

Name: PAVITHRA.C

Papers published should be in the following format:

S.No	Title of the paper	journal	ISSN/ISBN	Date and year of publication
1.	‘Demonitization: a path to cashless economy- A study on consumer behaviour.	Think India Journal	ISSN 09711260	December 2019
2.	An Empirical study on Customer’s Perception towards Zomato with special reference to Malleshwaram, Bangalore city.	Journal of Management & Entrepreneurship	ISSN 2229-5348	March 2022
3.	A study on opportunities and challenges faced by degree students during covid-19 with special reference to MES college of arts,commerce and science, Malleshwaram, Bengaluru	Journal of Fundamental & Comparative Research	ISSN 2277-7067	September 2022

Papers presented :

S.No	Title of the paper	Conference/Seminar/ Symposium	Venue	Date
1.	An Empirical study on Customer’s Perception towards Zomato with special reference to Malleshwaram, Bangalore city	International conference	VET Institute of Arts and science(online)	20 th and 21 st April 2022
2.	A study on “The impact of Digital Marketing by Dunzo” on its	International conference on innovation, technology and	Adithya School of business management	11 th May 2022

	Customers with special reference to Vijayanagar, Bengaluru City.	management. An integrated approach for sustainable future		
3.	A Study on Opportunities and Challenges faced by Degree Students during COVID-19 with special Reference to MES COLLEGE OF ARTS, COMMERCE AND SCIENCE, Malleshwaram, Bengaluru	National Conference on changing paradigms in Business and service sector	Acharya Institute of Graduate studies	17 th August 2022
4.	A study on impact of artificial intelligence on the recruitment and development of employees in MNC's with special reference to Bengaluru	International conference on AI for sustainable Development- Challenges and opportunities	VET Institute of Arts and science	25 th November 2022
5.	A study on impact of Search engine optimization on customer buying behaviour	National level conference on "Emerging trends in business, economics and social sciences	Jyothi nivas college autonomous	07 th October 2022
6.	"The true women empowerment towards global sustainability- credit facility to working women in malleshwaram	International interdisciplinary conference on "Global transformation ensuring sustainability : Opportunity and challenges	Bharath college of arts and commerce	15 th April 2023

7.	MACHINE LEARNING IN EVALUATING THE STUDENT'S ACADEMIC PERFORMANCE with special reference to Bengaluru city	International conference on Data Driven sustainable business practices during turbulent times	Mount Carmel College ,Autonomous	4 th AUGUST 2023
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Awards and Honours:

- ❖ Best paper and Best paper presentation award from VET institute of ARTS and SCIENCE for paper titled “A study on impact of artificial intelligence on the recruitment and development of employees in MNC’s with special reference to Bengaluru”.
- ❖ Best paper and Best paper presentation award from **Bharath college of arts and commerce** for paper titled “The true women empowerment towards global sustainability- credit facility to working women in malleshwaram”.
- ❖ Resource person at a webinar on personality development –“ DO WHAT YOU ARE” at VET institute of ARTS and SCIENCE.
- ❖ YOUNG ACHIEVER AWARD from Research education solution.
- ❖ Successfully initiated and running Commerce club “Kairos” from 2022
- ❖ IQAC member from 2023

Faculty Development Programme:

- ❖ One day FDP on “Contemporary Management & education through research excellence” by department of B.Com and BBA , Dayananda sagar college of Arts, Science and commerce dated 16th March 2022.
- ❖ One day National FDP on “Creative visualization techniques” by Department of business administration, Jeppiaar college of Arts and Commerce dated 6th April 2022.

- ❖ Ten Days FDP on “Advanced Research Methodology” by RBVRR Women’s College from 30/5/2022 to 9/6/2022.
- ❖ International Faculty Development Programme on SCHOLARLY WRITING AND PUBLISHING RESEARCH PAPERS AND ARTICLES by MES college of ARTS COMMERCE AND SCIENCE held on 9th April 2022.
- ❖ One day FDP on “Disc Profiling and its implication at workplace” by MES college of ARTS COMMERCE AND SCIENCE held on 21st September 2022.
- ❖ 5 days FDP on “ Research structuring and publication process” created & powered by Centre for Research & Training, National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu on 23 - 27 July 2024.
- ❖ 5-Day FACULTY DEVELOPMENT PROGRAM on “Advanced research methodology and data analysis” organized by the Presidency School of Commerce & Economics during 11th-15th November 2024.

Webinars, Workshops and seminars attended :

- ❖ Webinar on “Technological intervention in financial accounting” by MES college of Arts, Commerce and science dated 17th April 2022.
- ❖ State level workshop on “Health, wellness and yoga” by SRN Adarsh College dated 8th and 9th of April 2022.
- ❖ National Level Workshop on Intellectual Property Rights by sri bhagawan Mahaveer jain first grade college on Intellectual Property Rights dated 15th April 2022
- ❖ One Day Webinar “TECHNOLOGICAL INTERVENTION IN FINANCIAL ACCOUNTING” By MES COLLEGE OF ARTS COMMERCE AND SCIENCE held on 17th April 2022.
- ❖ International Webinar on Plagiarism Organized by the Research Cell, St. Francis de Sales College, Bengaluru- 100 on May 21, 2022.
- ❖ A Virtual Panel Discussion on GLOBAL FINANCIAL CRISIS -CAUSES, EFFECT AND IMPLICATION ON INDIAN ECONOMY by Jain deemed to be university on 7th May 2022.

Webinars, Workshops and seminars organized:

- ❖ Webinar on “Awareness on cervical cancer” dated 09/08/2022 in MES COLLEGE OF ARTS COMMERCE AND SCIENCE.
- ❖ Guest lecture on capital market and mutual funds dated 24th August 2023 in MES college of