


35. Customer Relationship Management through mobile technologies: Exploratory Study on Indian Youth: coauthored with Rakesh, S. published in


55. Role of hedonic and utilitarian values in mall shopping behavior of Indian


Conference Proceedings (peerreviewed)

1. Identifying the major e-governance service categories – an exploratory study within the national capital region of India: co-authored with Kar, Arpan Kumar, and Dhamija, P. in Proceedings of the International Conference on Research in Marketing, Delhi, India, 2013

3. **Emerging Influence of Mobile Technology In Supply Chain Management In Indian Industries:** Presented at the 3rd Asian Business Management Conference in Osaka, Japan co-authors; Anshuman Khare and Terry Beckman (16-18, November 2012).


5. **Supply Chain Collaboration and Integration in India's FMCG Retail Sector:** authored with Khare, Anshuman, accepted in Asian Business and Management Conference, Japan, 2010.


8. **Indian Automobile Sector exploits supply chain collaborations:** co-authored with Khare, Anshuman, accepted in Eleventh International Conference on Global Business to be held in Bratislava on May 27-31, 2009 organized by Montclair University. *(Received the Best Paper Award).*

9. **A study of the entertainment facilities in the malls and its impact on shoppers’ behavior with special reference to malls in the NCR Region:** co-authored with Rakesh, Sapna accepted in the 3rd IIMA Conference on Marketing Paradigms for Emerging Economies held on 7-9 Jan, 2009.

10. **Process-centric Approach to Customer Relationship:** co-authored with Khare, Anshuman Published in the Conference Proceedings in the International Conference on “Creativity & Innovation: Imperatives for Global Business and Development” held on 8-August 2007, organized by Montclair State University and Ryukoku University, Japan.