**CONFERENCES/ SEMINARS (Presented):23**

1. Participated and presented a paper titled on “A Study on the impact of workplace democracy on the employee productivity in IT Companies” in the International Conference on “Diversity, Equity and Inclusion : Creating a Value Based Sustainable Organizations” Jointly organized by Academy of Value-Based Management, A unit of ISOL foundation and School of Management Studies, University of Hyderabad in Collaboration with Edwards School of Business, University of Saskatchewan, Department of Management Studies, Pondicherry University held at University of Hyderabad from 19th Febrauray,2024 to 21st February, 2024.
2. Participated and presented a paper titled on “Strategic Perspectives on Human Resource Practices: A Comprehensive Analysis of Employee Promotion, Competencies, and Compensation Dynamics” in the International Conference on “Changing Global Dynamics in the Arena of Commerce, Management and Technology (ICGCDMT-2024)” organized by Departments of Commerce (A&F)&CS, Saveetha College of Liberal Arts and Sciences, SIMATS–Ch, on 5th January 2024.
3. Participated and presented a paper titled on “Unravelling the Interconnected Dynamics of Reward Systems: A Comprehensive Study on Organizational Efficiency across Diverse Industries and Geographies” in the International Conference on “Changing Global Dynamics in the Arena of Commerce, Management and Technology (ICGCDMT-2024)” organized by Departments of Commerce (A&F)&CS, Saveetha College of Liberal Arts and Sciences, SIMATS–Ch, on 5th January 2024.
4. Participated and presented a paper titled on “Navigating the Dynamic Intersection of Information Technology, Strategic Evolution, and Organizational Sustainability in the Digital Age” in the International Conference on “Changing Global Dynamics in the Arena of Commerce, Management and Technology (ICGCDMT-2024)” organized by Departments of Commerce (A&F)&CS, Saveetha College of Liberal Arts and Sciences, SIMATS–Ch, on 5th January 2024.
5. Participated and presented a paper titled on “Exploring HRIS Adoption and Performance Outcomes in Hyderabad – based IT Enterprises: A Case Study Approach” in the International Conference on “Changing Global Dynamics in the Arena of Commerce, Management and Technology (ICGCDMT-2024)” organized by Departments of Commerce (A&F)&CS, Saveetha College of Liberal Arts and Sciences, SIMATS–Ch, on 5th January 2024.
6. Participated and presented a paper titled on “Advancing Performance Management and Impact on Employee Performance–A Comprehensive Review and Future Directions” in the International Conference on “Changing Global Dynamics in the Arena of Commerce, Management and Technology (ICGCDMT-2024)” organized by Departments of Commerce (A&F)&CS, Saveetha College of Liberal Arts and Sciences, SIMATS–Ch, on 5th January 2024.
7. Participated and presented a paper titled on “Exploring Compensation Management Strategies: A Comprehensive Analysis across Diverse Industries” in the International Conference on “Changing Global Dynamics in the Arena of Commerce, Management and Technology (ICGCDMT-2024)” organized by Departments of Commerce (A&F)&CS, Saveetha College of Liberal Arts and Sciences, SIMATS–Ch, on 5th January 2024.
8. Participated and presented a paper titled on “Evaluating the Impact of Digital Advertising on Online Furniture Buying Intentions: Click to Cart(CTC)” in the First EAI International Conference on “Emerging Technologies in Engineering and Management Sciences (ICETEMS-2023)” in organized by Department of Electronics and Communication Engineering, Vardhaman College of Engineering, Hyderabad on 24th November, 2023 and 25th November,2023.
9. Participated and presented a paper titled on “Evaluating Consumer Satisfaction in the era of online grocery: Cart to Heart(CTH)” in the First EAI International Conference on “Emerging Technologies in Engineering and Management Sciences (ICETEMS-2023)” in organized by Department of Electronics and Communication Engineering, Vardhaman College of Engineering, Hyderabad on 24th November, 2023 and 25th November,2023.
10. Participated and presented a paper titled on “How Digital Marketing Strategies Impact the Financial Performance of SMEs” in the First EAI International Conference on “Emerging Technologies in Engineering and Management Sciences (ICETEMS-2023)” in organized by Department of Electronics and Communication Engineering, Vardhaman College of Engineering, Hyderabad on 24th November, 2023 and 25th November,2023.
11. Participated and presented a paper titled on “Smartwatches, Fitness Trackers, and Beyond: Evaluating Experiential Marketing Efficacy Across Different Age Groups” in the First EAI International Conference on “Emerging Technologies in Engineering and Management Sciences (ICETEMS-2023)” in organized by Department of Electronics and Communication Engineering, Vardhaman College of Engineering, Hyderabad on 24th November, 2023 and 25th November,2023.
12. Participated and presented a paper titled on “A study on the impact of job satisfaction in health care management” in the First National Conference on “Design Thinking: Trans-Disciplinary Challenges & Opportunities” in organized by Dr. B. R. Ambedkar Chair, Andhra University in collaboration with Andhra University Trans-Disciplinary Research Hub, Visakhapatnam on 7th July, 2023 and 8th July,2023.
13. Participated and presented a paper titled on “Silence is not always golden: Exploring the causes and consequences of employees’ silence in IT Sector” in the International Conference on “Rural Entrepreneurship and Sustainable Development” organized by School of Management Studies, Sreenidhi Institute of Science and Technology, Ghatkesar, Hyderabad, India from 23rd June,2023 and 24th June,2023.
14. Participated and presented a paper titled on “Examining the relationship between consumer awareness and purchase intention in online pharma stores: The mediating role of trust” in the International Conference on “Rural Entrepreneurship and Sustainable Development” organized by School of Management Studies, Sreenidhi Institute of Science and Technology, Ghatkesar, Hyderabad, India from 23rd June,2023 and 24th June,2023.
15. Participated and presented a paper titled on “Overview of Stress Coping Mechanisms by Software Professionals” in the International Conference on “Rural Entrepreneurship and Sustainable Development” organized by School of Management Studies, Sreenidhi Institute of Science and Technology, Ghatkesar, Hyderabad, India from 23rd June,2023 and 24th June,2023.
16. Participated and presented the paper entitled “Waste management initiatives and challenges in India” in the Two Days National E-Conference on “Societal Trends” organized by the Pearl Research Centre for History, Culture and Tourism of St. Mary’s College (Autonomous), Thoothukudi on 6th February, 2021and 7th February, 2021.
17. Participated and presented a Research Paper Titled "A Overview On Paper Less Trading In India" in Online International Conference on Recent Advances in Deep Learning (ICRADL-2021) Organized by the Department of Computer Science & Engineering, Shri Vishnu Engineering College for Women (Autonomous) during 29-31, January, 2021.
18. Participated and presented a research paper titled “Impact of Covid-19 On Consumers Purchasing Intentions Towards Electric Vehicles” in the International Conference titled “Sustainable Business Management Practices and Social Innovation” organized by SRDC-Vidhyanidhi CMS, Jain (Deemed-to-be University) on 30th January, 2021.
19. Participated and presented a paper entitled “A Study on Impact of COVID-19 on Rural Consumers Towards Branded Digital Products” in International E-Conference on force of COVID-19 on Indian and Universal Financial System and Revival Techniques (Online Mode) organized by college of Management, SRM Institute of Science and Technology, Ramapuram Campus, Chennai on 19th November 2020.
20. Participated & Presented a paper on “Customer Perception towards TATA NANO Cars in India” on 19th March 2016 in the National Conference” Paradigm Shifts in Business Management “organized by ADITYA Global Business School, Surampalem.
21. Participated and Presented a paper on “Management Education for Entrepreneurship Skill Development” on12th & 13th June 2015 in the National Seminar sponsored by AICTE on “Entrepreneurship Imperatives in India in the Globalized Environment “organized by Sasi College of Technology & Engineering”,Tadepalligudem.
22. Participated and Presented a paper on “Employee Engagement relate d to Employees’ performance” on August 21st & August 22nd ,2014 in the International Seminar “Recent Trends in Industrial relations: The role of HR Professionals “organized by School of Management Studies, JNTUH, Hyderabad.
23. Participated and Presented a paper on “MGNREGA and its impact on wage and work relation” on13th & 14th February, 2014 in the UGC National Seminar “PURA for Integrated Rural Development “organized by K.G.R.L College of P.G.Courses, Bhimavaram.