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**BOOK CHAPTERS**


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**CONFERENCE PRESENTATIONS**

**International/National Conferences**

• **Determinants of Willingness to Pay for Traditional Bundles.** International Conference 2018 Global Marketing Conference, Tokyo, Japan, July 26-29, 2018.

• **Marketing Research for Managers: Revisited.** International Conference 2018 Global Marketing Conference, Tokyo, Japan, July 26-29, 2018.

• **Linking Workplace Spirituality and Corporate Social Responsibility.** Presented in 52nd National & 21st International Conference, Indian Academy of Applied Psychology, Rajasthan University, Jaipur, India, Feb 23rd to 25th 2017.

• **Workplace Spirituality: A Tool of Sustainable Human Resource Management.** Presented in International Research Symposium on Sustainable HRM and Employee
Well Being, Australian Catholic University, Sydney, Australia, November 4-5, 2015.


- Impact of Occupational Stress on Job Satisfaction among Primary School Teachers. Presented in the 4th International conference on Recent Advances in Cognition and Health at Banaras Hindu University, Varanasi (India), February 6-8, 2016.

- Teachers getting bullied: Workplace Bullying in Indian Educational Settings. Presented in the National Conference on Managing the Next Generation Organizations, Institute of Management Studies, Banaras Hindu University, Varanasi (India), November 26-27, 2016


- Career: Second Innings, Challenges and Opportunities. Presented in the 49th National and 18th International Conference of Applied Psychology at GLS Campus, Ahmedabad (India), March 01-03, 2014