Bibliography

Appendices

Publications


Bibliography: (Books)


**Journals (International)**

1. Journal of Marketing Research
3. Journal of Advertising Research
5. Journal of Media Psychology.
8. Psychological Review.
10. Advances in Consumer Research.
17. Public Opinion Quarterly.
Journals (National)

18. Vikalpa-IIMA
19. VISION-MDI Gurgaon.
20. IIMB Management Review.
21. Gyan Management – PTU (International)
23. Management & Change.
28. Vilakshan- XIMB
29. KIIT Journal of Management.
33. Indian Journal of Marketing.
34. Journal of Marketing & Communication.
35. Advances in Management.
37. JIMS-8M
38. The Progress.
40. NICE Journal of Business.