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List Of Publications

<u>S. No</u>	<u>Paper Title</u>	<u>Journal Name</u>
1	Study of Advertising Strategies of Consumer Products on Social Media	International Conference on strategy, innovation & technology (ICSIT 2014)
2	A Pragmatic Study of Unorganized Sector in India in context to Banarsee Silk Saree, Madhubani Paintings & Carpet industry	New man international journal of multidisciplinary studies (ISSN: 2348-1390)
3	New Media & Content Mix of Popular Category of Products Advertised: A Brief Study	International Journal of Business and Management; Vol. 11, No. 10; 2016 (ISSN 1833-3850) (E-ISSN 1833-8119)
4	Content mixes used in advertisement on social media for particular categories of product & services: A Brief Study	Global Journal of Management And Business Research Vol. 16 Issue 5 Version 1.0