

Dr. Anita Kshetri - Associate Professor

Publications and Conference Proceedings

- Study of pension system in India and the potential role of national pension scheme (NPS) in managing social security, International Research Journal of Commerce, Business and Social Sciences IRJCBSS, ISSN: 2277-9310, Vol.1, Issue 12 (III), March 2013
- A Study On Investment Decisions Of a Common Man, AMIEMT International Journal, ISSN No 2322-557 in Vol 1-No 3. Co-author.
- Impact of organized retailing on Agri Food supply chain in India”, UGC National Conference on Modern Business Practices in Global Scenario, conducted by Annamalai University on 23rd March 2012. Co-author
- Retailing in India Rural Market- Opportunities, challenges and Innovative Approaches, The next Big Frontier in retailing””, International Conference on Emerging Markets and Issues in Management, conducted by VIT Business School on 16th March 2012. Co-author
- Fostering Entrepreneurship in Academic Institutions, presented in National Conference in Kashibai Navale Engineering and Management College, Sinhgad, Pune in March 2011. Won the best paper award. Co-author

Papers under Review

- A research paper on “Trailing Brand Personality” is under review by Indian Journal of Marketing
- A case study on “Social Media and Customer Engagement: Make My Trip” for a Services Marketing Book, under review with Springer Publication.

Working Papers

- A research paper on “Online Purchase Intention: A study of Auto Sector in India”
- A research paper on “Effect of Brand Personality congruence on Brand Preference”
- A case study on “Indian Noodle War and Wai Wai”