List of Research Publications and Paper Presentations

Publications:

(i) Authored and published a research paper on "Institutional Branding: An Institute's most Valuable Intangible Asset", published in SIT Journal of Management, Volume: 3, Issue: 2, December 2013, ISSN 2278-9111

Paper Presented at Conference:

(i) Presented a research paper on "Institutional Branding: An Institute's most Valuable Intangible Asset" Presented at Peter F. Drucker Fifth National Conference on "Business Innovation, Economics & Management (BIEM-2013)", Department of Business Administration, Siliguri Institute of Technology, Darjeeling, 16-17 November 2013

Working Papers:

(i) “A Study of Demographic Factors on Branding of Management Institutes” Coauthored with Prof. Harsh Purohit Chair: ICICI Bank Chair for BFSI, Dean, FMS-WISDOM, Banasthali University and Dr. Kapil Sharma, Reader, IMS, DAVV, Indore.

(ii) “Branding in Higher Education”, Coauthored with Prof. Harsh Purohit Chair: ICICI Bank Chair for BFSI, Dean, FMS-WISDOM,