List of publications

Publication from the research work

Masese Omete Fred, Dr. Uttam M.Kinange "An overview of HR analytics to maximize Human capital investment " International Journal of Advanced Research and Innovative Ideas in Education (2395-4396) volume 1 issue 4 2015.


Other publications

Masese Omete Fred, Dr. Uttam M.Kinange "A study on Marketing Strategies adopted by rural retailers in Salem" International Journal of Multidisciplinary Research and Development (2349-5979) volume 2 issue 11, 2015: 547-549

Conference Papers

