REFERENCES


71. Chiang-Ju Liang, Wen and Hung Wang(2007), An Insight into the impact of a retailer’s relationship effort on Customer’s attitudes


International Journal of Service Industry Management, Vol. 7 No. 4, pp. 27-42.


166. Humphreys, M. and Williams, M. (1996), “Exploring the relative effects of salesperson interpersonal process attributes and


180. Jennifer Rowley (2005), The four Cs of customer loyalty, Marketing Intelligence & Planning, Vol. 23 No. 6, pp. 574-581


Other Sources:

388. Reports of Association of Unified Telecom Service Providers of India from auspi.in

389. Blue book on Roll out of PROJECT SMILE of BSNL


391. ICRA Information Services (2002)

Websites:
http://www.trai.gov.in/
http://www.bsnl.co.in
http://www.telecomindiaonline.com
http://www.icraindia.com
http://www.dot.gov.in/
http://www.coai.in