LIST OF PUBLICATIONS

International Journals (Indexed in SCOPUS):


National Journals (Indexed in SSRN, EBSCO, Proquest, Cabell’s Directory):


International Conferences:

1. Alavi, S., Ahuja V., and Medury Y., “Internet Marketing-Applying Metcalf Law for identifying consumers with high Individual Network Value through business online

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**BOOK CHAPTER**