

Articles/Content Writing/Presentation

- Published a case study on "Minda Corporation" in the January 2016 issue of AIMS Journal of Management (ISSN 2395-6852)
- Has contributed towards the development of ICFAI University text books and work books in the subjects Marketing Management & Services Marketing in 2015.
- Presented a paper on Management Education-The Integrative Approach Model, at IQAC Conference held in Kristu Jayanti College on June 3-4, 2013.
- An article titled "*Out of Home Advertising- A New Dawn*" in the July 2009 edition of *Advertising Express Magazine*, IUP Publication.
- Presented a paper titled "*Relationship Marketing: From a Dys functional Relationship Towards Partnerships*"
presented at the National Seminar on Creating & Delivering Value for Customers held at School of Management Studies Cochin University of Science & Technology on March 27-28, 2009.