

Dr Ganesh Babu - Publications

1. M Ganesh Babu., G Vani., N Panchanatham., Aug 2011: First mover –The enthralling advantage, International journal of current research,,Vol.3(9),pp.165-168.
2. G Vani., M Ganesh Babu., N Panchanatham., Sep 2011: Demographic profile impact on toothpaste buying behavior in Bangalore city, Kuwait chapter of Arabian journal of business and management review, Vol.1 (1).
3. M Ganesh Babu., G Vani., N Panchanatham., October 2011: The Sustainable Supply Chain – Need of the Biscuit Industry, Share Journal of Multidisciplinary Research and Studies, Vol.2(4),38-46.
4. M Ganesh Babu., G Vani., N Panchanatham., Oct 2011: A study on purchase decision of branded Biscuits, International journal of exclusive management research, Vol.1 (3).
5. G Vani., M Ganesh Babu., N Panchanatham., Dec 2011: Geographical profile impact on toothpaste brands buying behavior, International journal of management focus, Vol. 1(1), 1-6.
6. M Ganesh Babu., G Vani., N Panchanatham., May 2012, Story Telling – An Effective Tool for Class room Teaching, Journal of Management Science, Vol. 1, Issue 4.
7. M Ganesh Babu., G Vani., N Panchanatham., Self Concept impact on toothpaste brands buying behavior, International Journal on Global Business Management & Research, Volume 1, Issue 1, March – August 2012.
8. M Ganesh Babu., G Vani, N Panchanatham., Smooth Sailing of Distribution Jitney, Case Studies in Management, First Edition 2012, Archers and Elevators Publishing House. ISBN: 978-81-923134-6-7.
9. M Ganesh Babu., G Vani, N Panchanatham., Impact of Brand Awareness on Buying Behaviour, Future Challenges and Innovative Trends in Global Business Environment, ISBN: 978-93-82570-13-4. September 2013.
10. M Ganesh Babu., G Vani, N Panchanatham., November 2013, A Review study on Factors influencing the buying decision of Branded Biscuits, International Journal of Exclusive Management Research.