ANNEXURE II

PAPER PRESENTED

1 Paper presented in International Research conference on Retail in the globalized era organized by IFEEL (institute for future education entrepreneurship and leadership).

Title of the Paper: “Effectiveness of celebrity endorsement in brand recall and purchase decision in retailing”.

2 Paper presented in International Doctoral Thesis conference organized by IFEEL (institute for future education entrepreneurship and leadership).

Title of the Paper: “A study on customer satisfaction towards shopping malls in Mumbai”.

PAPER PUBLISHED

