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Publication – Research Articles:

Title of the Article	Name of the Journal	ISSN	Year
Impact of Online Retailers on Offline Retailers with special reference to Cosmetics	Management Vision	0975-7813	2019
Micro-segmenting a Population based on Individual Behaviour	Management Vision	0975-7813	2018
Assessment of Individual Behaviour Using Statistical Machine Learning – An Exploratory Study	Marketing Challenges in Emerging Markets		2016
Influence of Social Media on Student Online Behaviour	Motley Education	Online	2016
Traditional Classroom vs Online Classroom	Management Vision	0975-7813	2015