Paper Publications in the year 2020-2021:

	Name of the		Title of	Year of
Sno	Faculty	Name of Refereed Journal	paper	Publication
			Impact of	
			Promotional	
			Strategies	
			on	
			Consumer	
			Brand	
			Shifting. A	
			Study on	
			Cigarette	
			Brand	
1	C Satish Kumar	Tathapi (UGC Care Journal	Shifting	June 2020