



NSHM Knowledge Campus, Durgapur,

Journal/Book Chapter Publications

- Published Paper titled **“Measuring Sustainability of Indian Premier League through Competitive Balance”** in Research Directions (ISSN No. 2321- 5488/UGC Sr. No. 45489) in Special Edition, June 2019.
- Published paper titled **“Does Promotional Mix Have a Long-Term Effect on Sales? A case of the Pharmaceutical Industry in India”**, in IUP Journal of Marketing Management, Volume 20, Issue 03(Quarterly) – August 2021. **(UGC CARE I)**
- Paper titled **“Is the Premier League really Balanced? Evidence from multiple measures”** in **Social Science Research: Sustainable Practices** by **Taylor & Francis – Routledge Publication** (print version) and oral presentation in **International Conference on Innovative Research Practices in Social Science (IRPSS-2021). (SCOPUS)**