List of Papers published in peer reviewed journals

1. ‘The Old world “Kirana shops” Vs New world glitzy retailing’ – A case study co-authored with Prof. S. Ramesh Kumar, Professor Marketing, IIM-Bangalore has been published as an online research paper ISSN: 02659778 (2010/01) by Institute of Retail Studies (IRS), University of Stirling, Scotland, UK.

2. ‘Conversation in the Mass Market – Cellular Phone Services in an Emerging Market (Indian Context)’, co-authored case study with Prof. Ramesh Kumar S. (IIMB) has been published in a text book on Consumer Behavior, Pearson Education publishers, New Delhi.


6. ‘FDI in Retailing: Challenges and opportunities’, has been published in Marketing Mastermind, ICFAI Press, July 2006.

List of Papers Présented and conferences attended abroad

1. Attended ‘54th International Conference’ organized by Retail Advertising and Marketing Association (RAMA), Chicago, USA in Feb 2006 to present an exploratory research paper on ‘Foreign Direct Investment in Indian Retailing Industry and its effect on the Indian retailers – A Case Study of Bangalore Retailers.’

2. ‘Classification and store affiliation of Indian retail consumers : A case study with Bangalore women’ – a research paper co-authored with Dr. Ashis Mishra, Professor Retail Management, IIMB had been presented in the Fifth Asia Pacific International Retail Conference, organized by Oxford SAID Business School, at InterContinental Grand Standford, Hong Kong on August 25th -27th, 2009.