

## **Selected Paper Publications**

- “ A Study on Consumers preference towards various type of Britannia Biscuits at Nesapakkam in Chennai” Volume ii at the International Conference on Competitive Business Strategies for Sustainable Development held on 13<sup>th</sup> and 14<sup>th</sup> September 2012 on Hindustan College of Arts and Science, Padur, Kelambakkam.
- “A survey on Consumer Buying Behaviour and Brand Awareness of Cadbury among Students in School and College Canteens in Chennai. (Volume v Issue 12 Article no 12/1204 – 1212 December 2015 IJMRR (International journal of Management and Research and Review))