Publications: Journal Article and Book Chapter


Doctoral Consortium:

[1] Participated and presented this research work in the Doctoral Student Mentoring Programme (DSMP) at the third Biennial Conference of the Indian Academy of Management (IAM) held from 12-14th December, 2013 at Indian Institute of Management (IIM), Ahmedabad.

Conference Paper Presentations:

List of Publications


[3] Service Quality and Repurchase Behaviour: A field Study among the retail apparel shoppers in Cochin, Kerala; presented at the National Seminar on creating and delivering value for customers; March 27-28, 2009; Organized by School of Management Studies, Cochin University of Science and Technology.