**PAPER PUBLICATION**

**SCOPUS INDEXED**

1. Dr Madhur Gupta. & Dr D Prabha (2020). A Study on Brand Preference towards Higher Level Education on Decision Making: CFA, European journal of Molecular & Clinical Medicines**( EJMCM),** ISSN 2515-8260, Volume 07, Issue 07, 2020, pp 6941-6945.
2. Dr Madhur Gupta. & Dr D Prabha (2020). Students perception Towards Brand Preference of Higher level Education Structural Equation Modelling, Pal Arch’s Journal of Archaeology of Egypt **(PAJAE**) - Q3, SJR 2019 0.11, ISSN 1567-214x, Volume 17. Issue no 7).
3. Prabha, D., & Rajini, G. (2018). Predominant Factors Influencing Purchase Decision of Branded Electronic Durables: Price and Product Information, International Journal of Mechanical and Production Engineering Research and Development **(IJMPERD),** ISSN (P): 2249-6890; ISSN (E): 2249-8001, 8, (4), pp 969-973.
4. Prabha.D and Rajini.G (2018) Consumer Brand Preference towards Purchase of Household Electronic Products: A Structural Equation Modeling, **(IJMPERD** International Journal of Mechanical and Production Engineering Research & Development, 8 (Special Issue 4), 1-7
5. G.Rajini and D.Prabha (2017) Emotional Branding: An Attitudinal Influence towards Customers, **(JARDC**) Journal of Advanced Research in Dynamical & Control Systems, 11-Special Issue, pp 801-804

**WEB OF SCIENCE**

1. Dr D.Prabha and Dr Madhur Gupta,( 2021), A study on Factors that contribute to the Failure of Startups, International journal of Aquatic Science, **WOS,IJAS,ISSN 2008-8019,** VOLUME 12, Issue 02,2021,pp 2634-2640.
2. Dr Madhur Gupta & Dr D Prabha,(2021), Impact of Budgeting, Planning and Controlling on The profitability of Manufacturing Company, International Journal of Aquatic SCIENCE, **WOS,IJAS,ISSN 2008-8019**, VOLUME 12, Issue 02,2021,
3. Dr D Prabha, (2021), A Study on Employee Retention Strategies and its Impact on Employee Decision making programs and satisfaction level among Agrisoft Dairy and agro products Co Ltd., Journal of Contemporary Issues in Business and Government-**WOS, P- ISSN, 2204-1990, E ISSN: 1323-6903,** volume 27, Issue no 04, 2021.pp 392-401.

**OPEN ACCESS**

1. Dr D Prabha,(2023), Study on Social Responsibility of Social Media Channels on Influencing the Buying Behavior of the consumers, International journal of Scientific Research and Engineering Development, ISSN: 2581-7175, Volume 6,ISSUE 1, JAN-FEB 2023, [www.ijsred.com](http://www.ijsred.com) **OPEN ACCESS,PAPER ID: IJSRED-V414P45**
2. Dr Madhur Gupta & Dr D Prabha, A study on Physiognomy stress level of Men and Women working remotely During COVID-19, International journal of Scientific Research and Engineering Development, ISSN: 2581-7175, Volume 4,ISSUE 4, July-August 2021, [www.ijsred.com](http://www.ijsred.com) **OPEN ACCESS, PAPER ID: IJSRED-V414P45**

**CONFERENCE PROCEEDINGS**

1. Dr D Prabha,(2023),An Analysis of Entrepreneurship Development Through Mudra Schemes, in the Global Entreneurship & Management Summit, AAROHAN 2023 “Sustainable Ideas for Business in the New Normal” from 23rd-29th March 2023 Organized by Student **Research & Development Cell-SRDC, ATLAS SKILLTECH UNIVERSITY.**
2. Dr D Prabha, (2022) To Analysis the impact of CYPTO Currencies and the Difference between Gold And Bits Coins Values, International Conference on Reinventing Business Practices, Startups, and Sustainability (ICRBSS)-2022, SRM INSTITUTE OF SCIENCE AND TECHNOLOGY, VADAPALANI, **Conference proceedings**

**UGC LISTED JOURNAL**

1. Prabha .D and Rajini.G (2018),An Empirical Study on Customer Brand Preference Towards Electronic Durable Products, Journal of Applied Science and Computations Vol. 5, No.12,pp.2032-2040 (**UGC List No.41238 ) ISSN 1076-5131**
2. Dr Madhur Gupta & Dr D Prabha, (2020) The Mediating effect on customer’s Brand Preference towards Household Electronic Durable Products in Purchase Decision Making, SAMBODHI journal, volume-43-No.04(XXXI)PEER REVIEWED AND REFERRED JOURNAL, IMPACT FACTOR 5.80, OCT-DEC 2020, **ISSN-2249-6661,UGC CARE APPROVED,**
3. K Shem KYapo, & Dr D Prabha, A study on Analysis if financial performance using Ratio Analysis at IDBI BANK”, **Shodha Prabha (UGC CARE LOURNAL) ISSN: 0974-8946,** volume.47.Issue, 01, N).16: 2022. Shri Lal Bahadur Shastri Rasshriya Sankrit Vidyapeetha, pp 197-202
4. L Nepuni, & Dr D Prabha, A study of Net facilities and its Impact on consumer Satisfaction with Reference to Canara Bank**. Shodha Prabha (UGC CARE LOURNAL)** ISSN: 0974-8946, volume.47.Issue, 01, N).16: 2022. Shri Lal Bahadur Shastri Rasshriya Sankrit Vidyapeetha, pp 203-206
5. M.Sweety & Dr D Prabha, A study on Home Loans with Reference to SBI, **Shodha Prabha (UGC CARE LOURNAL) ISSN: 0974-8946,** volume.47.Issue, 01, N).16: 2022. Shri Lal Bahadur Shastri Rasshriya Sankrit Vidyapeetha.pp185-190
6. Apoorva Yadav & Dr D Prabha, A study of Financial Performance Analysis of INFOSYS. **Shodha Prabha (UGC CARE LOURNAL) ISSN: 0974-8946**, volume.47.Issue, 01, N).16: 2022. Shri Lal Bahadur Shastri Rasshriya Sankrit Vidyapeetha. Pp163-170
7. Apoorva Yadav & Dr D Prabha, A study on E-HR Adoption and the Role of HRM, **Madhya Bharati, UGC CARE GROUP I JOURNAL, ISSN: 0974-0066**, Volume-82 N0.06 July- December 2022, Dr Hari Singh Gour University.pp 229-236
8. Sanat Das, & Dr prabha, A detailed Study of Health Economics in India, **Madhya Bharati, UGC CARE GROUP I JOURNAL, ISSN: 0974-0066,** Volume-82 N0.06 July- December 2022, Dr Hari Singh Gour University.pp 251-260
9. Peter N G & Dr D Prabha, A study on Impact of Consumer Behavior Towards Advertisement, **UGC CARE GROUP I JOURNAL, ISSN: 0974-0066**, Volume-82 N0.06 July- December 2022, Dr Harisingh Gour University. Pp 261-266.
10. Akanksha Raj & Dr D Prabha A STUDY ON IMPACT OF CASH-LESS TRANSACTION ON SMALL SCALE BUSINESS, **Shodha Prabha (UGC CARE LOURNAL) ISSN: 0974-8946,** volume.47.Issue, 01, N).16: 2022. Shri Lal Bahadur Shastri Rasshriya Sankrit Vidyapeetha, pp 171-176.
11. D.Hareesh & Dr D Prabha, A STUDY ON IMPACT OF ONLINE SHOPPING ON RETAILERS **Shodha Prabha (UGC CARE LOURNAL) ISSN: 0974-8946,** volume.47.Issue, 01, N).16: 2022. Shri Lal Bahadur Shastri Rasshriya Sankrit Vidyapeetha,
12. Apoorva Yadav & Dr D Prabha, IMPACT OF ADVERTISEMENT ON CONSUMER PURCHASE BEHAVIOUR **Shodha Prabha (UGC CARE LOURNAL) ISSN: 0974-8946,** volume.47.Issue, 01, N).16: 2022. Shri Lal Bahadur Shastri Rasshriya Sankrit Vidyapeetha
13. Apoorva Yadav & Dr D Prabha, IMPACT OF ORGANISATIONAL CULTURE TOWARDS PAYTM, **Madhya Bharati, UGC CARE GROUP I JOURNAL, ISSN: 0974-0066,** Volume-82 N0.06 July- December 2022, Dr Harisingh Gour University.pp237-244
14. Archana S & Dr D Prabha, A study on Impact of Cost Benefit Analysis and its techniques, **Wesleyan Journal of Research, Volume 14, No(X) ISSN-0975-1386. UGC Care list.**
15. Nazareth & Dr D Prabha, A study on Gender Discrimination and its Impact in Employees presentation, **Wesleyan Journal of Research, Volume 14, No(X) ISSN-0975-1386. UGC Care list.**
16. D Prabha (2017), Innovative Marketing Strategy In FMCG Sector, 2nd International conference on Innovative Business practices and consumer protection in Digital World:ICIBD-2017, MEASI INSTITUTE OF MANAGEMENT, SHANLAXNINTERNATIONAL JOURNALS, A peer Reviewed-Refereed journal ,**UGC Approved journal :44278, ISSN 2321-4643,** Vol-6 ,special Issue.3

**OTHER INDEXED JOURNAL**

1. D Prabha,(2018), A study on Consumer Brand Preference Towards Household Electronic Products, National conference on “contemporary Management Practices in Digital India”, Vels University,
2. D Prabha, (2017), Green Marketing; Challenges, opportunities & Strategies on Sustainable Development, National conference on Multifaceted Approach towards New Delhi.
3. D Prabha,(2019), Factors Affecting Consumer Brand Preference of Electronic Durable Products,” Recent Trends in Business management” organized by PES college of Engineering, Mandya, **PRIMAX FOUNDATION**
4. D Prabha, (2018), RURAL MARKETING, NATIONAL CONFERENCE ON Rural Entrepreneurship, An Enterprise to inclusive Growth. Ethiraj College for Women.
5. An Analysis of Entrepreneurship Development Through Mudra Schemes, in the Global Entrepreneurship & Management Summit AAROHAN 2023” Sustainable Ideas for Business in the New Normal” from 23rd-29th March 2023 Organized by Student Research & Development Cell-SRDC, **ATLAS SKILL TECH UNIVERSITY.**

**Published paper with ISBN**

1. D Prabha, (2016), **Brand positioning: Influence on Buying Behaviors of Customers**, National Seminar on Latest innovation in Management Science- A GLOBAL Perspective, vijay Nicole, **ISBN-13;978-81-8209-473**,PP 285-287
2. D Prabha, (2017), :**A conceptual study on the influence of lifestyle of on Brand preferences in INDIA**, International Conference On “ RECENT ADVANCES IN E-BUSINESS; CHALLENGES & OPPORTUNITIES’ (ICRAEBCO-2017).SHANLAX PUBLICATION, Vivekananda college of Arts and Science for Women, **ISBN: 978-93-86537-20-1**,pp 34-38
3. Dr D Prabha and Baby Nisha, A detailed study of Health Economics in India. Recent Trends in |management, **ISBN: 978-93-92063-12-1**
4. Dr D Prabha and Edward Bernard Anthony sequoia, a study on Relationship Marketing: An Important Tool for Success in the market place. Recent Trends in |management, **ISBN: 978-93-92063-12-1**
5. Dr D Prabha and Joshua Abraham George, A study on the Risk and Return on Mutual Funds, Recent Trends in |management, **ISBN: 978-93-92063-12-1**
6. Dr D Prabha and Kapil, A study on Medical Tourism and the Impact of social media Marketing of Indian Hospitals Recent Trends in |management, **ISBN: 978-93-92063-12-1**
7. Dr D Prabha and Madhumitha K.B, Perception and Attitude on Digital payment among urban customers, Recent Trends in |management, **ISBN: 978-93-92063-12-1**
8. Dr D Prabha and meeralakshmi. M, Effect of Brand Influence on the Consumer Behavior, Recent Trends in |management, **ISBN: 978-93-92063-12-1**
9. Dr D Prabha and Arun Julian Yesupriya, A study on Cryptocurrency: What it is and how it works, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices **.ISBN: 978-39-92063-30-5.**
10. Dr D Prabha and Prachi Srivastava, A study on E-Hr Adoption and the Role of HRM, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-39-92063-30-5**
11. Dr D Prabha and Joshua Abraham George, A study on the Role of Hr Analytic in performance Management, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-39-92063-30-5.**
12. Dr D Prabha and Joshua Abraham George, A study on Talent management and Employee engagement, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices **.ISBN: 978-39-92063-30-5**
13. Dr D Prabha and Sweety & Sanat, A study of Budget and Budgetary control on Medium –scale industry, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-39-92063-30-5.**
14. Dr D Prabha and Hareesh, A study on Organization study on Paytm. MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-39-92063-30-5.**
15. Dr D Prabha and Akansha & sweety, A study on Electronic payments: current scenario and scope for important, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-39-92063-30-5.**
16. Dr D prabha and Abishek Kumar, A Study on Impact of Stress on students, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-93-92063-52-7**
17. Dr D prabha and Abhishek Kumar, A study on contemporary issues & Opportunities in management, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices **.ISBN: 978-93-92063-52-7**
18. Dr D prabha and K shem Kyapo & Akansha Singh, A Study on Social Responsibility of social media channels on influencing the buying behavior of the consumers, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-93-92063-52-7**
19. Dr D prabha and K shem Kyapo ,A Study on Service Quality in Digital Marketing and its Role, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices **.ISBN: 978-93-92063-52-7**
20. Dr D prabha and Linju. K, A Study on impact of Social Media Application on Youth, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices **.ISBN: 978-93-92063-52-7**
21. Dr D prabha and Linju. K, A Study on Digital Marketing And its services, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-93-92063-52-7**
22. Dr D prabha and Rahul Kumar Mahto, A study on Impact of Consumer Behavior Towards Advertisement, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-93-92063-52-7**
23. Dr D prabha and Rahul Kumar Mahto, A study on Impact of online Banking by street vendors since Covid-19, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-93-92063-52-7**
24. Dr D prabha and Abhishek Naik, A study on Financial Analysis and Fiscal Innovation of ICICI Bank, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices Issues and Opportunities in HRM .**ISBN: 978-93-92063-52-7**
25. Dr D prabha and Dhasarathan, A Study on Impact of Consumer Behavior Towards Advertisement, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-93-92063-52-7**
26. Dr D prabha and Lokesh, A Detailed Study on Health Economics In India, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-93-92063-52-7**
27. Dr D prabha and Shakthivel, A Study of Effectiveness of Training and Development in HR System, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .**ISBN: 978-93-92063-52-7**
28. Dr D prabha and Viswanathan, A study on Contemporary Issues and opportunities in HRM , MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices **.ISBN: 978-93-92063-52-7**
29. Dr D prabha and Arvind’s, A study on Financial Analysis of Hero Moto crop Limited, MANAGEMENT INSIGHTS-1” RESEARCH ON Recent Trends & Practices .ISBN: 978-93-92063-52-7

**Books (Edited volumes)**

1. Dr D Prabha and Dr G Rajini, (2021), **BRANDS: Key to Purchase Decision (Especially For Household Electronic Products)** ARVIND ASSOCIATES, ISBN: 978-81-947946-60
2. Dr D Prabha and Dr Manjunath S, (2022), **MANAGEMENT RESEARCH METHODS,** (MBA 2nd SEM), Thakur publication pvt.Ltd. ISBN No: 978-93-5480-482-3
3. Dr D Prabha and Dr Madhur Gupta, (2022), **RECENT TRENDS IN MANAGEMENT,** St Francis Business School. Bengaluru, ISBN NO: 978-93-92063-12-1
4. Dr Madhur Gupta and Dr D Prabha, (2022) **MANAGEMENT INSIGHTS-1 “RESEARCH IN RECENT TRENDS & PRACTICES**” ISBN NO: 978-39-92063-30-5,
5. Dr D Prabha and Sridevi M, (2023), **CONSUMER BEHAVIOUR**, Thakur publication pvt. Ltd. ISBN No: 978-93-5480-725-1
6. Dr D Prabha and Prof Silambarasi, (2023), **MANAGEMENT INSIGHTS-2 “RESEARCH IN RECENT TRENDS & PRACTICES”** ISBN NO: 978-939-2063-3527
7. Dr D Prabha, Prof Nivitha. S, Prof Mahima & Prof Silambarasi, **FINANCIAL, MARKETING AND HR PERSPECTIVE OF MANAGEMENT**,(2023),ISBN NO
8. **Dr D Prabha, Chapter Contribution in Marketing Research and metric**

**OTHER CREDENTIALS**

1. WON, **SHE ASIA AWARD FOR OUTSTANDING RESEARCH PERSON IN ASIA**, Presents by TWELL SHE ASIA 2022, ASIA’S PRESTIGIOUS HONOU FOR WOMEN ON 6th December 2022,
2. WON “**All INDIA WOMEN’S ACHIEVER AWARD**” (AIWAA) FOR OUTSTANDING EDUCATOR
3. WON, **POWER WOMEN AWARD** From LEAD INDIA, for OUTSTANDING EDUCATOR,
4. WON, **GOLDEN GURU AWARD** for Helping Mould India Future for GRT JEWELLERS.
5. **WON AWARD** and honored with a Gold Coin for having Produced 100% Result/ centum(s) in the Subject HUMAN RESOURCE DEVELOPMENT in the University Examination Held in April? October 2015

**Noted Participation**

1. GOT Appreciation of having TWO sessions for the Course work for the PhD Research Scholars on the topic “Research **Paper Writing and Publishing**” on 23rd and 26th of November, 2021, organized by Dr Cynthia Menezes, Dean and Director, Canara Bank School of Management Studies, JB campus, Bangalore University.
2. GOT Appreciation of been the **SPEAKER FOR TECHNICAL SESSION CUM CHAIR PERSON** for the Two Days National Seminar conducted for the students of UG and PG, organized by the Research & IP Cell in collaboration with Department of Business Administration held on 9th & 10th of June, 2021.
3. GOT Recognition for the Invaluable contribution as a **Key note Speaker at the Two day International Conference** held at the Department of Accounts & Finance, Innovative Business Practices and Sustainability in VUCA world-2021,Dwarka Doss Goverdhan Doss Vaishnava College, Chennai on 13th & 14th December 2021

**Participation and Paper Presented**

1. Participated & Presented a Research paper titled **An Empirical study on Customer Brand Preference towards Selected customer Durable Goods with reference to Chennai District,** in Two Day National Conference on Sustainable Development through Technology and Management on 10th & 11th October 2018, organized by Periyar Maniammai Institute of Science & Technology
2. Participated & Presented a Paper on **Innovative Marketing Strategy in FMCG sector in the 2nd International Conference on Innovative practices and consumer practices in Digital world** held on 19th August 2017.
3. Participated & Presented a Paper **A study on Consumer Brand Preference Towards Household Electronic Products, National conference on “contemporary Management Practices in Digital India”,** organized by school of management studies held on 26th and 27th April 2018
4. Participated & Presented a Paper **Brand positioning: Influence on Buying Behaviors of Customers,** National Seminar on Latest innovation in Management Science in the National Seminar held on 24th September, 2016 at Shri Krishnaswamy College for Women. Chennai-600 040.
5. Participated & Presented a paper Entitled **Green Marketing; Challenges, opportunities & Strategies on Sustainable Development,** National conference on Multifaceted Approach towards New Delhi, organized by Faculty of Management Studies, Commerce & HR on 10th November 2017.
6. Participated & Presented a paper Entitled **A Conceptual Study on the Influence of Lifestyle of on Brand preferences in India**, in the International conference on “Recent Advances in E-business: Challenges n& Opportunities” (ICRAEBCO) held on 2nd & 3rd February, 2017
7. Participated & contributed an Article entitled **FACTOR AFFECTING CONSUMER”s BRAND PREFERENCE OF ELECTRONIC DURABLE PRODUCTS**. In the National Conference on “Recent Trends in Business management” organized by PES college of Engineering, Mandya helds on 25th January 2019.
8. Participated & presented a paper Entitled Rural Marketing in the National Conference held on 8th & 9th January 2018, organized by Ethiraj College for Women, Department of Commerce.

**FACULTY DEVELOPMENT PROGRAMME AND WORK SHOP**

1. Participated in one day workshop on “**BUSINESS ANALYTICS USING EXCEL**” Organized by Canara Bank school of Management Studies in association with The Oxford College of Business Management on 8th February 2023.
2. Participated in 3 days workshop on “**INSTRUMENT & MODEL VALIDATION THROUGH MULTIVARIATE STATISTICAL TOOLS” on 2nd to 4th ,March 2023**
3. Participated in One week **STTP ON EMERGING TRENDS IN RESEARCH METHODS**, From 08June 2020 to 13 June 2020 organized by REST Society for Research International (RSRI).P
4. Participated FDP held on 21st & 22nd November, 2016, organized by SRI RAM INSTITUTE OF MANAGEMENT STUDIES, and Association of INDIAN MANAGEMENT SCHOOLS
5. Participated in the work shop on **APPLICATIONS OF TOOLS IN SOCIAL RESEARCH** held at Shri Krishnaswamy College for Women, on 1st April, 2015
6. Participated in one day FDP on “**Structural Equation Modelling & Preparation of Project Proposal for Funding”.** Organized by the School of Management Studies, Vels University on 4th Feb, 2017
7. Active Participation in the One Week Online FDP on “ **Research Methodology**” organized by Department Studies, Gayathri Vidya Parishad College for Degree & PG Courses(A), Visakhapatnam from 22 th June to 28th June 2020
8. Participated in the one day National Level Webinar on “**LEADERSHIP ETIQUETTE”** organized by the Department of Commerce (SF), V.H.N. Senthil kumara Nadar College, and Virudhunagar on 25th July 2022.
9. Actively participated in the Seven Days online FDP on the “**Application of Econometric Models for Management Research”** conducted from o4-10th Jan 2021 organized by school of commerce and management Studies, Dayananda Sagar University, and Bangalore.
10. Participated in the Two days National level workshop on **Introduction to Research & A view of Careers in Research in different sectors and Basics of Writing & Research Article** on 20th and 21st November-2020
11. Participated in the National level Online Quiz Competition to commemorate “**Central Excise Day”** organized by the Department of commerce (SF), V.H.N. Senthil kumara Nadar College Virudhunagar from 23rd Feb to 25th Feb 2021 and has scored 76%.
12. Successful completion of all session of the International training” **Research Development Program on Statistical Methods for Data Analysis, SPSS and free Scopus Publication Process”** ROMAP-2021 from 7th April to 28th April,2021, Organized by EDUXIA RESEARCH CENTRE, INDIA.
13. Recognition of Active Participation in the National Webinar on “Financial **Planning and Investment Opportunities including Mutual Funds**” held on17th July, 2021, organized by Kaylan P.G. College, BHILAI, in Collaboration with Association of Mutual Funds in INDIA (AMFI).
14. Actively participated and completed the National level virtual Quiz Contest on the topic **“Digital Literacy”** and Scored 15/15 hosted by Department of Computer Science, Bell Institute of Hotel Management & Catering Technology, Sivakasi on o7th Dec 2021.
15. Valued Participation in the International Faculty Development Program “**Technique and Tips to Cultivate Student Engagement”** held on 17th July, 2021 organized by RKDF University Ranchi in Collaboration with the University of **SOUTH ALABAMA, USA**.
16. Participated in the Two Day National Level Workshop on – **Business Analytics**” organized by Research & IP Cell in collaboration with Department of Business Administration, St Francis De sales college,. Bangalore, held on 20th & 21st May 2021.
17. Participated in the National level webinar on **“Social Science Research & Statistical Data Analysis Using SPSS”** jointly organized by the P.G.Department of Commerce with Computer Application and Department of Business administration on 12th July 2022.
18. Participated in the Two Day Online National Level seminar on “The Role of IPR in Present Economic Scenario- Prospects and challenges” on 8th & 9th December 2020. Organized by Sivananda Sarma Memorial R.V. College. (NAAC).
19. Active participation in National Webinar on **Quality Enhancement Technique in Higher Education** a NACC perspective organized by internal Quality Assurance cell (IQAC) St Paul’s College, Bangalore on 4th June 2021.
20. Active participation in the7 Days FDP on **Data Analysis Using SPSS with Interpretation for Social Sciences** organized by Internal Quality Assurance Cell (IQAC) of ST Paul’s college, Bangalore in Association with MOUNT CARMEL COLLEGE( Mentor Institute- UGC Para marsh) from12 July to 19th July 2021.