

Dr. Manali Bhattacharya, Mass Communication

Book Chapter:

1. (2009) **“CELEBRITY ENDORSED REALITY TV SHOWS: A NEW MARKETING TOOL”**
Advertising Express, IFCAI, ISBN: A100002346.

Papers published in referred journals:

1. (2010) **“MILES TO GO: EFFECTIVENESS OF RTI”** Manali Bhattacharya et al, Global Media Journal. ISSN: 2249-5835
2. (2015) **“IMPACT OF CELEBRITY ENDORSEMENT ON THE CONSUMPTION BEHAVIOR OF INDIAN CHILDREN”**, Manali Bhattacharya et al, Global Journal of Management and Business Studies. ISSN: 2248-9878
3. (2015) **“PORTRAYAL OF WOMEN IN ADVERTISING: AN INDIAN PERSPECTIVE”**, Manali Bhattacharya et al, South Asian Academic Research Journal. ISSN: 2249-7137.
4. (2016) Research Paper presented at the International Conference organized by IIM Calcutta.
Topic: **“INFLUENCE OF CSR ON PURCHASE INTENTION OF YOUTH AND MODERATING ROLE OF ETHICS”**, Manali Bhattacharya et al.
5. (2017) Research Paper presented at the National Seminar on "Women's journey towards empowerment" organized by RKSMVV.
Topic: **“Women empowerment a myth in the age of information, communication and technology”**, Manali Bhattacharya et al.