LIST OF CONFERENCE PRESENTATIONS


LIST OF PUBLICATIONS


“Enter into the Indian Leather Business through Location Economy strategy: An opportunity for Foreign Investors”; Proceedings of second annual global business summit conference, Organised by Global Strategic Management Inc., Michigan, USA; ISSN No: 1947-833X.

“Impact of certification as moderator on export marketing strategy with reference to Tamil Nadu Leather Industry”, Published in International Journal of Research in Economics & Social Science; Volume 2, Issue 3 (March 2012) ISSN: 2249-7382, pg no 24.