



**INSTITUTE FOR SOCIAL AND ECONOMIC CHANGE**  
Dr V K R V Rao Road, Nagarbhavi, Bangalore 560 072



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**BANGALORE UNIVERSITY, BANGALORE**

**Public Lecture – 21**

by

**Dr Babu L Nahata**

Visiting Professor, ISEC

and

Professor of Economics, College of Business

University of Louisville, USA

on

**Pricing Strategies and Resource Allocation**

on Thursday 17<sup>th</sup> February, 2011 at 4.30 pm  
at Jnanajyothi Seminar Hall, Central College Campus, Bangalore-560 001

**Presidential Remarks**

**Prof. K R S Murthy**

Chairman, Board of Governors, ISEC

**Chief Guest**

**Prof. N. Prabhu Dev**

Vice-Chancellor, Bangalore University