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Subjects of teaching:

- Marketing Research
- Sales and Distribution Management
- Managerial Economics

Areas of Research Interest:

- At the Confluence of Consumer Behavior
- Retailing and Strategic Management

Publications:

- Research Paper titled "Factors Affecting Perceived Adoption Of Internet Banking" published in 2009 International Conference on Global Issues in Business and Technology proceedings (Vol.2,No.1,2009;ISSN 1941-9414)
- Case study titled "Sky Bus Project of Konkan Railway" published in Gyan Management biannual referred International journal, Vol 2, Issue 01, January-June 2008; Page nos.203 to 215.
- Case study titled "Indian Retail at Crossroads" published in quarterly SCOUR referred national journal, October-December2006 issue; Page nos.54 to 67. (ISSN: 0973-6123).
- Research paper titled "FDI in Retail: The debate Continues..." published in monthly NICM Bulletin, July2006 issue, Vol.III, No.7; Page nos.12 to 14.
- Research Paper titled "Indian Retailing: A search for Strategic Direction(s)" published in 9th National Annual Level Convention organized by Strategic Management Forum of India in collaboration with Indian Institute of Management (IIM) Kozhikode at Indian Institute of Management (IIM) Kozhikode; Page nos.131 to 142.

- Research Paper titled "Service quality measurement of E-gram services of Zadeshwar gram panchayat using SERVPERF scale" presented at 2012 National seminar on "Understanding the Indian Rural Consumers" organized by Sardar Patel University under UGC's DRS-SAP –II programme.