

Best Paper Awards:

1. **Best paper award** for the paper titled “Loyal to the Green Brands: How Brand equity shapes sustainable Brand loyalty and Brand advocacy”, presented at Krupcon 2025, International Conference on Global Management Redefined: Innovation –Strategy-Sustainability In The New World Ecosystem,14th Aug 2025, organized by Krupanidhi College of Management, Bangalore
2. **Best paper presentation award** for the paper titled “ Application of AI-aided HR Interventions to Fostering Emotional Intelligence” at an International Conference on The Shifting Locus of Business Dynamism for Resilience and Sustainability, held on 24th Jan 2025, organized by Adarsh Institute of Management and Information Technology, Bangalore
3. **Best Paper Award** for the paper titled “Green Entrepreneurial Orientation and its impact on green innovation, green perceived value, green brand equity, and green purchase decision” at an International Conference on Dual Transition on Net Zero Carbon and Digital Transition, organized by BCU, Bengaluru and BCU, UK on Feb 16- 17,2024

Paper Presentations in National and International Conferences:

1. Loyal to the Green Brands: How Brand equity shapes sustainable Brand loyalty and Brand advocacy, presented at Krupcon 2025, International Conference on Global Management Redefined: Innovation –Strategy-Sustainability In The New World Ecosystem,14th Aug 2025, organized by Krupanidhi College of Management, Bangalore
2. Uncovering DEI: The role of Resilience and Leadership Influences, presented at a Two day National Conference on Integrating Equity & Diversity in Business for a Sustainable Future(IEDBSF)- 2025), held at JAIN, CMS Business School, Bengaluru on 18th & 19th June 2025.

3. Application of AI-aided HR Interventions to Fostering Emotional Intelligence, presented at International Conference on The Shifting Locus of Business Dynamism for Resilience and Sustainability, held on 24th Jan 2025, organized by Adarsh Institute of Management and Information Technology, Bangalore
4. Building Resilient Organization culture across remote workforce and Traditional workforce, presented at International Conference on The Shifting Locus of Business Dynamism for Resilience and Sustainability, held on 24th Jan 2025, organized by Adarsh Institute of Management and Information Technology, Bangalore
5. Breaking Barriers: Exploring Glass Ceiling Perceptions and Resilience among Women IT Managers, presented at KrupaCon 2024, International Conference on Charting New Frontiers of Business Agility: Digital Disruption, Sustainable Development and Entrepreneurial Turnaround, 6th September 2024, organized by Krupanidhi College of Management, Bengaluru.
6. Green Entrepreneurial Orientation and its impact on green innovation, green perceived value, green brand equity, and green purchase decision, presented at International Conference on Dual Transition on Net Zero Carbon and Digital Transition, 16-17 Feb, 2024, organized by BCU, Bengaluru and BCU, UK
7. Comparing Cross Border Remittances Solutions: A Case study of Ripple and Swift Technologies, presented at International Conference on Economic Growth and Sustainable Development Emerging Trends at SDMIMD , Mysore on Nov 29-30, 2023
8. Presented a paper on “Block Chain Technology in Cross border remittances- A Case study of Ripple vs Swift” at National Conference on Contemporary Trends in Management Research held at MPBIM, Bengaluru on 30th Aug 2019.
9. Leaders as talent stewards in scientific research organizations - An analytical study Research paper presented at XLIII Indian Social Science Congress, ‘Current Science of Nature-Human- Society of India’, Organized by Indian Social Science Academy and Bengaluru Central University(BCU), Bangalore, from Jan 17-21, 2020

10. Blockchain Technology in Cross Border Remittances: A Case Study of Ripple Vs Swift Research paper, Presented in National Conference on 'Contemporary Trends in Management Research' held at MP Birla Institute of Management on 30th Aug 2019
11. Effectiveness of Talent Management Strategies: Evidence from Indian Manufacturing Sector, presented at the 'International conference & Management conclave' held At Krupanidhi College KRUPACON 2018 (Management 4.0 Disruptions in Business and millennial at the workplace) on 12-13 October
12. Exploring Factors Influencing Talent Sustainability in Higher Educational Institutes in Bengaluru Presented at 6th International Conference on 'Managing Human Resources at the Workplace' held on 8th& 9th December 2017 at SDMIMD, Mysuru.
13. Building ethical resilience: the role of educational institutions presented at the Symposium on Global Ethics and Business at MPBIM on 4th March 2016.
14. Midlife Career Crisis in an IT Company - A Case Study- joint presentation with Student Executive Ms. Mamatha Pallagatte at Interdisciplinary Conference on Healthcare and Technical Research (ICHTR) organised by Student Research Forum of Manipal University.
15. Risks, Profits & Ethics :A Governance Challenge - Paper presented at the National Convention on Risk Management, on 18 Dec 2015 conducted by Institute of Directors, New Delhi
16. Competent teams for Challenging times- Paper presented at the 7th National Management Convention NMC'14 on "The Dynamics of Education to Employment Journey: Opportunities and Challenges"; held in KIIT University, Bhubaneshwar, Odisha on Feb 21st and 22nd, 2014
17. Inclusiveness & Sustainability-Legally enforced or Voluntary Compliance-Paper presented at 17th NHRD Network National Conference; Building Sustainable Organisations-Agenda for India Inc; Swabhumi, Kolkata; Nov 21st to 23rd, 2013
18. Demystifying Cloud Computing-A journey to the cloud- Paper presented at the National conference on Convergences & Cross-

currents in Management & IT held in Seshadripuram First Grade college, Bangalore; Feb 18th ,2012

19. Positive Forward Movement- A welcome move in ERM- Paper presented at International Conference on Excellence in Management Practices at Kristu Jayanti College of Management and Technology , Bangalore; April 15 & 16th , 2011