

DR. N S VISWANATH

RESEARCH PAPERS PRESENTED

1. Viswanath N.S.,Basanna.S.Patagundi: **Savings led Expenditure of Selected Indian Consumers(LIKR)- ROI Approach of Investors**:Paper presented at the International Conference at Indian Business Academy,November,2009, Bangalore, India.
2. Viswanath N.S., Basanna.S.Patagundi&R.Deepak:Demographic Trends and Search for Life styles – An Empirical Investigation;Paper presented at International conference at Indian Business Academy,November, 2009,Bangalore, India.
3. Viswanath N.S.,Basanna.S.Patagundi&R.Deepak:Emerging Lifestyle Formats in Indian Retailing - An Exploratory Analysis;Paper presented at International conference at Indian Business Academy, November,2009,Bangalore,India
6. VISWANATH N.S.: EMERGING CONSUMER CLASSES IN INDIA; International Conference at Las Vegas, USA, October 2006.
7. VISWANATH N.S.: “Changing Paradigms in Rural Marketing” Paper presented at the International Conference on rural Markets ,Institute of Development Studies, University of Mysore,India,16-18, December ,2004.