**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](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