

**Articles Published: 2002-2014**

<b>Sl.No.</b>	<b>Year of Publication from 2002-2014 (In Chronological Order)</b>	<b>Title of the Paper</b>	<b>Name of the Journal / Book</b>	<b>International Status</b>
<b>01.</b>	April-May 2013	Corporate Communication in Karnataka State: An Empirical Study	<i>International Journal of Current Research</i>	International
<b>02.</b>	May 2013	Role of Corporate Communication in Reputation Management	<i>International Journal of Humanities and Social Sciences</i>	International
<b>03.</b>	July-August 2013	Corporate Communication for Organizational Management: A Perspective	<i>Global Journal of Commerce and Management Perspective</i>	International
<b>04.</b>	October-December 2013	Corporate Communication in Public and Private Corporate Houses of Karnataka State: An Empirical Study	Pezzottaite Journals, <i>International Journal of Entrepreneurship and Business Environment Perspectives</i>	International
<b>05.</b>	October-December 2013	Corporate Advertising Management in the New Millennium: An Empirical Study in Karnataka State	Pezzottaite Journals, <i>International Journal of Applied Services Marketing Perspectives</i>	International
<b>06.</b>	2013	Corporate Communication in Karnataka State: An Empirical Study	<i>International Journal of Functional Management</i>	International
<b>07.</b>	2013	New Media for Customer Relationship Management: A Comparative Study	<i>ideas &amp; ideologies (i&amp;i) e journal, An Interdisciplinary Journal of Humanities and Social Sciences</i>	International
<b>08.</b>	2013	Corporate Communication in Public and Private Undertakings: A Comparative Study	<i>ideas &amp; ideologies (i&amp;i) e journal, An Interdisciplinary Journal of Humanities and Social Sciences</i>	International
<b>09.</b>	2013	Corporate Communication	<i>International</i>	International

		System, Process and Practices of Public and Private Undertakings in Karnataka State: An Empirical Study	<i>Journal of Current Research</i>	
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**Conferences/Seminars/Workshops: 2002-2014**

Sl.No.	Date (In Chronological Order 2002-2014)	Title of Conference/Seminar/Workshop	Place
01.	December 12-13, 2013	Presented a paper on 'Corporate Communication Management in Public and Private Undertakings in Karnataka State: An Empirical Study', at the 3 <sup>rd</sup> International Conference on 'Global Business Crisis: Management Strategies for Sustainability and Development'	R. V. Institute of Management , Bengaluru
02.	January 25-26, 2014	Presented a paper on 'Corporate Communication in Karnataka State: An Empirical Study', at the National Conference on 'New Media and Indian Democracy'	Department of Mass Communication and Journalism, Karnatak University, Dharwad
03.	January 30-31, 2014	Presented a paper on 'Commercialization of Corporate Communication and Advertising in the Age of Globalization in India: An Evaluation', at the National Conference on 'Commercialization of Media and Public Service Communication'	Department of Mass Communication, Acharya Institute of Graduate Studies, Bengaluru
04.	February 17, 2014	Participated in the workshop on 'From a Good Teacher to an Excellent Teacher', a one-day workshop on soft skills	Centre for Proficiency Development and Placement Services, University of Mysore and Post-Graduate Satellite Centre, Chamara Nagar
05.	March 7-8, 2014	Presented a paper on 'Social Media for Agricultural Development in India: A	Department of Post

		Perspective', at the National Seminar on 'Social Networking Media: Boon or Bane?'	Graduate Studies in Mass Communication and Journalism, Shri Dharmasthala Manjunatheswara College, Ujire (DK)
06.	March 13-14, 2014	Participated in a two-day workshop on 'Futuristic Role of Media for Rural Development: Opportunities and Challenges'	National Institute of Rural Development and Panchayati Raj, Hyderabad and Abdul Nazir Sab State Institute for Rural Development, Mysuru
07.	March 28-29, 2014	Presented a paper on 'Social Media for Social Work and Rural Development in India', at the National Seminar on 'Media in Contemporary Society and Communifest-234'	Department of Journalism, Sahyadri Arts College, Kuvempu University, Shivamogga
08.	August 8, 2014	Presented a paper on 'Participatory Communication for Grassroots Development: An Empirical Study', at the International Conference on 'Strategies and Action Plans for Sustainable Development in Higher Education'	Presidency College, Bengaluru
09.	November 22, 2014	Presented a paper on 'Corporate Communication Strategies for Human Resource Management in Corporate Houses of Karnataka State: An Empirical Study', at the National Conference on 'Strategic HR & Business Excellence'	Department of Human Resource Management, Hyderabad Business School, GITAM University,

			Hyderabad
10.	December 15, 2014	Participated in a one-day workshop for Journalism Educators on 'Communication for Development'	University with Potential for Excellence Focus Area-II Project, University of Mysore, Mysuru
11.	January 22-23, 2015	Presented a paper on 'Corporate Advertising and Communication Management in India: An Empirical Study', at the National Seminar on 'Media in the Contemporary World'	Department of Mass Communication and Journalism, Mangalagan gotri, Mangalore University, Mangaluru
12.	February 2, 2015	Presented a paper on 'Media Ethics and Corporate Social Responsibility: An Investigation', at the National Conference on 'New Age Communication and Media'	Department of Media Studies, Centre for Management Studies, Jain University, Bengaluru
13.	April 10-11, 2015	Presented a paper on 'Agricultural Development in India: A Social Media Perspective', at the National Seminar on 'Media and Society: New Frames and Perspectives'	Department of Mass Communication and Journalism, Karnatak University, Dharwad
14.	May 27, 2015	Participated in a one-day workshop on 'Social Development and Video Production'	University with Potential for Excellence Focus Area-II Project and Department of Studies in Communication and Journalism, Manasagan gotri,

			University of Mysore, Mysuru
15.	June 6, 2015	Participated in a one-day seminar on 'Cinema and Society'	University with Potential for Excellence Focus Area-II Project and Department of Studies in Communication and Journalism, Manasagangothri, University of Mysore, Mysuru