

Professor Amalesh Bhowal

Department of Commerce

Assam University Diphu campus

Diphu Karbi Anglong Assam

Pin – 782462

email id – profabhowal@gmail.com, amalesh_b1@rediffmail.com



PUBLICATIONS

SL NO	AUTHORS	TITLE	DATE	JOURNAL DETAILS	PAGE	ISSN NO
1	A. Bhowal and Tarak Paul	Mental Accounting of Retail Investors Mutual Fund & Marketing Mix- A Tango	Jan, 2012	Reflection- A research journal [vol1.no.1]	PP- 39-48	ISSN: 2250-205X
2	M. Saeed, Jugal Bharali, , Amalesh Bhowal	E-Governance Service Delivery - An Assessment of Community Information Center Model in India]	Jan, 2012	Interdisciplinary Journal of Contemporary Research in Business published by IIBR(Institute of Interdisciplinary Business Research). Vol3. NO 9	pp- 1344 - 1354	ISSN (2073-7122),
3	Pankaj behani and Amalesh Bhowal	IMAGE OF LIFE INSURANCE SERVICES – AN EXPECTATION EXPERIENCE GAP ANALYSIS	April (2013)	Asia Pacific Journal of Marketing & Management Review, Vol.2 (4),	PP- 79-88	ISSN 2319-2836
4	Amalesh Bhowal & Tarak Paul	GAPS IN CUTOMER SOLUTION- A CASE STUDY OF MUTUAL FUND IN INDIA	JAN- JUNE , 2013	SAMSMRITI- THE SAMS JOURNAL, VOL. 7[2],	PP- 33-41	ISSN NO. 0976-304X
5	Amalesh Bhowal & Tarak Paul	COST EXPECTATION AND COST EXPERIENCE GAP ANALYSIS OF MUTUAL FUND INVESTORS	JAN- MAR, 2013	INTERNATIONAL JOURNAL OF MARKETING,	PP:1 58- 163	ISSN NO. 2277-2688

				FINANCIALSERVICE S 7MANAGEMENT RESEARCH, VOL.2 NO.1		
--	--	--	--	--	--	--