

PRESENTATION AT CONFERENCES

DR. N S VISWANATH

1. N. S. Viswanath (2017). "Impact of Employee Wellness on Performance - A Critical Review of Indian Industry Scenario" Paper presented at 10th International Conference on Science, Technology and Management at Institution of Electronics and Telecommunication Engineers Bengaluru, India held on 19th November 2017. ISBN No: 978-9386171-78-8.
2. Viswanath N.S., Basanna.S.Patagundi: **Savings led Expenditure of Selected Indian Consumers(LIKR)- ROI Approach of Investors**: Paper presented at the International Conference at Indian Business Academy, November, 2009, Bangalore, India.
3. Viswanath N.S., Basanna.S.Patagundi & R.Deepak: Demographic Trends and Search for Life styles - An Empirical Investigation; Paper presented at International conference at Indian Business Academy, November, 2009, Bangalore, India.
4. Viswanath N.S., Basanna.S.Patagundi & R.Deepak: Emerging Lifestyle Formats in Indian Retailing - An Exploratory Analysis; Paper presented at International conference at Indian Business Academy, November, 2009, Bangalore, India
6. VISWANATH N.S.: EMERGING CONSUMER CLASSES IN INDIA; International Conference at Las Vegas, USA, October 2006.
7. VISWANATH N.S.: "Changing Paradigms in Rural Marketing" Paper presented at the International Conference on rural Markets, Institute of Development Studies, University of Mysore, India, 16-18, December, 2004.