

## **Dr. Pawan Kumar Adewa**

### **Research Papers:**

1. “ Scope of E-marketing techniques to safeguard the growth of product premiumization of FMCG during COVID pandemic: A study on the impact of RBI’s consumer confidence survey report”(2021).  
*International journal of commerce and management research* 7(3): 36-39.

#### **Link to article/paper/abstract of the article:**

<http://www.managejournal.com/archives/2021/vol7/issue3/7-3-23>

2. “A consumer survey on the role of marketing mix factors in FMCG sector in India”(2021).  
*Asian Journal of Management and Commerce* 2(1):30-32.

#### **Link to article/paper/abstract of the article:**

<https://www.allcommercejournal.com/archives/2021.v2.i1.A.34>

3. “Marketing strategies of the FMCG companies in India: A comparative analysis of patanjali ayurved ltd. & Himalaya herbals”(2021).  
*International journal of commerce and management research* 7(2):41-45.

#### **Link to article/paper/abstract of the article:**

<http://www.managejournal.com/archives/2021/vol7/issue2/7-2-19>