

Publications in Referred Journals and Online

- Had published a paper on “Loyalty Marketing” in www. Indianmba.com(**First Author**)
- Had published a paper on “A case study on Titan Watch- A journey from Time Piece to Ornament in The Chanakya, Journal of RIMS, Orissa (Rourkela Institute of Management) Vol V, Issue -1 , Jan-Jun 2005.(**Joint - Second Author**)
- Had published a paper on “Corporate Mergers and Acquisitions” in Indian Journal of Accounting, Vol 25. December 2004. .(**Joint - Second Author**)
- Had published paper in Synergy Magazine “ Retailing in India- Trends and Challenges” Vol No .(**Joint - Second Author**)
- Had contributed a chapter on “ An Appraisal of the Impact of Banking Sector Reforms on the performance of Commercial Banks in present decade”in the Book “ Emerging Indian Economy in 21st Century – Challenges and Opportunities (ISBN NO 978-81-89972-51-6(**Joint - Second Author**)
- **Published paper on “ A study of social Networking websites among youth in the book, The ERA of Commerce and E-Commerce “, Oxford Book, ISBN No (978-93-5030-1685)**
- Published paper on “Entrepreneurship Education to Business Students - A value Chain Approach” in Journal of Indian Commerce Association (**ISSN 0019-512x,Vol 64, April June 2011**) (Joint - Second Author)
- Published paper on “ Service Quality Assessment in Insurance Sector: A study of LIC and Reliance Life Insurance in Anand ((**ISSN 2321-5968,Vol 1, October 2013**)” (**Joint - Second Author**)
- Published paper on “ A study of the impacts of Chief Minister’s Ten Point Programme on the development of Tribal areas in Gujarat”
- Published paper on “FINANCIAL PERFORMANCE ANALYSIS: THE APPAREL RETAIL INDUSTRY
- ” in SMTR (SEMCOM Management and Technology Review” (**ISSN 2321-5968,Vol 2,**)(**Joint - Second Author**)