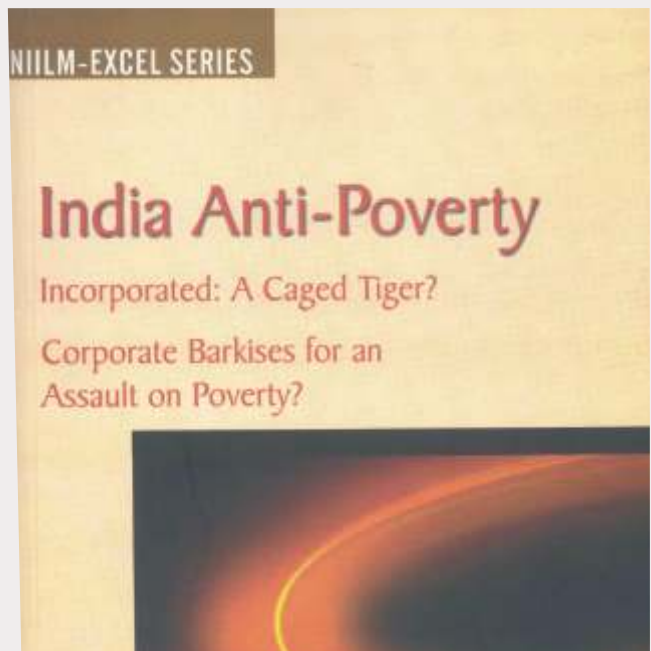


Faculty Publications

- "Storm in a Tea Bag", : An engaging strategy case on the efforts to establish tea-bags as a sub-category in the Indian market.
- "The Mosquito and the Mat", A case on how Mortein rose on to become India's biggest pest control brand.
- The Corporate Performance, NIILM-100 Publications.
- The Poverty Audit: A Case Study of SGSY, NIILM-IPAI Publications.
- Brand Extension case study of Britannia
- Market Study for launch of new passenger car.
- Marketing Strategies for microwave oven a case study of BPL.



Brajesh Kumar

- "Rural Poverty and Agrarian Power Village-level Evidence from Bihar, Deptt of Economics, Jamia Millia Islamia, Aakar Books.
- "Application of Fresh Approach to Promote Health, Hygiene and Sanitation in Indian Primary School : A Closer Examination", Deptt of Economics, Jamia Millia Islamia.
- "Disparities in Economic Growth Across Indian States an Empirical Analysis", Deptt of Economics, Jamia Millia Islamia.
- "Poverty and Food Security in India Problems, Prospects, and Solutions, Deptt of Economics, Jamia Millia Islamia.
- "Poverty of Indian Muslims A Socio-Politico-Economic Profile", Deptt of Economics, Jamia Millia Islamia.
- "Poverty of Indian Muslims A Socio-Politico-Economic Profile", Deptt of Economics, Jamia Millia Islamia
- "Poverty of Indian Muslims A Socio-Politico-Economic Profile", Deptt of Economics, Jamia Millia Islamia.
- "Power, Agricultural Productivity and Rural Poverty Village-level Evidence from Bihar", Deptt of Economics, Jamia Millia Islamia, New Delhi.
- "Rural Poverty and Agrarian Power : Village level Evidence from Bihar".

Mishra Priti Suman

- Article on "Emotional intelligence and performance in organizations" published in the journal of management and IT, Management Education and Research Institute, New Delhi, in April 2007.
- Article on "Global Corporate culture and Strategic HRM" published in Review of professional management, journal of New Delhi institute of management, 2005
- Book review of HRM by C.B. Gupta, Sultan Publication, published in Review of professional management, journal of New Delhi institute of Management, Jan-June, 2006

N. Meenakshi & Arun Kumar;

- "A Declining Market Mars a Historic Collective Bargaining Agreement: The Case of Escorts", Vikalpa - Journal of IIM Ahmedabad, Volume 31, No. 2, April-June 2006.

Niti Nandini

- "Self- Help Group : Formation, Nurturing & Financing" A Case Study of Gurgaon Gramin Bank. A real life illustration of the role of a Regional Rural Bank in SHG Linkage Banking.
- "Sweet Turns Bitter" A case study based on the Indian Sugar Industry which is hit by government controls and competition from cheap imports published in Prestige Journal of Management & Research.

Rakesh Gupta

- Case Study on Merit-Trac published by Allied Publishers.

Ritu Sapra

- "Inventing Customer Relationship Management : The Need of the hour in Banking Industry.
- "Singularly Multiple: FDI in Retailing" Third Concept, June 2006.
- The Wage Revision Tug of War, Prestige Journal
- Case study On Retailing A New Mantra Of Millennium, Published in Prestige Journal.

S. Neelamegham & N. Meenakshi

- "Promotion of Fairy Queen Express" The case deals with the policy issues regarding promotion of Fairy Queen Express for Indian Railways.
- "Indian Air Force" The top management of the Indian Air Force were seriously discussing regarding development of an appropriate marketing strategy which would help attract the better talents to join the Air Force.

S Neelamegham

- "Maruti Udyog Limited III"
- "Ajanta Shoe Company Ltd" The company has to decide pricing strategy for the products in the face of fierce competition in the market.
- "All Fit Garments (P) Ltd" In June 1993, Bansarilal, the chief executive of the All Fit Garments (P) Limited was very much concerned with the competitive market situation and was seriously considering reformulating the company's marketing strategy in order to retain and enlarge the existing market share for the company's products.
- "Indian Home Products (P) Limited" The case deals with the launching of a new brand of shampoo and the issues faced by Indian Home Products (P) Limited.
- "Nova Fashion Garments Private Limited" Mr. Arun Kumar, the Managing Director of Nova Fashion Garments Pvt Ltd was keen that his marketing executives should become more creative. The case

- deals with the strategic marketing policy issues in the context of Nova Fashion Garments.
- Anand Distributors Pvt Ltd the case concerns of distribution of bread in a metropolitan city and it deals with logistics and supply chain management.
- Andrew Oil Company Limited the case deals with all personnel policies regarding appointment, retention and motivation on all sales managers of a large oil company.
- Hindustan Inter Crafts Limited Hindustan Inter Crafts Limited is a recognised export house in India dealing in domestic and export marketing of a variety of items primarily pertaining to the cottage and small scale sector such as hand knotted carpets , floor coverings etc. The case deals with the issues and problems associated with the pricing situation when the company wanted to market its products in Japan.
- Hotel Crowning Glory -- the case involves the decision to be made regarding promotion of a new established hotel near the airport of a metropolitan city.
- New Bharat Chemical Company Pvt Ltd deals with the issues involved in considering the appointment of the Chief Marketing Manager.
- Ram Kumar and Associates -- deals with the marketing research problem regarding how to set up a new business unit and manufacture a new line of cosmetic items in India.
- "Launching of Pop corn machine" In June, 1994, Mr. Sunil Gupta, the Director of Durable Products (P) Limited, was seriously considering the launching of a miniature popcorn making machine in the Indian market.
- "Maruti Udyog Limited I & II" In May 1999 Maruti Udyog Limited had to struggle hard to retain its market share in the face of fierce competition in the market place. Its market share was sliding down from 83%, its leadership in technology was challenged, its net profit of the 500 crores was slated to dip and its dealers had a tough time in selling its products.
- "Suchitra Drug Manufacturing Company (P) Ltd" The executives of Suchitra Drugs Manufacturing Company were considering what steps to take to improve the company's sales organisation. Some of the top executives felt that the company's existing sales organisational set-up failed to achieve the required coordination between different departments and their personnel.
- "DCM Silks Mills" Earlier branding strategy followed by DCM Silks and the issues and perspectives involved.
- "Positioning of Trust Toothpaste" In September 1990, Mr. Sarin, the Marketing Manager of Deepa Products (P) Limited was wondering what marketing and product positioning strategy the company should follow for launching their two new brands of toothpaste Trust Night and Trust Regular in a market which was becoming highly competitive.
- Ludhiana Scientific Instruments Company the company was trying to decide whether they should establish a small manufacturing unit to produce clinical thermometers in India. In case they were to decide to produce and sell the product they were keen to introduce all the marketing mix and strategy they should design to achieve their sales objectives and marketing goals.

Sujata Khandai

- Case Study on Reviving and Relaunching a Product, Published in Prestige Journal.
- "Advertising to Children", Business Vision.
- Brand Loyalty : Connecting with the Customer, Business Vision, Spring 2004.