Journal Papers (ABDC ‘A’)


Journal Papers (ABDC ‘B’)


Journal Papers (ABDC ‘C’)


Other Refereed Journal Papers


Conference Papers (International)


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


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