

LIST OF PUBLICATIONS

Publication in Journals:

“*Assurance Vs Accomplishments*”, International Journal of South Asian Journal of Socio Political Studies (SAJOSPS), Vol 9 , No.1, Page No.68-73, ISSN NO: 0972 - 4613, July – December 2008.

“*Detariffing – Whether Profitable to Insurer or Insured*”, Journal of Commerce & Trade (JCT), Vol 3 No.2, Page No.11-17, ISSN NO: 0973-4503, October 2008.

“*An Insight of Investment Pattern of Insurance Companies and its prospects in India*”, Management Stream, Vol II, pp 32 – 38, ISSN NO: 0972 - 1150, Year 2009.

“*Productivity Analysis of Indian Life Insurance Agents*”, International Journal of Management Rivulet (IJMR), Vol.1, No.1, pp:32– 47, ISSN NO:0976-657X, July - December 2010.

“*Rural Paradigm Shift-Exploring Branding Strategies for Rural Insurance Industry*”, PRERANA, Vol.3 No.1, pp: 51-63, ISSN NO: 0974-908X, March 2011.

Book Publication:

“*Hospital Supportive Services*”, Excel Publication, New Delhi, India, ISBN: 978-81-7446-808-6, Year 2010.