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- “A Study on the Dynamics of Brand Equity Determinants of Premium Hatchback Cars”, South India Journal of Social Science; ISSN: 0972-8945 Vol. XXI, No. 9, July- December: 2023, UGC CARE Approved, Group I, Bi annual Journal, Page No 134-145.
- “A Study on Identifying Determinants of Brand Equity with Premium Hatchback Cars”, Journal of the Asiatic Society of Mumbai ISSN: 0972-0766 Vol: XCVI, NO: 27, 2023, UGC CARE Approved, Peer Reviewed and Referred Journal, Page No. 176-184