

# Research & Publications

## **Book**

1. ***Soft Skills for Managers***, Biztantra Publications, New Delhi, 2011- 14: 1-215

## **Case Studies**

1. ***'Orient Marketing Communication & Services Ltd'***, to cover *Principles of Business Writing* for MBA (2009-11), IBS Hyderabad. Appears on [www.icmrindia.org/HR](http://www.icmrindia.org/HR)
2. ***'Alfaalil Pvt Ltd, Ahalan Wa Sahlan'***, to cover *Cross Cultural Communication* for MBA (2009-13), IBS Hyderabad.
3. ***'Panacea Crisis Management Consultants'***, to cover *Crisis Communication* for MBA (2009-13) and Executive MBA (2009-10).
4. ***'Workplace Attitude: A Silent Disaster'***,(coauthored), to cover *Soft Skills* for MBA (2009-13), IBS Hyderabad.

## **(13 Papers , 1994- 2016, in National / International ELT & Soft Skills Journals/ Magazines)**

1. 'Technology and the English Language Classroom', FORUM, ELC, SQU, Oman, March-April 2016
2. 'Crisis Communication', in International Journal of Global Management, Bhopal, Vol 1, August'10, Pp: 93-100
3. 'Emotional Intelligence Management @ Workplace', in BJIMR, Hyderabad, Vol.1, No.4, July-Sept'09
4. 'Creating Conversations with Customers Through Outdoor Advertising', in Advertising Express, IUP, Nov'09
5. 'Cross Cultural Communication', The ICFAI Journal of Soft Skills, IUP, Hyderabad, June 2009
6. 'Integrated Marketing Communication, Ad Express, IUP, Hyderabad, March 25, 2009

7. 'The Impact of Employability Skills Training at B-Schools: A Strategy to Combat Recession',  
Keynote Lecture in the Proceedings of National Conference, IMIRC, Indore, February 2009.
8. 'Training and Evaluation of Oral & Written Communication: A Critical Evaluation of a B-School  
Approach', ICFAI University Journal of Soft Skills, ICFAI University Press, Hyderabad,  
June 2008
9. 'A Process of Team Building', MBA Review, IUP, May 2008. 'Crisis Communication: An  
Integral Aspect of Disaster Management' in the proceedings of The First World Congress on  
Disaster Management, Hyderabad, October 2008.  
  
'Live Project: A Multiskilled Approach to Improve Business Communication at B-Schools in  
India', IMI Disha, December' 2008.
10. 'Using E-mail for Interactive Writing in English: Some Practical Situations Online' –in  
the Proceedings of ELT Conference, the Language Centre, Sultan Qaboos University, Muscat,  
Oman, 2003
11. 'Multimedia Project-based Learning in English' (with Prof Damodar) KJES, Kakatiya  
University, India, 23 (2003):123–130.