REFERENCES:

1st International OFEL Conference on Corporate Governance.


Charreaux, Gérard (2000). Le conseil d’administration dans les theories de la governance.  
_FARGO Working Paper, 001201, Université de Bourgogne._

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand  
affect to brand performance: the role of brand loyalty. _The Journal of Marketing_, 81-93.

Relationship between Customer and Loyalty in the Fast Food Industry. With  
Relationship Inertia as a Mediator. _African Journal of Business Management_, 5(13),  
5118-5126

Christian Gronroos, (1997). Marketing mix to relationship marketing towards a paradigm  

Texas: Harcourt College Publishers._

CLSA, (2002). Corporate Governance Watch. _Corporate Governance in Emerging  

without anguish. _New Delhi: John Wiley and Sons._

_Hillsdale, New Jersey: Lawrence Erlbaum Associates._

Cohen, J., Krishnamurthy, G. & A. Wright. (2004). the corporate governance mosaic and  
financial reporting quality. _Journal of Accounting Literature_, 23, 87-152.

field settings, Chicago, Illinois. Rand McNally. _Corporate Strategy. Academy of  


Miles, L. (2010). Transplanting the Anglo American CG model into Asian countries. Prospects and practicality. Middle Sex University.


Shearer, Teri, (2002), Ethics and accountability: from the for-itself to the for-the other accounting, *Organizations and Society*, 27(6), 541-73.


