



## **NSHM Knowledge Campus, Durgapur,**

### **Journal Publications**

1. Paper published in **International Journal of Management and Social Science Research (IJMSRR)**, ISSN: 2349-6746, Impact Factor is 5.483. Titled: **“A Study on Customer awareness level of Value added services on mobile phone service provider-with special reference to Hyderabad”** on Dec, 2014. <http://ijmsrr.com/downloads/30122014ijmsrr%2015.pdf>
2. Paper Published in **“International Journal of Research in Commerce & Management”**, ISSN: 0976-2183, Impact Factor 3.52. Titled **“Perception of the Retailers towards Marketing Mix Strategies: A Study on the Mineral Water Market in Hyderabad”** in June 2015.  
[https://ijrcm.org.in/article\\_info.php?article\\_id=5558](https://ijrcm.org.in/article_info.php?article_id=5558)
3. Paper Published in **“International Journal of Research Direction Journal”**, ISSN: 2321- 5488, Impact Factor 2.53. Titled **“Behavior towards Online shopping in India- A Review of Literature”** in March 2019.  
[www.researchdirection.org](http://www.researchdirection.org)
4. Paper Published entitled **“A Review on Effect of Social Media Marketing During Covid 19 in India”** in **Pacific Business Review Journal”** – Volume,14- Issue,5. Journal of Web of Science 2021.  
<http://www.pbr.co.in/2021/november.aspx>