



*List of Publication*

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## LIST OF PUBLICATIONS

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1. Kumar, Atul, & Pandey, A. (2012). To Buy or Not to Buy: Impact of Celebrity Endorsement: A Study in Delhi NCR. *SRM-IMT Journal of Business Management and Research*, 81-84.
2. Kumar, Atul, & Roy, S. (2013). Store Attribute and Retail Format Choice. *Pezzottaite Journals- International Journal of Retailing and Rural Business Perspective*, 411-418.
3. Kumar, Atul, Ravichandran, M., & Nath, V. (2013). A Comparative Study between North and South India Consumers with Special Reference to Hofstede Cultural Dimensions". *DSM Business Review*.
4. Kumar, Atul, Ravichandran, M., & Nath, V. (2013). Impact of Cultural Dimensions on Apparel Purchase Behaviour "Comparison of North and South Indian States". *Global Journal of Management and Business Studies*. 497-501.
5. Manocha, S., Pandey, Atul. & Kumar, A. (2010). Role and Importance of Cyber Retailing in India. *International Journal of Retailing and Marketing*, 119-123.
6. Nayak, N., Kumar, Atul, Tiwari, T. T., & Sharma, R. (2013). *Innovative Ways of Managing Business in a Post Globalized Era*. New Delhi: Bharati Publications.
7. Pandey, A., & Kumar, Atul (2012). Green Marketing Initiatives by Indian Corporate Sector- Prospects and Confronts in Facing Global Competition. *Virtue*, 90-101.
8. Roy, S., Kumar, Atul, & Pandey, A. (2013). A Comparative Study on Various Attributes of Corporate and Kirana Stores for Grocery Shopping. *MAIMT-Journal of IT and Management*, 54- 64.
9. Kumar, Atul, Ravichandran, M., & Nath, V. (2013). An Empirical Study of North and South India towards Apparel Purchase Behaviour. *Pezzottaite Journals- International Journal of Retailing and Rural Business Perspective*, 1017-1026.