LIST OF PUBLICATIONS

Papers Presented / Published – International

- “Determining the gap between customer expectation and perception in Retail Banking” – International Journal of Research in Commerce & Management – ISSN 0976 – 2183
- “Measuring the service quality gap between the perceived and expected services in Retail Banking” – International Journals of Multidisciplinary Research Academy – ISSN 2249 – 2496
- “Retail Banking: Customers are clear or confused??? Is the Indian Banking Sector heading in the right direction?” – International conference on Management Research – Bharathidasan Institute of Management

Papers Presented / Published – National

- “Retail Banking in India – Banking on Retail” – Emerging Trends in Contemporary management research – Anna University of Technology. Coimbatore, ISBN 93-80697-12-0