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Research Papers:

1. “Relational Practices: A Literature Survey” (2012)
Global Journal of Finance and Management 4 (6): np
2. “Are brand experience and brand loyalty different in product” (2017)
Buisness analyst
3. “Analysis of Relational Practices in Indian Multinational Organizations” (2017)
Journal of buisness studies
4. “Marketing research ethics: a literature survey” (2021)
Aspirare
5. “Relationship between brand experience and brand loyalty, mediators satisfaction and brand trust: a conceptual framework” (2021)
Buisness analyst