

- **Research Papers/ Articles**

1. *Managing Quality in Service Sector*, **Management Researcher**, Institute of Management Development and Research, Thiruvananthapuram, Vol. IV, Jan-June 1998.
2. *Benchmarking – A Discussion*, **Sankalpa**, Department of Business Administration, Utkal University, Bhubaneswar, Orissa, Vol. VII, Jan-June 1999.
3. *Marketing through Co-operatives – A Study of Working of LAMPs in Orissa*, **The Indian Journal Of Commerce**, New Delhi, Vol.52, No.1, Jan-Mar 1999.
4. *Comparative Advertising: An Emerging Promotional Strategy*, **The Indian Journal of Commerce**, New Delhi, Vol.52, No.4, Oct-Dec. 1999.
5. *Effects of Culture and Value Systems on Consumer Purchase Decision Process – An Investigation*, **CMS Management Review**, Journal for Management Excellence, Centre for Management Studies, Orissa Engineering College, Bhubaneswar, Orissa, Vol.1, Issue 1, June 2002.
6. *Managing Brand Relationships for Success*, **Indian Management**, Journal of the All India Management Association, Vol. 41, Issue 6, September 2002.
7. *Himalaya Drug Company: Branding Ayurveda, a Case Analysis in the CASE FOLIO – Management Case Studies*, Journal of the ICFAI University, Hyderabad, Vol. III, Issue-II, February 2003.
8. *Organizational Improvisation and Creativity – An Interwoven Concepts in New Product Development Process*, **Pragyaan**, a bi-annual journal of Management and Information Technology from IMS, Dehradun, Vol. 1. Issue 1, July 2003.
9. *Self-concept and the Consumption Decision Behaviour - A Literature Study*, published in the Disha, the Journal for Management Excellence, Centre for Management Studies, Orissa Engineering College, Bhubaneswar, Orissa, Vol.2, 2003.
10. *Mall Management*, published in January 2005 [special issue] of the 'Effective Executive', Magazine of ICFAI University Press, Hyderabad.
11. *M-Commerce: Moment of Truth*, **Indian Management**, the Journal of the All India Management Association, Vol. 44, Issue 9, September 2005.
12. *Role of Dynamic Capability and Information Technology in Customer Relationship Management: A Study of Indian Companies*, **Vikalpa: The**

**Journal of Decision Makers**, Indian Institute of Management, Ahmedabad, Gujarat, India, March 2008.

- **Conference/Seminar Presentations**

1. Customer Relationship Management – An Effective Marketer’s Armoury, paper contributed and published in the Conference Volume of the International Conference, held in the Regional College of Management on March 27, 2001.
2. *Solution Selling: A New Approach to Strategic Selling*, presented and published in the 4<sup>th</sup> National Conference of Prestige Institute of Management and Research, Indore, held on Jan.30 – 31, 2002.
3. *Contextual Marketing: Improving Marketing Effectiveness in a Digital World*, published in the Souvenir of the National Seminar at Department of Business Administration, Utkal University, Bhubaneswar, Orissa, February 27-28, 2001.
4. *Towards Greater Industry – Academic Collaboration: Prospects, Challenges and Strategies*, presented in the National Conference at Bangalore University, Bangalore, July 21-22, 2000.
5. *Global Strategies for Local Firms – A Conceptual Framework*, published and presented in the 14<sup>th</sup> Annual AIMS Convention at Amity Business School, Noida on August 23-25, 2002.
6. *Strategies for Defending Market Position – A few Indian Responses*, published and presented in the Nirma International Conference on Management, 2003 at Nirma Institute of Management, Ahmedabad, held on Jan. 2 - 4, 2003.
7. *Partner Relationship Management: The Next Wave of Customer Revolution*, presented and published in the AIMS International Conference held at IIM-Bangalore during December 28-31, 2003.
8. *Marketing on the Web: Challenges and Opportunities*, presented and published in the Nirma International Conference on Management, 2004 at the Institute of Management, Nirma University, Ahmedabad held on January 2 – 4, 2004.
9. *Implications of Relationship Marketing in Social Organisation*, presented and published in AIMS International conference held in IIM-Calcutta during December 28-31, 2004.
10. *Demographics and Buying Behaviour: An Investigation through the brand ‘Nokia’ (A Study in Ahmedabad)*, presented in ICPQR 2005 held in IIT, Delhi during December 12 – 15, 2005.

11. *Competitive Advantage through Customer Relationships: Insights from Dynamic Capability View*, presented and published in 4<sup>th</sup> International Conference of Association of Indian Management Scholars (AIMS), held during December 28 – 31, 2006 at IIM-Indore.
12. *Turnaround and Transformation: A Case of an Indian Pharmaceutical Company*, presented and published in the Conference on “Global Competition and Competitiveness of Indian Corporate”, held during May 18 – 19, 2007 at IIM-Kozhikode.
13. *Corporate Social Responsibility and Some Strategic Marketing Implications – With Special Reference to the Oil and Gas Sector*, presented and published in the proceedings of 2007 International Conference on Management of Petroleum Sector (ICOMPS) at Institute of Petroleum Management Gandhinagar, Gujarat.
14. *Altruistic or Strategic? The Communication of Corporate Social Responsibility in the Oil and Gas Sector*, presented and published in the proceedings of 2008 Association for Business Communication Asia Pacific Conference, Nanyang Technological University, Singapore.
15. *Comparative Study of Tourism Websites in India – With Special Reference to South India*, presented in the conference at IIM-Kozhikode in May 2008.