

Ms. Neha Bothra

Google scholar id: HOZ551QAAAAJ

Research Papers:

1. “Mahatma, Manmohan and Economy: Charkha Or Carrefour”(2013)
International of Journal of Business and Management Invention 2(12): 08-12.

Link to article/paper/abstract of the article:

https://www.researchgate.net/publication/342734789_Mahatma_Manmohan_and_Economy_Charkha_or_Carrefour

2. “Mahatma Gandhi, democratic leadership and economic vision International” (2013)
Journal of Research in Commerce & Management 3(12): 124-127.
3. “Luxury, Luxury Brand and Luxury Market in India: From Class Consumers to Closet Consumers” (2013)
IOSR Journal of Business and Management 15(1): 18-27.

Link to article/paper/abstract of the article:

<https://www.iosrjournals.org/iosr-jbm/papers/Vol15-issue1/C01511827.pdf?id=7380>

4. “Redefining Luxury Market in India: Contrasts, Contradictions and Extremes, Impact” (2013)
International Journal of Research in Business Management 1 (6): 25-36

Link to article/paper/abstract of the article:

<http://paper.researchbib.com/view/paper/10466>

5. “The Rise of Luxury Market In India: From Myth To Reality” (2014)
International Journal of Sales & Marketing Management 3(1): 1-10

Link to article/paper/abstract of the article:

<https://www.google.com/search?q=The+Rise+of+Luxury+Market+In+India%3A+From+Myth+To+Reality&oq=The+Rise+of+Luxury+Market+In+India%3A+From+Myth+To+Reality&aqs=chrome..69i57.886j0j4&sourceid=chrome&ie=UTF-8>

6. “Louis Vuitton, Gucci and Audi: Luxury Retail Sector in India: Will It Grow or Go?” (2014)
Indian Journal of Marketing 44(6): 51-61.

Link to article/paper/abstract of the article:

<http://dx.doi.org/10.17010/ijom/2014/v44/i6/80372>

7. “Profitability and Resilience of Luxury Market to the Financial Crisis during 2007- 08 (2015)
Journal of Business Management and Information Systems 2 (1): 20-31.

Link to article/paper/abstract of the article:

<https://qtanalytics.in/journals/index.php/JBMIS/article/view/202>

8. “Variance Ratio Test of Random Walk in Indian Stock Market” (2015)
Journal of Business Management and Information Systems 2(2): 89-107.

Link to article/paper/abstract of the article:

<http://dx.doi.org/10.48001/jbmis.2015.0202008>

9. “Valuing Intangibles is still under the Dome: From AS to IAS” (2015)
*Veethika*1(2): np

10. “Financial Performance of Luxury Market: A Study Of Pre And Post Financial Crisis 2007-08”(2016)
Indian Journal of Finance 1(2): np

Link to article/paper/abstract of the article:

<http://dx.doi.org/10.17010/ijf%2F2016%2Fv10i1%2F85841>

11. “Financial Performance of Luxury Market: A Study of Pre And Post Financial Crisis”(2016)
*Indian Journal of Finance*10(1):(SCOPUS)

Link to article/paper/abstract of the article:

<http://www.indianjournaloffinance.co.in/index.php/IJF/article/view/85841>

12. “Sino-US trade and trade war”(2019)
*Management and Economics Research Journal*5(S4):1-12. (Crossref)

Link to article/paper/abstract of the article:

<https://merj.scholasticahq.com/article/10173-sino-us-trade-and-trade-war>

13. “DuPont Analysis of Luxury Industry and Market Portfolio: A comparative study”(2020)
*Indian Journal of Finance*14(10): (SCOPUS)

Link to article/paper/abstract of the article:

<http://www.indianjournaloffinance.co.in/index.php/IJF/article/view/155969>

Chapters in Book:

1. “Performance of Brands in Luxury Market: A Study of Financial Crisis” (2013)
Marketing in Emerging Economies

Conference Proceedings:

1. “Luxury Market in India: In Search of Sunshine.Conference on Economy, Enterprise and Employment” (2013)
Delhi School of Professional Studies and Research, IPU, Delhi.
2. “Can Economic Vision of Mahatma make him a Transformational Leader?” (2013)
Conference on Transformational Leadership and Beyond, Shri Ram College of Commerce.