Journals


Paper published in MANTHAN: Journal of Commerce and Management July-Dec 2016 issue titled “Impact of Mobile intervention in Indian Agriculture”.


Paper published in Inter Continental Journal of Marketing Research Review (ICMMR Journals), May 2016 (Volume 4, Issue 5) on “Understanding the impact of mobile acceptance in Agriculture.”

Paper published in Indian Journal of Research in Management, Business and Social Sciences (IJRMBSS) in July 2013, Volume I, Issue 2 titled “Impact of Mobiles on Rural consumers in India”

Paper Published in Conference Proceedings


Paper Presentations

IIM Indore on “Impact of Mobile adoption in Agriculture in Rural Market.” in CERE, 5th to 8th May 2016.