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### CONFERENCES ATTENDED / PRESENTED PAPER

S.no	Organized by	State/National/International	Participated/Presented	Title	Date(s)
1.	Ethiraj College for Women, Chennai	International	Participated and Presented	A study on the influence of social media on E-learning and its effect into mainstream curriculum among college students	11/02/2020
2.	Ethiraj College for Women, Chennai	International	Participated and Presented	A study on customer awareness and preference towards E-wallets: A new design in payment system	11/02/2020
3.	Loyola College, Chennai	International	Participated and Presented	An analysis on Human Capital Management with special focus on Employee retention through 360 degree appraisal Technique	06/03/2020
4.	Loyola College, Chennai	International	Presented	Impact of Social media advertising on the purchase decision of College students.	13/10/2020
5.	Loyola College,	International	Presented	Consumer's Purchase decision on modern	04/02/2022

	Chennai			marketing strategies using Insta influencers and celebrities	
6	Ethiraj college for Women	International	Presented	Work life balance and challenges of Women employees during lockdown in work from home	23/02/2022

*\*Best paper award kindly do put asterisk*

*API format to be followed*

### JOURNAL PUBLICATIONS

S.N O.	JOURNAL NAME	UGC /SCI/SCIE/WOS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION/DOI
1.	Our Heritage Journal	UGC approved	ISSN: 0474-9030		Feb 2020
2.	Studies in Indian Place Names journal	UGC care listed Journal	ISSN: 2394-3114		March 2020 & Oct 2020
3.	International Journal of Health Science	Scopus Indexed	1232-1242		Feb 2022

### FDP/STTP

S.no.	Organized by	State/National/International	Topic	Date(s)
1.	Ethiraj College for Women - ECRIC	National	Citation Database and analysis, Scientometric Study	09/06/2020
2.	Savitribai Phule pune University	National	The Scenario of Commerce, Management & Economics Education after Covid-19	29/06/2020 to 08/07/2020

3.	Mar Thoma College And Ministry of Education	National	Research methodology in social sciences, humanities, commerce & Management	11/1/2022 – 17/1/2022
4.	Ethiraj College for Women	National	The Unlock Down – Challenges & Oppurtunities in Post Covid	01/06/2020 – 08/06/2020

### WEBINARS [National/International]

S.no.	Organized by	State/National/International	Topic	Date(s)
1	Loyola College, Chennai	National	Research Methodology	12/06/2020, 13/06/2020
2	Indian Institute of Digital Education(IIDE)	State	IIDE Online Webinar on E-Commerce 101	08.06.2020
3	Erode Arts and Science College	State	Latest Amendments in Company Law	17.05.2020
4	University of Madras	Natioal	Use of Elsevier tools in research workflow	05.05.2020