Conference Presentations, Research Papers and Articles Published by the Author

Conference Presentations – Related to Technical Communication and Business Communication

1. Analyzing Influence of Technical Manuals towards Repeat Sell
   Presented at Fourth SIMSR-ASIA International Marketing Conference, Mumbai, 4-5 January 2009.

2. Contribution of Technical Communication Towards the Growth of the Indian IT Industry
   Presented at Indian Social Science Congress XXXII, JMU, Delhi, 17-22 December 2008

3. Promoting Equitable Global Society Through Effective Business Communication
   Presented at Indian Social Science Congress XXXI, SNDT, Mumbai, 28-30 December 2007

4. Evaluating Information Usability

Conference Presentations – Other

5. Impact of Global Entrepreneurship on Innovation
   Presented at International Conference on Innovation for Competitive Advantage, PESIT campus, Bangalore, 5-6 January 2008

6. Global Entrepreneurship – India’s Success in Information Technology
   Presented at International Research Conference on Global Entrepreneurship, March 1-3, 2007, Mumbai

7. Entrepreneurs - Key Drivers of Economic Growth in the Asian Context
   Presented at the International Conference on Double Digit Growth: Asian Perspective, at ICFAI Ahmedabad, January 5-7, 2007

8. Outsourcing and Information Security: A Growing Concern for India
   Presented at National Seminar, Dr.DY Patil Institute of Management, Pune, 12 April 2006
9. Entrepreneurship – Opportunities and Challenges in the Indian IT Industry, 
presented at National Research Conference on Entrepreneurial Excellence, 
March 24-26, 2006, Mumbai

10. Organized Retail in India, presented at Research Conference for Services 
Management In the Global Context, February 19, 2006, Mumbai

Research Papers and Articles - Related to Technical Communication and 
Business Communication

1. Communicating to the Global Audience 
Published in JDBIMS Management Review Volume 1 Issue 1, 
December 2008

2. Helping the Experts – Communicating to the Expert Users 
Published in UXMatters - Insights and Inspiration for the User Experience 
Community, 
June 2008

3. Evaluating Online Help 
Published in STC UUX Community Newsletter Usability Interface, 
May 2008

4. Understanding Culture Through Cultural Dimensions 
Published in IEEE Professional Communication Society Newsletter, 
November 2007

5. Getting Technical Review Done 
Published in MITWA News, Newsletter from the MITWA (Mentors, 
Indexers, Technical Writers & Associates) Group 
May 2007

6. Sensitivity in Writing 
Published in Indus – Newsletter from the India Chapter of STC, 
April-May 2007

7. Who is @ 
Published in MITWA News, Newsletter from the MITWA (Mentors, 
Indexers, Technical Writers & Associates) Group 
April 2007

8. Information Technology Outsourcing, included in the book “Strategic 
Published in UXMatters - Insights and Inspiration for the User Experience Community,  
February 2007

10. 2007: Trends in Technical Writing  
Published in MITWA News, Newsletter from the MITWA (Mentors, Indexers, Technical Writers & Associates) Group  
January 2007

11. Being All Ears  
Published in MITWA News, Newsletter from the MITWA (Mentors, Indexers, Technical Writers & Associates) Group  
Sept-Oct 2006

12. Documenting for Complete User Experience  
The Sidebar - Newsletter from the Snake River Chapter (U.S.A.) of STC,  
December 2006

13. Writing for Global Market  
Published in Indus - Newsletter from the India Chapter of STC,  
Sept-Oct 2005

14. Retonymns: Looking Back on Progress  
Published in Indus - Newsletter from the India Chapter of STC,  
May 2003

15. Contribution of Technical Communication towards Corporate Objectives – An Overview  
To be published in IEEE Transactions on Professional Communication.