

Dr.P.Baba gnanakumar



Credits

- *Gold medalist in Commerce*
- *Excellence Award in Research and Innovation 2012 – IIT Delhi*
- *Membership in AIMS,, Houston, AIB Michigan State University.*
- *Best Research Paper Award from IIM-B and IIM- K*
- *Presented 50 papers in IIM / IITs/ Premier B-Schools*
- *AIMS International Award*

I. Personal

Name: Baba gnanakumar P.

Educational Qualification: M.Com, M.Phil, Ph.D,
PGDCA, PGDFM

Competitive Examination: UGC NET

Experience: 23 years.

Email id: babagnanakumarp@skasc.ac.in

II .International- book publication:

Title: “**Leveraging the Enterprise Brand Resonance**

Values” - A study through Societal marketing deeds,

Publisher: Lambert Academic Publishing AG & Co. KG,
Berlin, Germany.

Distributor: Amazon Distribution GmbH, Leipzig.

Printed in USA and UK.

ISBN: 978-3-8383-2086-1

III Edited Books

1. Convergence of Financial Reporting Standards, Publisher: Excel India Publishers, New Delhi. ISBN: 93-81361-92-4,
2. General Anti Avoidance Rules, Excel India Publishers, New Delhi; ISBN 9789382062974
3. Corporate Governance Practices; Excel India Publishers; New Delhi; ISBN 9789382880936
4. Management Accounting; McGraw Hill, 2013
5. Accounting for SMEs; McGraw Hill, 2012
6. Information Technology McGraw Hill 2014
7. Contemporary Indian Business Process, Excel Publishers, 2015; ISBN 978-93-84869-11-3
8. Crowdfunding (Conference Proceedings) , Excel Publishers, 2016; ISBN 978-93-84869-91-5

IV Conferences Organized

2008: National level Conference on Cause Related Marketing

2009: National level Conference on Multi-level Marketing

2010: National level Conference on Global Financial Crisis

2011: National level Conference on Financial Inclusion

2012: National level Conference on IFRS

2013: National level Conference on GAAR

2014: National level Conference on Corporate Governance

2015: National level Conference on Business Process Services

2016: International Conference on Crowdfunding.

V Publications – 2007 onwards

1. Financial Feasibilities of Investments in Contract Poultry farming ; Indian Journal of Marketing ; IJM ; Dec-2007 ; 0973-8703
2. Digital Channels: An Enhancing Tool for e-CRM, Customer Relationship Management, Prentice Hall of India, December,2008, 978-81-203-3326-0
3. Dissecting the Dynamics of Leveraging EBR, Contemporary Researches in Business Management, Guru Jambheshwar University, Mar-09, 978-81-122-351-1
4. Hedging Foreign Exchange Risk Through Volatility Mapping of Indian ADRS and GDRS ; Journal of International Business Studies ; Osmania University ; January-June 2009 ; 00973-5372
5. Significance of Financial Crisis in Private Equity ; Spectrum ; Kohinoor School of Business ; Jun-09 ; 0975-2153
6. Surge For Contact-Less Payment System In Retailing And Banking, Finance and banking: A collection of Contemporary Research, Excel India Publishers, Aug-09, 93-80043-38-4
7. Reliability Engineering- A Tool to Facilitate AIS ; Journal of Management ; Annamalai University ; Sep-09 ; 0974-0406
8. Utilitarian value of Human Resource Index on CSR, Business Ethics and Corporate social Responsibility, Macmillan Publishers, Dec-09, 978-0230-32825-9

9. The Unbanked Rural Population Market Responsiveness through Technology , Rural Markets: understanding Consumers & development Issues, Excel India Publishers, June, 2010, 978-81-7446-834-5
10. Collaborative Entrepreneurship for Value Additions in Coconut Farming ; Pragmaan: Journal of management ; IMS Dehradun ; Jun-10 ; 0974-5505
11. Customizing Enterprise Brand Resonance Through Private Lables ; International Journal of Research in Commerce and Management ; IJRCM ; Jul-10 ; 0976-2183
12. Green values of Green Power marketing, Synergize: Green to Gold, Annamalai university, Sep-10, 978-81-908455-5-7
13. Product bundling in Retail Banking, Re-discovering Finance & banking , Excel publishers, October,2010, 978-93-80697-18-5
14. Hedging Transaction Risk through cross-border Price Synergies, Global Recession, Survival and Growth, AIMS International, USA, December,2010,
15. Activity Based Financing, Strategy of Infrastructure financing, MacMillan, January,2011, 023-033-216-1
16. Aggressive Supply Chain for Agricultural Commodities Through Passenger Cabs-A Study on Alliance Network Model ; International Journal of Management Research and Technology ; Serials Publications ; June 2011 ; 0974-3502
17. Convergence in Accounting the DT ; Asian Journal of Research in Banking and Finance ; Asian Research Consortium ; November 2011 ; 2249-7323
18. Spill over synergies of Indian IT companies Acquisition, Management Education in 2020, AIMS International, USA, December,2011, Directory

19. Fostering Transportation through Customer Service Level Matrix ; IJESR – International Journal of Engineering Science and Research ; IJESR ; Mar 2012 ; 2231-5535.
20. Social Fluidity Mapping System for Business ; South Asian Journal of Management ; AMDISA SAARC Countries ; Jan- March 2012 ; ISSN: 0971-5428
21. Intensity of Momentum effect in IPO markets in India, Trends in Finance and Banking, Excel Publications, July, 2012, 978-93-82062-05-9
22. Contagion Effect in Infrastructure companies' IPO, International Finance for Infrastructure Development, Bloomsbury Publishing Ltd London, August, 2012, 978-81-924302-3-2
23. Transforming Data Driven SCM to Demand driven SCM through LTO;, Managing Turbulence and Uncertainties;, AIMS International, Houston;, September, 2012, 978-81-924713-0-3
24. Flexible Interest Rate Grid For Transparent Credit Approval Process – A Study Based On Customers' Perspective ; International Journal of Marketing & Business Communication ; Publishing India Group. ; October 2012 ; ISSN: 2277-484X
25. “Stratifying CSR Values to enhance Branding Marketing Metamorphosis”; KJ Somaiya Institute of Management; January 2013; ISBN 978-81-7039-286-6.
26. “Variable Interest Rate Grid”; Changing Paradigms in Services Marketing; Himalaya Publishing House, Mumbai; January 2013; ISBN 978-93-5097-410-0
27. VIG for Credit Approval, Changing Paradigms in services marketing, Nirma university, Mar-13, 978-93-5097-410-0

28. New Perspectives in Accounting Standards; Edited Publication; Allana Management Journal of Research, January – June 2013; ISSN 2231-0290.
29. Imperative Public infrastructure Tax Regime ; Infrastructure: Hard and Soft; CPP ; IIM - Bangalore ; Aug 2013 ;
30. Perceptual mapping of Private labels ; International Journal of ; IJAMTES ; Sep 2013 ; ISSN: 2249 – 7455 ; Advances in Management Technology & Engineering Sciences Vol. II Issue 12 (IV) September 2013
31. Identifying USP in Sporadic Markets ; Advanced Data Analysis and Business Analytics ; IIM-Ahmedabad ; Oct 2013 ; ISBN 978-81-909529-2-7
32. “Repercussion effect of CSR values in Employer Branding”; Managing Services in Competitive Environment; AIMS publication; December 2013; ISBN 978-81-924713-3-4
33. Modelling the Nested Markets ; Consumers of Emerging Markets ; IIM - Lucknow ; Dec-13 ; ISBN 978-81-928560-0-1
34. Effect of bank rate variability on Rupee value and Bankex in India; Journal of Applied Research and Social Sciences, Nov 2014; ISSN 2350-1472; ISBN 978-93-82305-54-5
35. Effect of Contingent Liability in Market Capitalisation- A study on Indian Automobile Companies; Managing Organisations in Digital Era; AIMS International publications. ISBN 978-81-924713-7-2. April,2014.
36. “Strategic Policy Adjustment Validities in Market Capitalisation of banking Sector in India”; Sustainability Management and the Power of Innovation; Bloomsbury Publication; December 2014; ISBN 978-93-82951-49-0

37. “Exploring the social harmony in workforce through CSR”; Transforming HR; Excel Publishers; December 2014; ISBN 9789384869090
38. Social Fluidity Mapping System – A way to reduce Social Stigma; Entrepreneurial Ecosystem; Springer Publications; March,2015
39. Green Supply Cost on Performance with Purpose Model; Evidence Based Management; BITS Pilani; Excellent Publishers, New Delhi; ISBN 978-93-84935-18-4. April,2015
40. Decisive lending Rate Analytics; Advanced Data Analysis, Business Analytics and Intelligence; IIM Ahmedabad; Sep-2015; ISBN 978-81-909529-3-4.
41. Adjustments for Bank Rate on ALM in India; Management Challenges; AIMS International, October 2015; ISBN : 978-1-943295-01-2
42. Re-structuring the MFIs; Proceedings of 3rd Asia Pacific Conference; Singapore; ISBN 978-1-63415-751-3
43. Pedagogical innovations in Teaching Entrepreneurial Finance and their impact on Students’ Financial Behaviour; Journal of Management and Entrepreneurship; Volume 10 Number 1; January – March 2016; ISSN 2229-5348
44. Fragmenting the Social Marketing Activities to Augment the Firm’s Brand Image – A study undertaken from Customers’ Perspective. Emerald Publications ; Brand Management ; IIT Delhi; April 2016 ; ISBN 978-1-78635-411-2
45. Marketing Problems faced by Self Help Groups in Tamilnadu; International Journal of Science and Research ISSN 2319-7064

VI Paper Presentation (From 2005 onwards)

1. Need for structural regulations on NBFS;National Seminar on Emerging Issues of Non-Banking Finance Companies in India;A.V.V.M Sri Pushpam College, Thanjavur.;18 & 19 Feb 2005
2. Corporate Governance and social Responsibility;National Level Conference on Financial Sector: The Heart of Global Market- Issues, Challenges and Opportunities; Bharathiar University, Coimbatore.;29 &30 Mar 2005
3. VAT Accounting;National Level Conference on Introduction of Value Added tax in India- Emerging Issues and Challenges;Erode Arts College, Erode.;2 & 3rd Sep 2005
4. Devising Rural Network Logistics; National Seminar on Rural Marketing Strategies;University of Madras, Chennai.;9th Dec 2005
5. Dynamics of Measuring Consumerism;National Seminar on Changing Scenario of Consumerism;Bharathidasan University, Thiruchirappalli.;11 & 12th Feb 2006
6. Digital Channels- An Enhancing Tool for E-CRM;National Seminar on Emerging Trends in Customer Relationship Management;Periyar University, Salem;7 & 8th Sep 2006
7. Wooing The Network for Tracking- A Case About Air Cargo Tracking Challenges;International Seminar on Case Study Method of Teaching in Commerce/ Management Education; Bharathidasan University, Thiruchirappalli.;20 & 21 Jan 2007
8. The Ethical value of Brand Feelings in Rural Society- A Micro Level study; International Marketing Conference on Marketing and Society; **Indian Institute of Management, Kozhikode;8-10 Apr 2007**

9. Optimization of Supply Chain Model for Galvanized Coated sheet;National Seminar on Changing Paradigms in Management; Annamalai University, Chidambaran;22-Sep-07
10. Customizing the Indian retail Competition;60th All India Commerce Conference;Osmania University, Hydreabad.;27-29 Dec 2007
11. Transaction and Transformation through Transportation; International Conference on Transportation System Studies.;ICOTSS, University of Mumbai.;10-12 Jan 2008
12. The Dazzling Rise of Indian Sensex and Recessionary Traction in US Economy; International Seminar on Recent Trends in Capital Markets and Financial Innovations;Bharathidasan University, Thiruchirappalli.;19 & 20 Jan 2008
13. Imparting Quality in Higher Education; National conference of Association of Indian college Principals, Coimbatore. 2-3 Feb 2008.
14. Reinforcing Rural Retail Mix in Festival Seasons by Urban Retailers; Conference on Marketing to Rural Consumers Understanding and Tapping the Rural Market Potential;Indian Institute of Management, Kozhikode;3-5 Apr 2008
15. Integrated Assortment Clusters- As a Tool to Reduce Bullwhip Effect in Farmer's Market;International Conference on Agribusiness and Food Industry in Developing Countries: Opportunities and Challenges;Indian Institute of management, Lucknow;Aug-08,2008
16. Reliability Engineering and Tool to Facilitate AIS;National Seminar on Strategic Changes and Challenges in Management;Annamalai University, Chidambarm;18-Oct-08

17. Dynamics of Leveraging the EBR through Societal Marketing Deeds;International Entrepreneurship forum;MICA, Ahmedabad.;17- 18 Dec 2008
18. The Consequence of Rupee Appreciation in Sourcing Knitwear Production Technologies- ;International Conference on Global Supply Chain Management: Role of Emerging Economies; **Indian Institute of Management, Bangalore.**;22-24 Dec 2008
19. The Triggering Effect of Textile Trade Treaties with China: A Case Study of EOU's in Tirupur; International Conference on WTO, India and Trade Strategy; **Indian Institute of Management, Kozhikode**;26- 27 Dec 2008
20. CRM Challenges for Retail Apparel Units; 61st All India Commerce Conference; Dhanwate National College, Nagpur;27-29 Dec 2008
21. Social Marketing Strategies of Companies in Indian Economy;International Marketing Conference;IES Management College , Mumbai;07-Feb-09
22. Effect of Financial Crises in Private Equity Investments in Indian Industries;National Seminar On Global Financial Meltdown- Causes, Impact And Remedies;Periyar University, Salem;25-26 Feb 2009
23. Surge For Contact-Less Payment System In Retailing And Banking;National Conference on Finance and Banking;Saintgits Institute of Management, Kottayam;28-29 Aug 2009
24. Significance of Private Equity in Indian Industries;International Research conference;Kohinoor Business School and Center for Management Research,Pune;07-Mar-09

25. Dissecting the Dynamics of EBR.;HSB 1st Annual National Conference on Business and Management;Guru Jambheshwar University of Science and Technology, Hisar, Haryana;19-21 Mar 2009
26. Sizing up the Unbanked Rural Population Market Responsiveness through Technology Inclusion;2nd Conference on Marketing to Rural Consumers – Tapping the Evolving Rural Markets ; **Indian Institute of Management, Kozhikode;6-8 Apr 2009**
27. Retail Penetration Through Private Labels;62nd All India Commerce Conference;Maharshi Dayanand Saraswati University, Ajmer;10-12 Oct 2009
28. Utilitarian value of Human Resource Index on Corporate Social Responsibility;International Conference on Business Ethics and Corporate Social Responsibility;KLS Institute Of Management, Belgaum;3-5 Dec 2009
29. Integrated Entrepreneurship for Value Additions in Coconut Farming;International conference on Agripreneurship and Rural Development;Banaras Hindu University, Varanasi;5-6 Dec 2009
30. Hedging Transaction Risk Through Cross- Border Price Synergies of Indian ADRs;Seventh AIMS **International Conference on Management; Indian Institute of Management, Bangalore;20-23rd Dec 2009**
31. Spill-overs in Indian Capital Market owing to acquisitions of IT Firms;International Conference on Global Issues in Business and Technology;Modern Technology and management Institute, Indore;22-24th Dec 2009
32. Optimizing the Contrarian Water Taxation Practices Through Intensity Service Level Matrix in Urban Places;3rd International Perspective on Current and Future State of Water

- Resources and the Environment; **Indian Institute of Technology, Madras;5-7th Jan 2010**
33. Retail Penetration Through Private labels;National Conference on business Innovation;Apeejay institute of Management, Jalandhar;27-Feb-10
 34. Hedging Foreign Exchange Risk Through Volatility- Mapping through Indian ADRS and GDRS;International Conference on International Trade and Commerce;Osmania university, Hyderabad;5-7th Mar 2010
 35. Competent Supply Chain for Agricultural commodities through Passenger Cabs: A Study on Alliance Network Model;National Conference on managing Agri-food Supply Chain;**Indian Institute of Management, Lucknow;9-11 Apr 2010**
 36. Activity Based Financing to Manage Cross Currents in Cash Flows-A Study Undertaken in Indian Infrastructure Companies;International Conference on Infrastructure Finance;**Indian Institute of Technology, Kharagpur;3-5th June 2010**
 37. Imparting Corporate Social Responsibility Values Through Conglomerate Job Rotation;IMR Conference on Global Competitiveness Through Human Resource Management; **Indian Institute of Management, Bangalore;22-24th July 2010**
 38. Green Values of Green Power Marketing;National Seminar on Synergize: Green to Gold;Annamalai University, Chidambaram;3rd Sep 2010
 39. Impact of Product Bundling in Indian Retail Banking;3rd National Conference on Finance and Banking; Saint Gigts Institute of Management, Kottayam;3-4th Sep 2010
 40. Empowering green values.;63rd All India Commerce conference;Goa University, Goa;1-3rd Oct, 2010

41. Impact of Deferred Tax;All India Accounting Conference.;Kerala University, Thiruvanthapuram;13-14th Nov, 2010
42. Spill over effects in Acquisitions; AIMS – International Conference on Management;IIM – Ahmedabad ;1-4, Jan, 2011
43. Assessing promotional spins in Price Bundling;International Conference on Marketing on emerging Economics; IIM – A;5-7 Jan, 2011
44. Demarcating IPO price Bands; International Finance Conference; IIM – Kolkatta.;10-12, Jan, 2011
45. Sustainable Quality Enrichment in Higher Education; Regional Summit on Quality in Education; CII summit, Coimbatore. 21-22 January 2011.
46. Leveraging through acquisitions;National Conference on emerging Trends in Business; Christ University, Bangalore;7-8, March 2011
47. Taxonomies of Inter and Intra personal SCM;International Conference on Technology and Business (Online Presentation);SZAB IST, Dubai; 28-30 March, 2011
48. Semantic Interoperability in viral marketing;CSITM Research workshop ;Indian Institute of Management - Bangalore;28th May, 2011
49. Viral Marketing Synergies;International Conference on Tourism and Technology 2011;Indian Institute of Technology, New Delhi;/;7- 9th July,2011
50. Intensity of IPO markets in India;National Conference on Banking and Finance;Saintgits Institute of Management, Kottayam, Kerala;11 -12 Nov,2011
51. SFMS – To reduce Social stigma;ICER-BRIC International Conference;IIM-Bangalore;8-10, Dec,2011

52. Flexible Interest Rate Grid;11th Global Conference on Flexible Management;IIM- Kozhikode;11-12, Dec,2011
53. Convergence in Accounting;64th All India Commerce Conference; Pondicherry University;13-15, Dec,2011
54. Intensity of Jump Effects;India Finance Conference;IIM-Bangalore;21-23, Dec,2011
55. Contagion Effect;International conference on Frontiers of Infrastructure finance;IIT- Karagpur;28-30, Dec 2011
56. Transforming Data Driven SCM to Demand driven SCM;9th AIMS International Conference;FLAME, Pune;1-4, January, 2012
57. Jump effect momentum on acquiring company share prices;6th National conference on Indian Capital Market: Emerging Issues;IBS, Gurgaon;2-3, March, 2012
58. SFMS – Beyond business; European Management Association Conference 2012;Erasmus University,Rotterdam, Netherlands;6-8 June, 2012
59. Segmenting CSR values to augment the Brand Image;Fourth Research Symposium of SGBED;Curtain university, Australia & IIM-Bangalore ;9-11 July, 2012
60. Non-technical factors in on-line booking;Technology conference;MTMI, USA & GB university, Noida;26-28 July, 2012
61. Employers Branding;65th Annual Conference of Indian Commerce Association;K.P.B Hinduja College, Mumbai;9-11, Nov, 2012
62. FCR redemption; Indian Finance Conference;IIM - Calcutta;18-20 Dec, 2012
63. Devising USP by Wedding Planners; International marketing Conference;IIM - Calcutta;26-28 Dec, 2012

64. CSR values on Branding;International conference on CSR Trends;KJS Institute, Mumbai;4-5, Jan 2013
65. Employee Branding;AIMS conference;IIM Bangalore ;6-8, Jan, 2013
66. Private Equities;International Management Perspectives; Nirma University, Ahmedabad;9-11, Jan, 2013
67. Devising USP in sporadic markets;3rd IIM A International conference on Advanced Data Analytics;IIM - Ahmedabad;13-14, April, 2013
68. VCL for Technology Spread;AIB International Conference;IIM -Bangalore;15-17 April,2013
69. Recursive Positioning of USP;CERE International conference;IIM – Indore;20-23,May, 2013
70. Water Taxation Policies;Conference on Public infrastructure;IIM - Bangalore;13-15, August, 2013
71. FCCB Redemption;International Accounting Conference;IIM - Lucknow;9-11, Sep, 2013
72. Domestic and External factor influencing the Market capitalization of Indian Banks;66th All India Commerce Conference;University of Bangalore.;5-7 Dec 2013
73. Product Bundling;International conference on Business Analytics and Intelligence;IIM -Bangalore;11-13 Dec 2013
74. Indian LBOs;GLOGIFT 13 – International Conference ;IIT – Delhi;13-15 Dec 2013
75. Nested Market Integration; International conference on Research in Marketing;IIT – Delhi and Curtin Univeristy, Australia;21-22 Dec 2013
76. Effect of Contingent Liability;AIMS International Conference on Management;IMS , Gaziabad;21-24, December 2013

77. Usage of EFT by Exporters; International Conference on International Business;Gitam university, Visakapatnam;4-6 January 2014
78. Modeling the Nested markets;International Conference on Marketing Research;IIM - Lucknow;9-11 Jan 2014
79. Justifiable Accounting Policy;NIRMA Conference;NIRMA University, Ahmedabad;10-12 January 2014
80. Engineering the Break through in Financial Education;Vibrant Gujarat – Education Summit;Government of Gujarat;10-13 January 2014
81. Strategic Policy Adjustment Validities; International Management Conference;PIS, Gwalior.;10-13 January 2014
82. Domestic factors influencing Market Capitalisation in Indian Banks; International Management Research Conference; University of Mumbai; 1st March, 2014.
83. Dynamics of NTIS in Viral Marketing; Conference on Business Excellence through Information System; Christ University, Bangalore; 8th March 2014.
84. Demystifying the Financial Inclusion penetration by customized financial instruments – A demand side study done on rural customers ; Conference on Public Policy and Management ; IIM Bangalore ; 10 August 2014
85. Effect of Bank Rate variability; Christ University; Bangalore; 11-12 December, 2014;
86. Agricultural Supply chain; Biennial Supply Chain Management Conference; IIM Bangalore; 18-19, December 2014;
87. Re-engineering the product testing and cannibalization strategies for Micro-finance Services. Marketing Conference; IIM C; IIM Ahmedabad; 19- 20 December 2014;

88. Augmenting the Brand Image with CSR; 67th All India Commerce Conference; KIIT University, Bhubaneswar; 27-29, December ,2014
89. Structural Adjustments of Bank Rate on ALM, AIMS conference **IIM –Kozhikode**; 2-5 Jan, 2015;
90. A Case study on CSR in Social Harmony; International Conference on Management; NIRMA Ahmedabad;. 8-10 Jan 2015;
91. Development of Curriculum Design; Promotion of Quality Education in Higher Educational Institutions; Bharathiar University, Coimbatore; 22nd Jan,2015.
92. Developing teachable and reachable path in Finance; IIM B International Conference on Entrepreneurship, **IIM Bangalore**; 29-31 Jan, 2015.
93. Optimisation of Green Supply chain Cost; International Conference on Evidence Based Management; **BITS, Pilani**; 20-21 March, 2015.
94. Financial Analytics for Bank Rate; International Conference on Advanced Data Analysis and Business Analytics; **IIM Ahmedabad**; 11-12 April 2015.
95. Re-engineering the Product Testing in MFIs; Third Asia Pacific Conference on Global Business; **Global Business Research Centre, Singapore**; 17-19 July,2015.
96. Integrated Policies for reducing stock-outs of essential medicines in Public Health Delivery System; International Conference on Public Policy Management; **IIM – Bangalore**, 3-5th August,2015.
97. Analytics for real-time booking of rooms during peak season in indian tourism industry; Business Analytics Conference, **IIM – Bangalore**, 17th December, 2015

98. Credit Scoring system for MFIs; India Finance Conference organized by **IIM-A, IIM- B and IIM C**; 19th December,2015
99. Devising the Comprehensive teachable path in Entrepreneurial Finance curriculum - A Case Study based on behavioural teaching method, 13th AIMS International Conference, 20-21st December, 2015
100. Feasibility of Introducing Satellite Banking to aid Financial Literacy in Rural India; National Conference on Emerging Trends in Business; Christ University, Bangalore 12th Feb,2016
101. Behavioural Teaching of Finance – A Case study of Sri Krishna Arts and Science College, Coimbatore; 17th National Conference of All India College Principals, Ranchi College, Ranchi, Jharkand.
102. Fragmenting the Social Marketing Activities; Conference on Brand Management – **IIT – Delhi**; April 16-17, 2016.
103. Prudence of Indo-China Textile Treaties ; AIB Conference; **IIM Indore** April 21-13; 106
104. Supply Chain Optimisation of Generic Drugs; International Conference on Excellence in Research and Education, **IIM Indore**; 5th to 8th May, 2016.
105. Social Marketing Activities to augment Brands of Faith; 2016 Asia Pacific Conference on Economics and Finance, East Asia Research, **East Asia Institute of Management, Singapore**, July 27-28, 2016
106. Enhancing the Rural livelihood towards Sustainable Renewable Energy Policy for Inclusive development - A case study; International Conference on Public Policy and Management, **IIM Bangalore**; 8th to 10th August, 2016.

VII Awards Received

- Gold Medal in Commerce for University Rank 1991
- Best Research Paper Award 2008 – IIM Calicut
- Best Empirical Research Paper Award 2011 – IIM Bangalore
- Distinguished Service Award, AIMS International, Houston,US, 2015

Awards from NGOs

- Raustriya Gaurav Award 2011
 - Excellence Award 2012 for research and Innovation - IIT New Delhi
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