

**Indian Education Society's
Management College and Research Centre
Mumbai**

Other Publications AY (2015-16)

Sr. No.	Faculty Name	Month and Year of paper published	Title of /Book Review/ Chapter/Paper/Artcle	Name of Book /Journal /Abstract/ with Publisher /No	Issue and Volume with page no where paper published	Publisher's Details	Receive Documents	Date / Month in which copy received by the faculty
1	Prof. Ritu Sinha	October 2015	Weaving Relationship	Case Centre (formerly : European Case Clearing House)	Issue : 615-056-1	Case Centre - ECCH	1. Hard Copy of Paper 2. Report 3. Soft Copy of Case Paper	October 4, 2015
2	Prof. Ritu Sinha	October 2015	Mannat Foundation	Case Centre (formerly : European Case Clearing House)	Issue: 315-259-1	Case Centre - ECCH	1. Report 2. Photocopy of Paper 3. Soft Copy of Case Paper	October 13, 2015
3	Dr. Trupti Karkhanis	October, 2015	Mannat Foundation	Case Centre (formerly : European Case Clearing House)	Issue : 315-259-1	Case Centre - ECCH	1. Report 2. Photcopy of Paper 3. Soft Copy of Case Paper	October 13, 2015
4	Prof. Maithili Dhuri	December, 2015	Tata Wiron : branding galvanized wires	Emerald Emerging Markets Case Studies	Volume : 5 Issue : 7 ISSN : 2045-0621	Emerald Group Publishing	1. Report 2. Photocopy of Case Paper 3. Soft Copy of Case Paper	January 22, 2016
5	Prof. Vijay Bhangale	December, 2015	Tata Wiron : branding galvanized wires	Emerald Emerging Markets Case Studies				
5	Prof. Devaki Nadkarni	April - June 2015	Uncommon Sense, Common Nonsense : why some organizations consistently out - perform other	"Anvesha " The Journal of Management	Volume- 8 Issue - ISSN 0974-5467	IESMCRC	1. Report 2. Photocopy of Paper 3. Soft Copy of Paper	June 2015

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6	Dr. Richa Chaudhary	March-2016	Green Innovation in Tea for health and wellness	Emerald Group Publishing (India) Pvt Ltd	ISBN :978-1-78635-411-2	Emerald Group Publishing (India) Pvt Ltd	1. Photocopy of Paper 2.Report	March 2016
7	Dr. Richa Chaudhary	April - 2016	Virtual Grocery Shopping: A study on its drivers and barriers	Emerald Group Publishing (India) Pvt Ltd	ISBN :978-1-78635-411-2	Emerald Group Publishing (India) Pvt Ltd	1. Photocopy of Paper 2.Report	April 2016
8	Dr. Richa Chaudhary	April-2016	Green Tea: A new health drink - Study on brand image and consumer choice	Emerald Group Publishing (India) Pvt Ltd	ISBN :978-1-78635-411-2	Emerald Group Publishing (India) Pvt Ltd	1.Report 2.Photocopy of Paper	April 2016
9	Dr.Aradhana Goutam	April-2016	Emotional branding through virtual reality in E-marketing	Emerald Group Publishing (India) Pvt Ltd	ISBN: 978-1-78635-411-2	Emerald Group Publishing (India) Pvt Ltd	1. Report 2. Photocopy of Paper	April-2016
10	Prof. Deepak Ganachari	April-2016	Emotional branding through virtual reality in E-marketing	Emerald Group Publishing (India) Pvt Ltd	ISBN : 978-1-78635-411-2	Emerald Group Publishing (India) Pvt Ltd		