

Details

Pratibha Rai

Research Scholar

Department of Management Studies, Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

Contact Number: 7697982841

E-Mail: pratibharai11@gmail.com

Year of Joining: 2013

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Impact of Promotional Strategies on Shopping Behaviour with special reference to Organised Retail Sector in Chhattisgarh

Research Guide: Dr. Bobby B Pandey

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