

Ms. Swati

Paper Presentation

Swati (2012) Store Intelligence-Innovative Mantra for Improving Profitability for an Indian Retailer. *National conference on Innovation for Competitive Edge: Growth and Sustainability* Symbiosis Centre for Management Strategies Noida 16-17 Oct

Swati (2012) HR Revolution- Has it really begin Exploring Non-Linear Growth HR Driven Strategies

Swati (2011) Green Marketing: Consumer Attractiveness towards Eco-Friendly Products in FMCG Sector. *National Seminar on Contemporary Management Research*. Amity School of Business Amity University, Noida

Swati (2010) Innovative Tools of Teaching the Professionals Innovative Practices in Teaching for Grooming of Upcoming Professionals Ghaziabad: ITERC College of Management Nov 10.

Swati (2008) Effectiveness of Consumer Protection Act 1986. *National Seminar on Consumer Protection and Consumer Welfare*. Meerut: Meerut Institute of Engineering and Technology March 7-8