Empirical Analysis with reference to Manufacturing Industry”, International Journal of

- Control and Automation, Vol. 13, No. 2s, (2020), pp. 36-50.
38. January 2020, "Audience Behaviour towards Digital Advertisements in E-Commerce Websites", Test Engineering and Management, Vol 82, ISSN: 0913-4120, pp 12999-13009. **Scopus Indexed Journal**.
39. May 28<sup>th</sup> 2020, "Pricing of options in Indian Derivative Market: An Empirical Analysis", International Journal of Advanced Science and Technology, Volume 29, No 8, ISSN: 2005-4238, pp 696-709, **Scopus Indexed Journal**.
40. Jan 2021, "An exploration of factors influencing customer preference towards health insurance policy with specific reference to Religare health insurance, Solid State Technology, ISSN 0038-111X, Volume 63, Issue 5, pp 1-11, **Scopus Indexed Journal:Trade Journal**.
41. May 2021, "Effect of Celebrity Endorsement on Purchase Intention-Sem Analysis", Turkish Journal of Computer and Mathematics Education, Volume.12 No.12, e-ISSN 1309-4653, pp 573-580. **Scopus Indexed Journal**
42. 2021, "Chatbots as a Game Changer in E-recruitment: An Analysis of Adaptation of Chatbots", Next Generation of Internet of Things, **Springer Nature Singapore Pvt Ltd**, pp 61-69, **Scopus Indexed Journal**, [https://doi.org/10.1007/978-981-16-0666-3\\_7](https://doi.org/10.1007/978-981-16-0666-3_7).
43. 2021, "Enactment of Sustainable Technovations on Healthcare Sectors", Asia Pacific Journal of Health Management 2021; 16(3):i989, PP 1-9, **Scopus Indexed Journal, ABDC Indexed, WOS Indexed**: doi: 10.24083/apjhm.v16i3.989.
44. 2022-6-26, "Smart manufacturing systems: a futuristics roadmap towards application of industry 4.0 technologies", International Journal of Computer Integrated Manufacturing, DOI:10.1080/0951192X.2022.2090607, Taylor and Francis, **Scopus Indexed Journal, ABDC-B**, link to this article: <https://doi.org/10.1080/0951192X.2022.2090607>.  
<https://www.tandfonline.com/doi/full/10.1080/0951192X.2022.2090607>.
45. 2023- February-10<sup>th</sup>, "Impact of Artificial Intelligence on Human Capital in Healthcare Sector Post-COVID-19", *The Adoption and Effect of Artificial Intelligence on Human Resources Management, Part A (Emerald Studies in*

*Finance, Insurance, and Risk Management*), Emerald Publishing Limited, Bingley, pp. 47-69. <https://doi.org/10.1108/978-1-80382-027-920231003>.

46. 2023- May, "Impact of Neuromarketing on Consumer Psychology in Digitally Connected Networks", Applications of Neuromarketing in the Metaverse, DOI: 10.4018/978-1-6684-8150-9, ISBN13: 9781668481509, ISBN10: 1668481502, EISBN13: 9781668481523, PP- 193-205. <https://www.igi-global.com/book/applications-neuromarketing-metaverse/311471>.

47. 2023-Dec, "Empirical Assessment of How the Impact of Emotional Intelligence and Behavioural Biases Determine the Investment Decisions of Information Technology Professionals", *Folia Oeconomica Stetinensia*, eISSN: 1898-0198, Vol 23, Issue 2, pp 362-369, DOI: <https://doi.org/10.2478/fofi-2023-0035>

48. 2024-Jan, "Cosmopolitan Living During the COVID-19 Era: Navigating Challenges and Uniting Communities - An Impact Analysis", Impact of Climate Change on Mental Health and Well-Being, DOI: 10.4018/979-8-3693-2177-5, ISBN13: 9798369321775 EISBN13: 9798369321782, <https://www.igi-global.com/book/impact-climate-change-mental-health/331802#table-of-contents>, pg 1-10, DOI: 10.4018/979-8-3693-2177-5.ch001.

49. 2024-Jan, "Selection and Prediction of Sustainable Software Test Bed for Sustainable Test Environment", Impact of Climate Change on Mental Health and Well-Being, ISBN13: 9798369321775 EISBN13: 9798369321782, <https://www.igi-global.com/book/impact-climate-change-mental-health/331802#table-of-contents>, pg 82-98, DOI: 10.4018/979-8-3693-2177-5.ch006.

50. 2024-Jan, "Social Media and Its Influence on Students' Intellectual Development in Higher Education", Impact of Climate Change on Mental Health and Well-Being, ISBN13: 9798369321775 EISBN13: 9798369321782, <https://www.igi-global.com/book/impact-climate-change-mental-health/331802#table-of-contents>, pg 108-119, DOI: 10.4018/979-8-3693-2177-5.ch008.

51. 2024- April, "Impact of Organizational Culture on the level of Corporate Social Responsibility Investments: An Exploratory Study", *Circular Economy and Sustainability*, 10.1007/s43615-024-00371-9.

#### **WEB OF SCIENCE**

52. April 4<sup>th</sup> 2020, "An Empirical Study on Pricing of Options in Indian Derivative Market: with specific reference to Private Sector Banks", *International Journal of Disaster Recovery and Business Continuity*, Volume 11, No 1, ISSN: 2005-4289, Pp 1347-1356, Indexed in **Web of Science, EBSCO, ProQuest**.
53. May 5<sup>th</sup> 2020, "Co-Working Space as a source of Networking and Social Interaction", *International Journal of Grid and Distributed Computing*, Volume 13, Issue 1, pp 1191-1195, Indexed in **Web of Science, EBSCO, ProQuest**.
54. 2021, "Budget Practice, Control and Problems with Reference to Ministry of Peace in Ethiopia", *International Journal of Future Generation Communication and Networking*, Vol. 14, No. 1, (2021), ISSN: 2233-7857/IJFGCN, impact factor 0.48, pp. 1023–1027. Indexed in **Web of Science, DOAJ, J-Gate, ProQuest**.
55. Sept 2022, Impact of online education and its sustainability on Children's education in Rwanda in Covid-19 times, *International Journal of Early Childhood Special Education (INT-JECSE)*, DOI:10.9756/INTJECSE/V14I5.837 ISSN: 1308-5581 Vol 14, Issue 05, pp 6712-6717.
56. 2023-April-14, "Enhancing the Healthcare System Through Mobile-Based Doctor's Appointment Booking Application", *Annals of forest research*, Vol 66, No 1, 3143-3150.
57. 2023- "Impact of Digital Library Resources on Higher Education Student Development", *Journal of Survey in Fisheries Sciences* 10(3S), pp5766-5772.
58. 2023, "Factors Causing the Indian Information Technology Industry's Human Resource Management to Change to Gig Contracts", *Sosyoekonomi*, ISSN: 1305-5577, Vol-31, Issue-57, pp- 77-99. DOI: 10.17233/sosyoekonomi.2023.03.05



**ABDC**

59. September 2020, "Role of Planning and Risk Tolerance as Intervening Constructs Between Financial Well-Being and Financial Literacy Among Professionals", International Journal of Economics and Financial Issues, Impact Factor: 1.067, Volume 10, Issue 5, pp 1-5, DOI: <https://doi.org/10.32479/ijefi.10466>.
60. 2021, "Enactment Of Sustainable Technovations On Healthcare Sectors", Asia Pacific Journal of Health Management -2021; Vol 16(3):i989, **ABDC and Scopus indexed**, doi: 10.24083/apjhm.v16i3.989.
61. January 2022, "Corporate Social Responsibility Dimensions and Online Purchase Intention: An Exploration in The Indian Context", Manager: The British Journal of Administrative Management, ISSN - 1746 1278, Volume 58 Issue 146, pp 99-110. ABDC indexed.

**Articles /  
Case  
Studies****Consultancy  
/ Projects****Books /  
Chapters**

1. "*Principles of Event Management*" focusing on syllabus of Bangalore University, 6<sup>th</sup> Sem. B.Com, 2016, Sunstar Publications, ISBN- 978-93-85155-99-4.
2. "*Entrepreneurship and Innovation*" focusing on syllabus of Bangalore University, 6<sup>th</sup> Sem BA, BSc and BCA, 2017, Skyward Publications.
3. "Enterprise Management", Bangalore University, BBA, 2020-21, Vision Publication.
4. "Statistics for Management", Himalaya Publishing House, ISO 9001: 2015 certified, First edition 2022- isbn- 978-93-5596-372-7.
5. "Business Analytics" (2022), Himalaya Publishing House, ISO 9001: 2015 certified, First edition 2022, ISBN- 978-93-5596-830-2. **Received "The Golden Book Award-2022"**

6. 2023, "Internet of Robotic Things: Issues and Challenges in the Era of Industry 4.0", Next Generation of Internet of Things. Lecture Notes in Networks and Systems, vol 445. Springer, Singapore. [https://doi.org/10.1007/978-981-19-1412-6\\_8](https://doi.org/10.1007/978-981-19-1412-6_8), <https://link.springer.com/book/9789811914119>
7. June 2022, "Smart manufacturing systems: a futuristics roadmap towards application of industry 4.0 technologies", International Journal of Computer Integrated Manufacturing, Taylor and Francis Publication House, <https://doi.org/10.1080/0951192X.2022.2090607>
8. 2023- May, "Impact of Neuromarketing on Consumer Psychology in Digitally Connected Networks", Applications of Neuromarketing in the Metaverse, DOI: 10.4018/978-1-6684-8150-9 , ISBN13: 9781668481509, ISBN10: 1668481502, EISBN13: 9781668481523, PP- 193-205. <https://www.igi-global.com/book/applications-neuromarketing-metaverse/311471>
9. 2024-March, "From Theory to Practice: The Evolution of Artificial Intelligence in Business", DOI: 10.4018/979-8-3693-3593-2.ch001, Utilization of AI Technology in Supply Chain Management, DOI: 10.4018/979-8-3693-3593-2, ISBN13: 9798369335932 | EISBN13: 9798369335949, pg 1-14, <https://www.igi-global.com/book/utilization-technology-supply-chain-management/336476>

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10. 2024-March, "Navigating the Transformative Journey: AI's Progression in Business Applications", Utilization of AI Technology in Supply Chain Management, , ISBN13: 9798369335932 | EISBN13: 9798369335949, DOI: 10.4018/979-8-3693-3593-2.ch002, pg 15-25

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11. 2024-March, "The Role of Artificial Intelligence in Supply Chain Management", Utilization of AI Technology in Supply Chain Management, DOI: 10.4018/979-8-3693-3593-2.ch003, ISBN13: 9798369335932 | EISBN13: 9798369335949, pg 26-42.
12. 2024-March, "Embracing Artificial Intelligence in Supply Chain Management", Utilization of AI Technology in Supply Chain Management, , DOI: 10.4018/979-8-3693-3593-2.ch004,

ISBN13: 9798369335932 | EISBN13: 9798369335949, pg 42-57

13. 2024-March, "The Effects of Artificial Intelligence on Supply Chain Management", Utilization of AI Technology in Supply Chain Management, DOI: 10.4018/979-8-3693-3593-2.ch005, ISBN13: 9798369335932 | EISBN13: 9798369335949, pg 58-76 <https://www.igi-global.com/book/utilization-technology-supply-chain-management/336476>

14. 2024-March, "An Exploratory Research for HRD Transformation Leadership Through Crisis Supply Chain Management During the Pandemic", Utilization of AI Technology in Supply Chain Management, DOI: 10.4018/979-8-3693-3593-2.ch017, ISBN13: 9798369335932 | EISBN13: 9798369335949, pg 255-273

15. 2024-March, "New Insights Into Strategic Consumer Behavior From the Field of Operations Management", Utilization of AI Technology in Supply Chain Management, DOI: 10.4018/979-8-3693-3593-2.ch019, ISBN13: 9798369335932 | EISBN13: 9798369335949, pg 289-298.

**Activities**

1. Coordinated for Faculty Development Program run by Queen Margaret University (Edinburgh), Jan 2011, Bangalore.
2. Organizes Faculty Development Program 'Gurutsav' management fest for teachers, Nov. 2016, Bangalore.
3. Organized National Level Symposium on "Sustainable Techno Innovative Practices", February 2017, at ITM, Bangalore.
4. One-day workshop on 'New Enterprise Creation' in Feb 2017 at Raghavendra Institute for Management Studies, Ananthapur.
5. Worked as Convener for two days' national level workshop on 'Research Methodology, Primary & Secondary Data Analysis and Interpretation by using SPSS & AMOS', Sep. 2017, Seshadripuram Academy of Business Studies, Bangalore.
6. Organized one day FDP on "Online Teaching Platforms using Technology as a Tool" on 15<sup>th</sup> May 2020.
7. National Webinar on 'HR Analytics' on 24<sup>th</sup> August 2020 with 1388 participants.
8. Conducted and organized various workshops for students with respect to their subjects.
9. FDP on "Open Broadcast Software", TOCBM, on May 14<sup>th</sup> 2020.
10. FDP on "Online Teaching Platform using Technology as a tool", TOCBM, 15<sup>th</sup> May

		<p>2020.</p> <ol style="list-style-type: none"> <li>11. FDP on “HR Analytics”, TOCBM, 24<sup>th</sup> August 2020.</li> <li>12. Workshop On “Knowledge E-Resources Access Through Ebsco”, 17<sup>th</sup> Sep, 2020</li> <li>13. SDP on “Technological Intervention in the field of HR”, 19<sup>th</sup> Sep 2020.</li> <li>14. International Webinar on “Retail Analytics” in association with Accenture by S Gautham, Global Head, Managing Director, USA, 28<sup>th</sup> October 2020.</li> <li>15. 5-days SDP on “Social Media Marketing and Self Branding”, November 2020.</li> <li>16. 5-Day International Virtual MDP on Data Analytics with R, in association with Institute of Analytics, London by Dr. Vinod Murthy, September 2021.</li> <li>17. 2-Day International Conference on “Entrepreneurship and Innovation- Embracing Sustainability and Transformation”, 30<sup>th</sup> June &amp; 1<sup>st</sup> July 2022</li> <li>18. 1 day- FDP August 2023- Dr. Jayashankaran at JAIN (Deemed-to-be University), Jayanagar.</li> <li>19. 2024-Jan National Conference conducted at JAIN (Deemed-to-be University), Bangalore.</li> <li>20. 2024- July 9<sup>th</sup>- Conducted FDP (as a resource person) on “Publishing quality research articles” and “Patent Publication” at AMC, Bangalore.</li> </ol>
	<p><b>Recognition / Awards</b></p>	<ol style="list-style-type: none"> <li>1. 2017- “Best Presenter Award” in International Conference</li> <li>2. 2022-sept-5<sup>th</sup> – “<b>Best Researcher Award</b>” by Research Education Solutions (Reg with MSMS, Government of India).</li> <li>3. 2023-Jan-17- “<b>Golden Book Award for 2022</b>”, for Business Analytics book</li> <li>4. 2023-May- “<b>Beat Paper Award</b>” at National Conference organized by Oxford College.</li> <li>5. 2023-July- “<b>Best Poster Award</b>”, titled “Impact of Environmentally Sustainable Projects on Achieving SDG- An initiative of Enactus JU” at Model G20 Summit 2023, Bangalore.</li> <li>6. 2023, 9<sup>th</sup> December – “<b>the Best Paper Presentation Award</b>” for article titled “Behavioural Biases and Investment Decisions Making: The Mediating Role of Risk Perception, at the "Global Conference on Emerging Technologies Leading Towards Sustainable Entrepreneurship”, Delhi.</li> </ol>

**Patents**

1. Artificial Intelligence with the Internet of Medical Things (IoMT) To Combat Large Scale Epidemic (2021-7-28)- Application no- 2021104675, Australian patent with grants.
2. Artificial Intelligence – enabled adaptive learning systems, (2021-10-21), Application no-202141044543, Intellectual Property India.
3. ALARM-BASED SLEEP ASSISTIVE DEVICE, (Nov 2022),202241059260, Indian Patent.
4. Interactive cooking Training system, (2023), Application no-202341014605, Intellectual Property India.
5. Wireless Mobile Charging & LaptopCharging device name: MJ – Charger, (2023), Application no-202341014610, Intellectual Property India.
6. 2023-Sanitary Hygiene Maintenance Device- Application No-202341044935
7. 2023/12/04- Smarter Helm-AI & IOT Powered Smart, Application No-202341082500
8. 2023/11-Smart Airport Cart,
9. 2023/11 – Health Indicator Band,

**Seminar Conferences Attended**

1. Faculty Development Program run by Queen Margaret University (Edinburgh), Jan 2011, Bangalore.
2. Three-day Workshop on ‘Research for Aspirants’, Jan 2012 conducted by PESIT, Bangalore.
3. National Conference on ‘Changing Role of HRM- The Strategic Opportunities and Challenges’, 3<sup>rd</sup> March 2016, Jain University.
4. Two days’ workshop on ‘Plagiarism’, April 2016, CMR Institute of Technology.
5. Workshop on ‘Case Writing and Teaching in Management and Related Disciplines’, 6<sup>th</sup> June 2016, CMR University.
6. Workshop on ‘Financial Inclusion – Opportunities and Challenges’ at Madanapalle, Institute of Technology and Science, June 2016, Andhra Pradesh.
7. One-week Faculty Development Program on ‘Research Methodology and Paper Presentation Skills’, 22<sup>nd</sup> Oct 2016, ITM, Bangalore.
8. FDP on ‘Empowering the Guru in Transforming the Shishya’, Nov. 2016, Institute for Technology and Management, Bangalore.
9. National Seminar on “Quality Enhancement and Sustenance in Higher Education”, 5<sup>th</sup> July 2019, Conducted by National Assessment and Accreditation Council (NAAC), Bangalore.
10. Workshop on Stock Market Trading, September 9<sup>th</sup> 2019, conducted by Stock Market Institution, Bangalore.

11. Education Growth Summit, 12<sup>th</sup> September 2019, at The Lalit Ashoka, Bangalore.
12. FDP on “Financial Planning: The Right Way to do it”, February 2020, at Jyothi Nivas College, Bangalore.
13. Workshop on “The Art of Thinking like a Researcher”, 15<sup>th</sup> February 2020, at St. Francis College, Bangalore.
14. Webinar on “Business and wellness in times of COVID”, organized by ASSOCHAM on 3<sup>rd</sup> April 2020
15. Workshop on “Advance Excel skill”, Primax, April 10<sup>th</sup> 2020.
16. FDP on “E-Content design based on outcome based learning”, CEMCA, April 27<sup>th</sup> 2020.
17. FDP on “How to write and publish Scientific research paper”, SSM Trust, 21<sup>st</sup> April 2020.
18. FDP on “Fine tuning research planning using Mendeley”, Elsevier, April 25<sup>th</sup> 2020
19. 2023-3-17, One week, FDP on “Blue Ocean Strategy for Entrepreneurship Promotion”, organized by National Institute of Technical Teachers Training and Research, Chandigarh, MOE, GOI.

#### CONFERENCES

1. January 11<sup>th</sup> 2017, ‘Sustainable Human Capital Management Practices to Enhance Employee Productivity’, One Day National Symposium on Technovations to Develop Sustainable Business World, won **The Best Paper Award**.
2. January 2017, ‘Intervention of Reward and Recognition on Employee Engagement in Private Sector Banks’, One-day national conference on Innovation in HR, Marketing, IT and Finance, Mangalore Institute of Management & Science.
3. June 7<sup>th</sup> 2017, ‘Employee Engagement in Public and Private Sector Banks: A Comparative Analysis’, International Conference, on Innovation, Entrepreneurship and Sustainable Value Chain in a Challenging Environment, Kuala Lumpur, Malaysia.
4. February 15<sup>th</sup> 2019, “Strategies to Motivate and Engage Millennials in Technology Based MNC’s”, One Day National Conference on Mobilizing Technology and Innovation for Business Sustainability, conducted by T.John Institute of Management and Science, Bangalore.
5. September 6<sup>th</sup> 2019, “A study on Emotional Intelligence and Organizational Excellence Among Employees of IT Industry”, International Conference on Strategic Human Resource Management, conducted by Erode Arts and Science College, Coimbatore, Erode, Tamil Nadu.
6. 28<sup>th</sup> February 2020, “Impact Of Career Progression On Employee Productivity In

- Banking Industry*", National Conference on A Multi-disciplinary Perspectives on digital disruptions, T.John Institute of Management Studies.
7. March 20<sup>th</sup> 2020, "*Leveraging Social Media Platforms for Enhancing Marketing Effectiveness*", Impact of social media on Commerce, The National College.
  8. 13<sup>th</sup> and 14<sup>th</sup> August 2020, Virtual International Conference on "***Transformation through Innovation and Sustainable Practices to Build Competitive Advantage***" CMS JAIN (Deemed to be University), Bangalore.
  9. August 27<sup>th</sup> 2020, "AICTE Sponsored International Conference on Opportunities and Challenges of Online Business: Vision 2025 (ICOCOB-2020)", Chandigarh Business School of Administration, Chandigarh.
  10. November 24<sup>th</sup> and 25<sup>th</sup> 2020, "7<sup>th</sup> international conference on business research", SRM college of Science and Humanities, Kottankulathur.
  11. 1<sup>st</sup> July 2022, "International Conference on Entrepreneurship & Innovation- Embracing Sustainability & Transformation", presented paper titled "Impact of Online Education and its sustainability on Children's Education in Rwanda in Covid-19 times", Organised by JAIN (Deemed-to-be University) in Collaboration with the Oxford College of Business Management.
  12. 21<sup>st</sup> -23<sup>rd</sup> July 2022, "5<sup>th</sup> i-Come, International Conference on Management and Entrepreneurship" presented "Entrepreneurship and Innovation- Embracing Sustainability and Transformation", Paper titled' An Exploratory Study for Transformation Leadership in HRD Roles Interceded Through Crisis Management: Response to Recent Pandemic', Organised by CHRIST University in collaboration with Petra Christian University.
  13. 2023-March-24<sup>th</sup>&25<sup>th</sup>, International Conference, on "Recent Developments in Science, Technology, Engineering and Management" organized by JAIN (Deemed-to-be University), CS & IT.
  14. 2023-May, National Level Conference on "Social Education for Academic Excellence" organized by The Oxford College of Business Studies.