

Publications – Books

- Mishra, B. B. and Mishra, M. (2008), *Retail Marketing*, Vrinda Publications, New Delhi. (ISBN-978-81-8281-133-1).
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- Mishra, M. and Sahoo, S.C. (2013). Bajaj Auto Limited: Synergizing Product Engineering and Market Engineering Initiatives. *Asian Case Research Journal*, Vol. 17, Issue 2, pp. 1-34 (ISSN: 0218-9275).
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- Mishra, M. (2009). Measurement in Marketing: A study on construct validation with special reference to multitrait-multimethod (MTMM) matrix. *Indian Journal of Marketing*, July, Vol. 39, No. 7, pp. 9-15 (ISSN 0973-8703).
- Mishra, M, and Mishra, B. B. (2008). A Quantitative Evaluation of the role of gender in understanding Consumer Behaviour: Key to Competitive Advantage. *Vishleshak*, January, Vol. 2, pp. 87-92.

Publications – Edited Book Contribution

- Mishra, M. (2011). Materialism: Marketer's key ally against downturn. *Recession Crisis Management*, RL Panigrahy, SS Nayak, AK Sahu (Eds.) January, Discovery Publishing House, New Delhi, p. 19-30 (ISBN 978-81-8356-820-3).

Publications – Seminar Proceedings

- Mishra, M., B.B. Mishra (2009), "Zero tolerance towards inventory – The Dell way," proceedings to AICTE sponsored National Seminar on "Retailing in India – Emerging trends," PJCMT, Bhubaneswar, Orissa, 11-12 April, p. 87-92.
- Mishra, M., S. Mohapatra (2009), "Restructuring: A balance mechanism to merger and acquisition. A case study on Standard Chartered wealth managers," Proceedings to National Seminar on "Globalisation and emerging economies: Challenges ahead," IIPM – School of Management, Roourkela, Orissa, 10 April, p. 43-47.
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- "Marketing Brands," The Indian Express, Bhubaneswar edition, dated 08 August 2007.