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***Research Area: Human Resource Management, Employee wellbeing, Marketing Management (Tourism, Healthcare), Environment & Sustainability Management, energy efficiency and budgeting, ISO, EIA, Health and safety***

#### **Journal Publications:**

**Role of Effective Talent Management in Organizational Performance and Retention:**

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#### **Patent and Copyright:**

- Copyright granted by Government of India on our work based on "LITERARY/ DRAMATIC WORK BUSINESS MODELS OF RURAL HANDICRAFT IN THE CONTEXT OF PATTACHITRA" in the field of Rural Handicraft business models. Registration Number : L-152709/2024
- Patent granted by Government of India on our work based on "AN ARTIFICIALLY INTELLIGENT SYSTEM TO STRATEGIZE AND PREDICT EMPLOYEE ATTRITION AND RETENTION IN HR MANAGEMENT" Application No. 202531001839, Publication Date: 17/01/2025