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### CONFERENCES ATTENDED / PRESENTED PAPERS

S. NO	ORGANIZED BY	STATE/NATIONAL /INTERNATIONAL	PARTICIPATED /PRESENTED	TITLE	DATE(S)
1.	Post Graduate Department of Banking and Insurance Department of Bank Management Ethiraj College for Women	International	Presented	Customers' Loyalty towards Online Retail Stores	28/09/2016
2.	SRM Institute of Science and Technology	International	Presented	Risk Perception of Customers' in Online Shopping	15/07/2021
3.	Sri Kanyaka Parameswari College of Arts and Science, University of Madras	International	Presented	A Study on the Effectiveness of Online Classes	09/09/2021

## SEMINARS

S.NO	ORGANIZED BY	STATE/NATIONAL/ INTERNATIONAL	TOPIC	DATE(S)
1	Justice Basheer Ahmed Sayeed College for Women	International	Consumers' Motivation for Online Shopping	18/08/2016

## JOURNAL PUBLICATIONS

S.NO	JOURNAL NAME	UGC /SCI/ SCIE/ WOS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION/ DOI
1	Strategies for Frontier Global Business Issues and Challenges of Emerging Economies		ISBN 978-93-80530-48-7		August 2016
2	Journal of Advanced Scientific Research and Development		ISSN 2395-6089		September 2016
3	Journal of Fundamental & Comparative Research	UGC CARE	ISSN 2277-7067		December 2021
4	Journal of Emerging Technologies and Innovative Research	UGC	ISSN 2349 - 5162		27/01/ 2022