

## PUBLICATIONS

### Book publications

- Pandey, M. (2014). *Disaster Management*, Wiley India Pvt. Ltd., ISBN 978-81-265-4924-5.
- Pandey, M. (2012). *Celebrity Endorsements: The Name Game*, Himalaya Publications Pvt. Ltd., India, ISBN: 978-93-5051-902-8.
- Pandey, M. (2012). *Wake Up Dear Consumer: A Study of Awareness And Responsiveness of Indian Consumers Towards Their Rights*. Lap-Lambert Academic Publishing, Germany, ISBN: 978-3-8484-8303-7.
- Pandey, M. (2009). *Strategic Human Resources Development*, Vrinda Publications Pvt. Ltd., New Delhi, India, ISBN: 978-81-8281-280-2.

### **Publications in Non-Paid Peer Reviewed Academic Journals**

- Nayak Anuradha & Pandey M. (2019) Effect of Work/Family Demand, Work/Family Conflict on Job Satisfaction: A Case of SAIL Women Employees, *The Journal of Institute of Public Enterprise* Jan-Jun, 42(1&2), pp. 1-27.
- Anuradha, & Pandey, M. (2018). Problem Faced by New Mothers in Balancing Work and Family Life, *Pacific Business Review International*, 10(8), pp.119-129. (Indexed in ESCI).
- Mondal, J., & Pandey, M. (2018). Maternity Legislations : A Comparative Study between India and USA, *Management Insight* 14(1), pp. 34 -41, DOI: <https://doi.org/10.21844/mijia.14.01.6>
- Kumar, S., & Pandey, M. (2017). The Impact of Psychological Pricing Strategy on Consumers' Buying Behavior: A qualitative Study, *International Journal of Business and Systems Research*, 11 (1/2), pp. 101-117. DOI: <https://doi.org/10.1504/IJBSR.2017.080843>. (Indexed in SCOPUS)
- Singh, S., Pandey, M. (2017). Women-Friendly Policies being adopted by Organizations: An Innovative aspect, *SMS Journal of Entrepreneurship and Innovation*, 3 (01)
- Dubey, A., Pandey, M. (2017). Quantification of the Impact of Big Five Personality Traits on Political Skills, *Prabandhan: Indian Journal of Management*, 10(2), (Indexed in SCOPUS)
- Dubey, A., & Pandey, M. (2016). Deciphering the Genetics of Political Behaviour in Organisations, *Science and Culture*, 82 (1-2), pp. 42-45.
- Dubey, A., Pandey, M. (2016). No One Can Serve Two Masters: A Contradictory Opinion in Case of Organizational Politics and Ethics, *Purushartha: A Journal of Management Ethics and Spirituality*, 9 (2), pp 63-72 (Indexed in SCOPUS)
- Giri, A., & Pandey, M. (2016). Effect of Contemporary Issues and Challenges on Yoga Awareness and Acceptance in Indian Urban Market: An Empirical Study, *Journal of Marketing Vistas: The Institute of Public Enterprise (IPE)*, 5(1), pp. 66-78.
- Kumar, A., & Pandey, M. (2016). Indian Consumers' Beliefs, Attitudes, and Behavioural Responses towards Advertising on Social Networking Sites, *Media Watch*, 7(2), pp.244-255. (Indexed in SCOPUS).

- Pandey, M. (2016). Dwindling Ethics in Modern Times: A Study of Young Indian Managers, *Purushartha: A Journal of Management Ethics and Spirituality*, IX (1), pp. 118-124. (Indexed in SCOPUS)
- Shukla, N., & Pandey, M. (2016). Glass Ceiling; a Case of Discrimination or a Case for Differentiation? *Management Insight*, II (1), pp. 78-89.
- Rajan, P., & Pandey, M. (2015). Jharcraft as a Promoter of Entrepreneurship: An Exploration, *SMS Journal of Entrepreneurship and Innovation*, 1(2), pp. 93-98.
- Shukla, N., Singh, S., & Pandey, M. (2015). Service Laws and Working Women: Filling Inclusion Gaps in National Development, *Vidyabharati International Interdisciplinary Research Journal* 4(1), pp. 43-46. (Indexed in Web Of Science).
- Jerath, S., Pandey, M. (2015). Emotional response of children of semi urban area to contents of television advertisement and psychology towards brand, *Vidyabharati International Interdisciplinary Research Journal*, 4(1), pp. 7-11. (Indexed in Web Of Science)
- Kumar, S., & Pandey, M. (2015). The Impact of Price-Endings on the Customers' Perception and their Buying Behavior: A Study, *Vidyabharati International Interdisciplinary Research Journal*, 4(2), pp. 99-107. (Indexed in Web Of Science)
- Jerath, S., & Pandey, M. (2015). Rural Women Psychology and Emotional Contents in Indian Television Advertisements, *Media Watch*, 6(2), pp. 188-192. (Indexed in SCOPUS)
- Anuradha, & Pandey, M. (2015). A Review of work-life balance practices prevalent in public sector undertakings in India, *Prabandhan: Indian Journal of Management*, 8 (2), pp. 49-56. (Indexed in SCOPUS).
- Anuradha, & Pandey, M. (2015). A Study on Work-Life Conflict among Women Employees Working in a Leading Private Manufacturing Firm, *Vidyabharati International Interdisciplinary Research Journal* 4(2), pp. 115-128.. (Indexed in Web Of Science)
- Anuradha, Pandey, M. (2015). Work-Life Balance and Imbalance: A Conceptual Model, *Vidyasagar University Journal of Commerce*, 20 (1), pp. 181-192.
- Malla, G & Pandey, M. (2015). Backward Integration of Short Shelf Life Period Perishables at Supermarkets: A Case Study, *I-manager's Journal on Management*, 10(1), pp. 33-43.
- Sur, S., & Pandey, M. (2015). Interactive Television: Redefining the Way of Television Advertising, *PES Business Review*, 10(1), pp. 15-28.
- Kumar, R., Pathak, G. S., & Pandey, M. (2014). Corporate Entrepreneurship: Evidence from Companies of the Information Technology Sector, *SMS Journal of Entrepreneurship and Innovation*, 1(1), PP. 107-111.
- Kumar, S., & Pandey, M. (2014). The Impact of 9-Ending Pricing Strategy on Consumers' Attitude and Buying Behaviour: An Exploration, *Advances in Economics and Business Management*, 12(2), pp. 93-98.
- Singh, P., & Pandey, M. (2014). Augmented Reality Advertising: An Impactful Platform for New Age Consumer Engagement, *Journal of Business and Management*, 16(2), PP. 24-28.

- Dubey, A., & Pandey, M. (2014). Employees Personality, Political Skills & Impact on Job Satisfaction: A Literature Review & Synthesis, *Management Insight*, X (1), PP. 38-46.
- Anuradha, & Pandey, M. (2014). Relationship between work-life balance and Organizational Excellence: A Conceptual Model, *Abhinav International Monthly Refereed Journal of Research in Management & Technology*, 3(9), pp. 28-35.
- Giri, A., & Pandey, M. (2013). A Study of Impact of Social Networking Sites & Online Surfaces on Yoga Marketing, *Asian Journal of Research in Social Science and Humanities*, 3(5), pp.33-43.
- Jerath, S., & Pandey, M. (2013). Study of Relation between Brand Attitude and Unrealistic Contents in Indian Television Advertisement, *Asia Pacific Journal of Marketing & Management Review*, 2(12), pp.1-7.
- Pandey, M. (2013). Dilemma: To Be or Not to Be, *PES Business Review* 8(2), 65
- Pandey, M. & Singh, P. (2013). Augmented Reality in Advertising: Acceptability in the Indian Markets, *Buenmafe Research and Review: The Business Journal*, 1(2), pp.45-50
- Pandey, M. (2013). Augmented Reality: Enabling Creativity in Advertising, *International Journal of Scientific Research*, 2(12), pp. 336-337.
- Sur, S., & Pandey, M. (2013). Exploring Factors Affecting the Adoption of IPTV: A Literature Review, *International Journal of Advanced Research in Management and Social Sciences*, 2(2), pp. 48-66.
- Sur, S., & Pandey, M. (2013). Factors Affecting Consumers' IPTV Adoption Behaviour in India, *Asian Journal for Research in Marketing*, 2 (4), PP. 33-44.
- Giri, A., & Pandey, M. (2012). Impact of 'Yoga' on the School Students and Guardians in West Bengal: An Empirical Analysis, *International Journal of Multidisciplinary Research*, 1 (6), pp.1-4.
- Giri, A., & Pandey, M. (2012). Indian Ayurveda Industry: A Brief Study On Key Market Players Of This Sector, *International Journal of Business Management & Social Sciences*, Vol. II, Issue 3(I), pp. 54-57.
- Pandey, M. (2012). Change though painful yet all embrace: A case study, *BVIMR Management Edge*, 5 (1), pp. 20-26.
- Pandey, M. (2012). In Television Serial Advertising: A Nouveau Attempt of Embedded Advertising, *ANVESA: An Interdisciplinary Research Journal of Fakir Mohan University*, 7(1), pp. 88-95.
- Pandey, M. (2010). Surrogate Advertisements In India: An Assessment of Recall and Affect, *I-manager's Journal on Management*, Vol.51, Issue 11, & pp. 57-67.
- Sur, S., & Pandey, M. (2010). IPTV Market: Can advertising help it grow in India, *Calyx Journal of Business Management*, 1(1), pp. 64-67.
- Pandey, M. (2009). Beating Competition by Establishing Emotional Connect With Customers: Does Celebrities Endorsements Pay Off? *I-manager's Journal on Management*, Vol.31, Issue 41, & pp. 23-33.
- Pandey, M. (2009). Investigating the whistle blowing propensity amongst Indians: A comparative study of Private and Public Sector employees, *Indian Management Research Journal*, 1(2), pp. 9-14.

- Pandey, M. (2008). Birbal: A Pioneer in Lateral Thinking, *Growth*, 36 (3), pp. 1-6.
- Pandey, M. (2008). Perceptions versus Reality: An Empirical Investigation of Gender Specific awareness and responsiveness of Consumer Rights in India, *GBAMS-Vidushi*, 1(1), pp. 74-87.
- Pandey, M. (2008). The Telecom Boom: A Commercially viable Technology for rural Jharkhand, *Journal of Management and Technology*, III (1), pp. 123-132.

### **Publications in Edited Books as Chapters and in Conference Proceedings**

- Odame C, Pandey M, Pathak P. (2019). Emotional Intelligence and its importance in sustainable development of human resources: A conceptual model, presented at sustainable human resources management practices, policies and perspectives in South Asia, Hyderabad, 2019. Hyderabad: ICFAI business school. ISBN 978-93-5311-922-5
- Odame C, Pandey M, Pathak P. (2019). Interrelationship between Emotional Intelligence and Academic Performance, presented at 3rd international conference on evidence based management, Bits Pilani, 2019. New Delhi: Excellent publishing house. ISBN 978-93-86238-65-8
- Kumar, S., & Pandey, M. (2017). *Magical Numbers: Psychological Aspects of Retail Pricing*, Creative Entrepreneurship: A Sustainable Approach for Economic Growth, Edited by Satish Modh & Nisha Pandey, NEW Academic Publishers, New Delhi, India, Chapter 12, pp. 146-149.
- Pandey, M. (2017). *Entrepreneurial Passion in Rural Women: A Literature-Base Study of India*, Conference Proceedings of International Conference, Strategies in Volatile and Uncertain Environment for Emerging Markets, Organized by Department of Management Studies, Indian Institute of Technology, Delhi (IIT Delhi), 14-15 July 2017, pp.791-799, ISBN-978-93-83893-05-8.
- Singh, S., & Pandey, M. (2017). *Women-friendly Policies by Organizations: An Agenda towards Sustainability through Inclusiveness in sustainability Inspiration, Innovation and Inclusion*, Proceedings of the 5th Annual International Conference on Sustainability, SUSCON V Emerald Group Publishing (India) Private Limited New Delhi, ISBN-978-1-78635-414-3.
- Kumar, A., & Pandey, M. (2015). *Post Graduate Students' Perceptions towards Online Advertising: An Empirical Study*, Conference Proceedings of International Conference on Evidence Based Management (ICEBM2015), Organized by BITS Pilani on 20-21 March 2015, Vol. 2, pp. 29-35.
- Kumar, S., & Pandey, M. (2015). *Psychological Pricing Strategy and Consumers' Buying Behaviour: A Review*, Conference Proceedings of International Conference on Evidence Based Management (ICEBM2015), Organized by BITS Pilani on 20-21 March 2015, Vol. 2, pp. 283-288.
- Jerath, S., Pandey, M. (2015). *Pleasure and Suspicion as the Prop up of Advertisement: A study of Advertising Schema Congruity and Emotional Response to Indian Television Advertisement*, Conference Proceedings of International Conference on Evidence Based Management (ICEBM2015), Organized by BITS Pilani on 20-21 March 2015, Vol. 2, pp. 278-282.
- Rajak, B., & Pandey, M. (2015). *The Role of Motivational Cues and Aspirations on Faculty Performance: An Exploration*, in Kundu et al edited Book on "Management and Global Business Scenario", pp. 69-77.

- Rajan, P., & Pandey, M. (2015). *An Exploration of Promotional Strategy of Jharkraft*, in Kundu et al edited Book on “Management and Global Business Scenario”, pp. 213-220.
- Giri, A., & Pandey, M. (2015). *Consumer Perception to Modern Versus Ayurveda Medical System in Urban Indian Market: An Empirical Study*, in Kundu et al edited Book on “Management and Global Business Scenario”, pp. 49-58.
- Anuradha, & Pandey, M. (2014). *Attaining Organizational Sustainability through Work-Life Balance: A Case Study*, in Singh et al. Edited Book on Effectiveness, Ethics and Sustainability: The Measures of Organizational Excellence, Excel Books, New Delhi, pp. 275-280.
- Singh, P., & Pandey, M. (2014). *Augmented Reality: Ethics and Challenges* in Singh et al. Edited Book on Effectiveness, Ethics and Sustainability: The Measures of Organizational Excellence, Excel Books, New Delhi, pp. 455-460.
- Dubey, A., & Pandey, M. (2014). *Ethics of Organizational Politics and Evaluation*, in Singh et al. Edited Book on Effectiveness, Ethics and Sustainability: The Measures of Organizational Excellence, Excel Books, New Delhi, pp.161-167.
- Mishra, A., & Pandey, M. (2014). *Ethics of Wine Marketing in India*, in Singh et al. Edited Book on Effectiveness, Ethics and Sustainability: The Measures of Organizational Excellence, Excel Books, New Delhi, pp.323-326.
- Giri, A., & Pandey, M. (2014). *The Empirical Study on the Measurement of Excellence of Ayurveda Organizations in Terms of Effectiveness, Ethics and Sustainability in Indian Context*, in Singh et al. Edited Book on Effectiveness, Ethics and Sustainability: The Measures of Organizational Excellence, Excel Books, New Delhi, pp.244-250.
- Sur, S., & Pandey, M. (2014). *Developing a conceptual Model on emerging online- shopping environment in India*, in Singh et al. Edited Book on Effectiveness, Ethics and Sustainability: The Measures of Organizational Excellence, Excel Books, New Delhi, pp. 291-296.
- Jerath, S., & Pandey, M. (2014). *Study of Response of Children towards Emotional Contents in Television Advertisements of Automobile Sector*, in Singh et al. Edited Book on Effectiveness, Ethics and Sustainability: The Measures of Organizational Excellence, Excel Books, New Delhi, pp. 265-268.
- Pandey, M. (2014). *Celebrity Endorsements of Tourism: An Evaluation of Theory, Research and Practice*, in Singh et al. Edited Book on Travel, Tourism & Hospitality: Perspective & Paradigm, Globus Press, India.
- Pandey, M. (2013). *Stereotyping Women: An Exploration of Theory, Research and Practice*, Conference Proceedings of International Conference on A Turbulent Voyage of Rights for Humanity, Organized by K. C. College of Engineering and Management Studies and Research, 5 October, 2013. Vol. 1, Issue1.
- Chhajer, P., Jerath, S., & Pandey, M. (2013). *Study of Participative Communication between Doctors and Patients, and its Relation with Satisfaction Level of Patients As Consumers*, Conference Proceedings of International Conference on Research in Marketing (ICRM 2013), Organized by IIT Delhi, Curtin University and XLRI, 21-22 December 2013.
- Singh, P., & Pandey, M. (2012). *The Use and Effectiveness of Augmented Reality Advertising Targeted at the Youth*, Conference Proceedings of 1st International Conference on Marketing in Emerging

Economies: An Agenda for the Next Decade, Organized by Punjab Technical University and UNC Kenan Flagler Business School at Amritsar, pp. 25-32.

- Sur, S., & Pandey, M (2011). *Technological Innovation in Tele-advertising: Advantages of IPTV over Traditional Television*, in Bhar et al. Edited Book on Innovation & Creativity for Business Excellence, Excel Books, New Delhi, pp.121-127.
- Sur, S., & Pandey, M. (2011). *Addressable Advertising: Future of Television Advertising*, Advertising Express, March 2011, pp. 41-44.
- Giri, A., & Pandey, M. (2011). *Can Innovation Help in Marketing of Yoga Science to Indian Urban People?- A Study*, in Bhar et al. Edited Book on Innovation & Creativity for Business Excellence, Excel Books, New Delhi, pp.35-41.
- Pandey, M. (2010). *Transforming Sales and Services: A Case Study of Indian Railways for Gaining Competitive Advantage*, in Mukherjee et al. Edited Book on Core Sector Management for Global Competitiveness, Excel books, New Delhi, pp. 255-265.
- Pandey, M. (2010). *Understanding the Arts and Science of Celebrity Political Endorsements in India*, Advertising Express, July 2010, pp. 35-39.
- Pandey, M. (2009). *An Empirical Investigation of Using Celebrity Endorsements as an Effective Marketing Strategy for Gaining Competitive Advantage*, Conference Proceedings of National Conference on Innovative Marketing Strategies: Current Trends, Organized by Chandigarh Business School on 11th September 2009, Bharti Publications, New Delhi, pp.103-116.
- Pandey, M. (2009). *An Investigation of the In-Trend of In-Film Advertising: Exploring the Effect Inescapable Images*, Marketing in Emerging Markets, Excel Books, New Delhi, pp.327-336.
- Pandey, M. (2009). *Celebrity Endorsements: An Effective Communications Tool for Emerging Marketing Scenario*, Marketing in Emerging Markets, Excel Books, New Delhi, pp. 364-377.
- Pandey, M. (2009). *The Use of Celebrity Endorsement as an Effective Promotional Strategy for Gaining Competitive Advantage: A Perspective*” Conference Proceedings of International Conference On Global Meltdown Opportunities and Challenges, Organized by Pune University, 20-21 March 2009, Himalaya Publishing House Vol.1, pp. 195-197.
- Pandey, M. (2008). *International Division of Labor- HRD Newsletter*, Vol. 24, Issue July 2008, HRD Newsletter.
- Pandey, M. (2008). *The Influence of Celebrity Spectacle on Consumers’ Attitudes and Buying Intentions: A Study in a Non-Western Culture*, Conference Proceedings of International Conference on Changing Face of Emerging India and its Impact on the New Global Order, Organized By Abeda Inamdar Senior College, Pune, 15-16 December 2008, Vol. 2, pp. 211-222.
- Pandey, M. (2008). *CSR Activities in the Context of Environment: A Comparative Study of Public and Private Sector Banks*, in Pathak et al. Edited Book on Management Education the Environmental Dimensions, Excel Books, New Delhi, pp.223-241.

### **CONFERENCE AND SEMINAR PRESENTATIONS**

- Banerjee D, Pandey M(2019 )“Marketing Problem of Rural Women Entrepreneur: A Study of West Bengal” presented at the Thirteenth Biennial Conference on Entrepreneurship held at EDII, Ahmedabad, Gujarat, India during February 20-22, 2019.
- Pandey, M. (2018). Use of humor in Indian Advertisements: Can it help mar Competition, *International Conference on 5S-Strategy, System and Service for Sustainability and Scalability of Business*, 23-24 March 2018.
- Banerjee, D., & Pandey, M. (2017). Marketing of Rural Women Produced Non-Agricultural Products: A Study of West Bengal, *International Seminar on Growth & Diversification in India's Emerging Economy*, Organized by A. K. Dasgupta Centre for Planning and Development, Visva-Bharati & NITI Aayog, Government of India, 7-8 January 2017.
- Kumar, S., & Pandey, M. (2017). An Implicit Assessment of Consumer price Perception: Exploring the Psychological Pricing Effects, *Annual Conference of Emerging Markets Conference Board*, Organized by Centre for Marketing in Emerging Economies IIM Lucknow, Noida Campus, UP, 5-7 January 2017.
- Kumar, S., & Pandey, M. (2017).The Role of Price Advertising in Financial Strength of the Retail Firms: A Qualitative Study, *Sixth International SUSCON Conference on Sustainability*, Organized by Indian Institute of Management Shillong (IIMS), 2-4 March 2017.
- Kumar, S., & Pandey, M. (2016). The Charisma of Odd Pricing Strategy in the Hospitality Industry: An Exploration, *3<sup>rd</sup> International Conference on Business and Information Management*, Organized by Department of Computer Applications, Humanities and Social Sciences and Management Studies, NIT Durgapur and Emporia State University, USA. 9-11 January, 2016.
- Singh, S., & Pandey, M. (2016). Women Friendly Policies being adopted by Organizations: An Innovative Aspect, *ICON'16 Conference*, Organized by SMS-Varanasi, 20-22 February 2016.
- Singh, S., & Pandey, M. (2016). Women-Friendly Policies by Organizations: An Agenda towards Sustainability through Inclusiveness, *SUSCON'16 Conference*, Organized by IIM-Shillong, 17-19 March, 2016.
- Kumar, S., & Pandey, M. (2016). Magical Numbers: Psychological Aspects of Retail Pricing, *International Conference on Entrepreneurship, Global Business, Economics, Finance and Social Sciences, Theme: Creative Entrepreneurship for Sustainable Economic Growth*, Organized by Vivekanand Education Society Institute of Management, Mumbai, Maharashtra, 12-14 February 2016.
- Kumar, S., & Pandey, M. (2016). The Price endings and Brand Image Perception: A study, *International Conference on Brand Management*, Organized by the Department of Management Studies, Indian Institute of Technology Delhi (IITD), 16-17 April 2016.
- Banerjee, D., & Pandey, M. (2016). Women Agripreneurs and Minor Irrigation System Development: A Study in Single Crop Drought Area to Enhance Agricultural Production, *ECONference2016, International Conference on Inclusive Development and Sustainable Wellbeing*, Organized by Department of Economics, University of Burdwan, 20-21 December 2016.
- Bhattacharya, S., & Pandey, M. (2016). Social Security Marketing and Consumer Behaviour: Current Knowledge and Future Direction, *International Conference on Marketing, Technology and Society*, Organized by IIM Khozikode, 29 September-1 October 2016.

- Kumar, S., & Pandey, M. (2015). The Impact of Odd-Ending Prices on the Consumers' Attitude and Buying Behaviour: A Study, *IMRA-IIMB International Conference*, Organized by Indian Institute of Management Bangalore (IIMB) in partnership with International Management Research Academy (IMRA), London, held at IIM Bangalore Campus, 15-18 December 2015.
- Kumar, S., & Pandey, M. (2015). Psychological Pricing Strategies and Consumers' Buying Behavior: A Review, *International Conference on Evidence-Based Management (ICEBM 2015)*, Organized by BITS-Pilani, Rajasthan, 20-21 March 2015.
- Anuradha, & Pandey, M. (2014). Review of Work-Life Balance Practices in Select Public Sector Organizations in India, *UGC National conference on management*, Organized by JNVU, Jodhpur on 6th to 7th February, 2014.
- Jerath, S., & Pandey, M. (2014). Emotional Contents in Television Advertisements of Automobile Sector and its Effect on Indian Consumers and Brand Sustainability, *3rd International Conference on Sustainability and Management Strategy (ICSMS-2014)*, Organized by IMT Nagpur in Association with California State University San Bernardino, USA & National Environmental Engineering Research Institute [NEERI], Nagpur on 21st and 22nd March, 2014.
- Pandey, M. (2014). A Mothers' Perspective of Use of Celebrities in Advertising: A Study, *International Conference on Exploring New Paradigms in Business*, Organized by Central University, Ranchi on 6-7 February 2014.
- Srivastava, P., & Pandey, M. (2014). Social Innovation through Social Media: Changing Trends and Emerging Challenges, *ICSM 2014: International Conference on Social Media for Business*, Organized by Indian Institute of Management Raipur, 10-11 January 2014.
- Anuradha, & Pandey, M. (2013). Issues and Challenges of Work-Life Balance for Women employee, *Eleventh AIMS International Conference on Management*, Organized by AIMS in IMT, Gaziabad, 21-24 December 2013.
- Dubey, A., & Pandey, M. (2013). Being Political at work: Is it Nasty or Nice, *Eleventh AIMS International Conference on Management*, Organized by AIMS in IMT, Gaziabad, 21- 24 December 2013.
- Giri, A., & Pandey, M. (2011). A study of Contemporary issues and challenges in marketing in Urban Indian Market, *National Seminar on Contemporary Issues and Challenges in Modern Management*, Organized by Department of management, University of North Bengal, 9-10 March 2011.
- Giri, A., & Pandey, M. (2011). A Study of Impact of Social Networking sites and online surfaces on Yoga Marketing, *64th All India Commerce Conference, School of Management*, Organized by Pondicherry University, Pondicherry, 13-15th December, 2011.
- Giri, A., & Pandey, M. (2011). How can marketing help to market Yoga globally?: A study, *UGC Sponsored Two Day National Seminar on Trends in contemporary management functions*, Organized by Vidya Sagar University, West Bengal from 23rd-24th March 2011.
- Giri, A., & Pandey, M. (2011). How can marketing initiative help to market Ayurveda in Indian Urban Market?: A Study, *National Seminar on Empirical Research on Management and Information Technology-Trends and Opportunities*, Organized by DSMS Business School, Durgapur on 26-27 March 2011.

- Raj, P., Abhinav, M., & Pandey, M. (2011). Innovative HRD Strategies For Gaining Business Excellence: A Case Study Of Bharat Coking Coal Limited, *National Seminar on Innovation & Creativity for Business Excellence*, Organized by Department of Management Studies, Indian School of Mines, Dhanbad, 17-18 February 2011.
- Rajak, B., & Pandey, M. (2011). Enhancing Faculty Performance through Creativity and Innovation: A Study, *National Seminar on Innovation & Creativity for Business Excellence*, Organized by Department of Management Studies, Indian School of Mines, Dhanbad, 17-18 February 2011.
- Pandey, M. (2010). Personal Values, Ethics and Surrogate Advertisements: An Investigation, *International Conference on Value Based Management*, Organized by Dev Sanskriti Vishwavidyalaya Haridwar, Indus Business Academy and AIMS International, held at Haridwar, 11-13 August 2010.
- Pandey, M. (2010). Predilection for Whistle Blowing and Strong Value System: Exploring the Link, *International Conference on Value Based Management*, Organized by Dev Sanskriti Vishwavidyalaya Haridwar, Indus Business Academy and AIMS International, held at Haridwar, 11-13 August 2010.
- Sur, S., & Pandey, M. (2010). IPTV Advertising: Can Indian advertisers hope for a good return? *International Conference on Marketing and Business Strategy*, Organized by ICFAI Business School, Hyderabad, 3-4 Dec 2010.
- Sur, S., & Pandey, M. (2010). IPTV Market: Can advertising help it grow in India? *National Seminar on Empirical Research on Management and Information Technology-Trends and Opportunities*, Organized by DSMS Business School, Durgapur on 5th October 2010.
- Pandey, M. (2009). Content and Delivery: Narrowing Skill Development Gaps in Distance Learning MBA Programs, *International Conference on Arts, Science, Engineering and Management*, Organized by Gogte Institute and Cogent International in Goa from 23-25 April 2009.
- Pandey, M. (2009). Promoting a Product's Emotional Benefits by Use of Colors: A Perspective, *8th International Marketing Trends Congress*, held in Paris (France) on 15-17 January 2009.
- Pandey, M. (2009). The Effect of Globalization on the Advertising Scenario in India: The Rise of Celebrities as New Demi Gods, *International Convention for Asia Scholars 6*, held in Daejeon, Korea, 6-9 August 2009.
- Pandey, M. (2008). Transformation of Scientific Regimes for an Effective Management of Transitions: A Case Study, *National Conference*, Organized by IMT, Nagpur on 16-17 February 2008.
- Pandey, M. (2007). Learning Dynamics and Value Addition in ERP Implementation: A Review from HR Perspective, *National Conference*, Organized by BIT, Sindri, Dhanbad, on 15th September, 2007.
- Pandey, M. (2007). The Effect of Globalization on the Advertising Scenario in India: The Emergence of Celebrities as the New Want Makers, *National Symposium on Tuning the Media to science and the new Democratic Society*, organized by National Academy of Social Sciences in Association with JNU and Department of Science and Technology, held at Indira Gandhi Centre for Arts, Janpath, Delhi on 5-6 October, 2007.