ANNEXURE C

NATIONAL & INTERNATIONAL CONFERENCES
RESEARCH PAPER PRESENTATION & PUBLICATION

1. Presented research paper at PCMRD, Pune. The paper was titled “Advertisement effectiveness of OOH Advertising in Eastern Pune city”. ISBN:978-81-9098971-1-8

2. Presented an International research paper at Symbiosis International University. The paper was titled “Study of Gap Analysis of foreign students’ expectations and experiences of support provided by colleges in Pune”. ISBN:978-81-7446-980-9

3. Presented an International research paper at Sur College of Applied Sciences, Oman. The paper was entitled “Recent Trends in Advertising with focus on Online Advertising”.
