APPENDICES
LIST OF PUBLICATIONS AND PRESENTATIONS
BY RESEARCHER


3. Mobile Communication Devices: Innovative Usage Behavior And Related Decision Parameters (Awaiting publication in SKIREC)

4. Issues in Brand Management: International Context, Paper Presentation, IMK University of Kerala, Kollam

5. Branding of Services, Presentation at convention on ‘New Age Branding Strategies’ April 2007 at PES Institute of Management


13. Presentation and Speaker at annual IMK Seminar Proceedings ‘Evolving Service Sectors’ October, 2009
16. Full time courses in an Marketing and Integrated Communications at SDM IMD as an adjunct faculty.