



RESEARCH INCENTIVE FOR THE MONTH OF
JULY 2023

S.No.	Name of the Faculty	Conference Presentation/ Workshop Attended	Link of the proof	Amount
1.	Dr. Shyam S Prasad	"Online Interactive Activities for Brand Recognition: Evidence from Emerging Brands" presented at 3rd Annual Meeting of the European Journal of Management Studies	\\myisme\isme\Faculty and Staff Development\Current Faculty and Staff\Shyam\Conferences Attended\20230705 Conference Attended by Shyam, Shampa et al	2000
	Total			2000

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ISME, Bangalore

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RESEARCH INCENTIVE FOR THE MONTH OF
MARCH 2023

S.No.	Name of the Faculty	Conference Presentation/ Workshop Attended	Link of the proof	Amount
1	Dr. Haritha	"A Study Of Factors Influencing Purchase Intention In the Context Of Influencer Marketing" presented at 11th International Conference on Contemporary Issues in Management, ISME, Feb 2023	\\myisme\isme\Faculty and Staff Development\Current Faculty and Staff\Haritha\Conferences Attended\20230225_CIM23	1000
2	Dr. Sindhu S Nair	"The impact of emotional intelligence on work-life balance in start-ups in Hyderabad" presented at 11th International Conference on Contemporary Issues in Management, ISME, Feb 2023	\\myisme\isme\Faculty and Staff Development\Current Faculty and Staff\Sindhu S N\Conferences Attended	1000
3	Sriram P	"Employer Branding and Talent Management using HR Analytics' concepts and applications" presented at 11th International Conference on Contemporary Issues in Management, ISME, Feb 2023	\\myisme\isme\Faculty and Staff Development\Current Faculty and Staff\Sriram\Conferences Attended	1000
4	Dr. Nisha Mary Thomas	"What facilitates and impedes adoption of sustainability in Global Value Chains?" presented at 11th International Conference on Contemporary Issues in Management, ISME, Feb 2023	\\myisme\isme\Faculty and Staff Development\Current Faculty and Staff\Nisha Thomas\Conferences Attended	1000
5	Sriram P	"Service quality of chatbot in Banking-A Review" presented at International Conference on Contemporary Developments on Entrepreneurship, Business and Management in Digitized Era – Towards Industry-5.0, REVA, Dec 2022	\\myisme\isme\Faculty and Staff Development\Current Faculty and Staff\Sriram\Conferences Attended	2000
6	Stuti Agarwal	"Detection of Spam Tweets in Twitter" presented at 11th International Conference on Contemporary Issues in Management, ISME, Feb 2023	\\myisme\isme\Faculty and Staff Development\Current Faculty and Staff\Stuti\Conferences Attended	1000
7	Rameshkumar M	"Indian consumers' purchase behaviour towards luxury cosmetic products – using extended theory	\\myisme\isme\Faculty and Staff Development\Current Faculty and Staff\Ramesh Kumar\Conferences Attended	2000



		of planned behaviour" presented at 11th International Conference on Contemporary Issues in Management, ISME, Feb 2023		
	Total			9000

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RESEARCH INCENTIVE FOR THE MONTH OF
MAY 2023

S.No.	Name of the Faculty	Conference Presentation/ Workshop Attended	Link of the proof	Amount
1.	Dr. Shyam S Prasad	"A study of consumers' behaviour in buying vegetables and fruits during the COVID pandemic" presented at 11th International Conference on Contemporary Issues in Management, ISME, Feb 2023	\\myisme\isme\Faculty and Staff Development\Current Faculty and Staff\Shyam\Conferences Attended	1000
2.	Dr. Shurly Tiwari	"Happiness at workplace as a mediator of the relationship between high performance work system and turnover intention: Empirical evidence from Hospitality and Tourism industry" presented at 11th International Conference on Contemporary Issues in Management, ISME, Feb 2023	Z:\Faculty and Staff Development\Current Faculty and Staff\Shurly\Conferences Attended	2000
	Total			3000

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RESEARCH INCENTIVE FOR THE MONTH OF

OCTOBER 2022

S.No	Name of the Faculty	Conference Presentation/ Workshop Attended	Link of the proof	Amount
1	Shashirekha BV	“Skill enhancement as essential aspect of emerging curriculum to resolve talent crunch and foster entrepreneurship among young graduates” presented at National Conference on Transformations and Changing Perspectives in Indian Higher Education, Christ University, Bangalore, Sept 2022	\\192.168.1.11\isme\Faculty and Staff Development\Current Faculty and Staff\Shashi Rekha\Conferences Attended\Conference at Christ University	2000
	Total			2000

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