**Journal Papers (ABDC ‘A’)**


**Journal Papers (ABDC ‘B’)**


**Journal Papers (ABDC ‘C’)**


**Other Refereed Journal Papers**


Conference Papers (International)

1. Patel, S.S., Pandey, S. K., Sharma, D. and Yadav, R.S. (July 26 - 29, 2018). Determinants of willingness to pay for traditional bundles at 2018 Global Marketing Conference at Tokyo, Japan. http://dx.doi.org/10.15444/GMC2018.05.06.05


4. Patel, S.S., Pandey, S. K., Sharma, D. and Yadav, R.S. (July 26 - 29, 2018). Determinants of willingness to pay for traditional bundles at 2018 Global Marketing Conference at Tokyo, Japan. http://dx.doi.org/10.15444/GMC2018.05.06.05


Emergent Economy. Presented at the Spring Marketing Management Association Conference at Chicago, USA. The paper won the outstanding paper award in the Global Marketing Track.

Conference Papers (National)


**Cases**


3. Case: Karbonn Mobile: Bidding for Government Tender by Mr. Sunil Goswami, Principal Strategy Advisor, Veda Mode Pvt. Ltd. and Dr. S. K. Pandey, Indian Institute of Management Rohtak.

4. Teaching Note: Karbonn Mobile: Bidding for Government Tender by Mr. Sunil Goswami, Principal Strategy Advisor, Veda Mode Pvt. Ltd. and Dr. S. K. Pandey, Indian Institute of Management Rohtak.

5. Case: The Drug Dilemma by Gupta, A. FPM IIM Rohtak and Dr. S. K. Pandey, Indian Institute of Management Rohtak


7. Case: MOBONIK by Mr. Rana, A., Teaching Assistant, IIM Rohtak and Dr. S. K. Pandey, Indian Institute of Management Rohtak


8. Teaching Note: MOBONIK by Mr. Rana, A., Teaching Assistant, IIM Rohtak and Dr. S. K. Pandey, Indian Institute of Management Rohtak.

Technical Notes