

Ms. Neha Bothra

Journals

Bothra, N and Jain, N (2016) Financial Performance of Luxury Market: A Study Of Pre And Post Financial Crisis 2007-08. *Indian Journal of Finance* 1(2): np

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Bothra, N and Gupta, S (2015) Profitability and Resilience of Luxury Market to the Financial Crisis during 2007-08. *Journal of Business Management and Information Systems* 2 (1): 20-31.

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Bothra, N (2013) Mahatma Gandhi, democratic leadership and economic vision International. *Journal of Research in Commerce & Management* 3(12): 124-127.

Bothra, N (2013) Mahatma, Manmohan and Economy: Charkha Or Carrefour. *International of Journal of Business and Management Invention* 2(12): 08-12.

Paper Presentation

Bothra N IBSA Stock Market Linkages: Making Investments Resilient to Crisis *Interanational Conference on Sustainable Business Models: Innovative Strategies and Practices (2016)* Shyam Lal College University of Delhi 16-17 March

Bothra N (2016) Performance of Brands in Luxury Market: A Study of Financial Crisis *Marketing in Emerging Economies* Centre for Management Studies Jamia Millia Islamia New Delhi Feb 18

Bothra N (2014) Indian Luxury Market: From Bond Street to DLF Emporio Leveraging Business: Discovering New Horizons, Department of Commerce University of Delhi, New Delhi April 12-13

Bothra N (2014) Luxury Market in India: In Search of Sunshine Economy, Enterprise, and Employment. Delhi School of Professional Studies and Research Jan 3-4

Bothra N (2013) The Power of Retailing Luxury in India: From Myth to Reality International Conference on Marketing and Business Strategy (2013) ICFAI Business School Hyderabad Aug 8-9

Bothra N (2013) Gandhi, His Economic Vision and Leadership National Seminar on Politics, Leadership and Democracy in India, Kirori Mal College, University of Delhi, New Delhi March 11-12

Bothra N(2013) Mahatma to Manmohan: Charkha or Carrefour International Seminar Exploring Gandhian World Order Shyamlal College(E), University of Delhi, New Delhi Jan 28-29

Chapters in Book

Bothra N (2013) Performance of Brands in Luxury Market: A Study of Financial Crisis. Marketing in Emerging Economies

Conference Proceedings

Bothra N (2013) Luxury Market in India: In Search of Sunshine.Conference on Economy, Enterprise and Employment, Delhi School of Professional Studies and Research, IPU, Delhi.

Bothra N (2013) Can Economic Vision of Mahatma make him a Transformational Leader??" Conference on Transformational Leadership and Beyond, Shri Ram College of Commerce.