BIBLIOGRAPHY

Research Journals, Articles & Books

- Anaman, Michael, Lycett, Mark, Love, Steve, “Enhancing Customer Experience within the Mobile Telecommunications Industry”.
- Andres Kusik, “Affecting customer loyalty: Do different factors have various influences in different loyalty levels?”
- Arthur Lin, Christine CHOU, Antecedents and Consequences of Customer Switching Costs for the Mobile Phone Market.
- Abiodun Abolaji Joachim and Oyeniyi, Omotayo, “Customer Service is the retention of mobile phone users in Nigeria”.
• Bo Edvardsson1 and Inger Roos, “Customer Complaints and Switching Behavior - A study of relationship dynamics in a telecommunication company”


• Chadha S K and kapoor Deepa, “Effect of switching cost, Service quality and customer satisfaction on customer loyalty of cellular service providers in Indian market.”

• Customer Switching In Mobile Industry - An Analysis Of Pre-Paid Mobile Customers In AP Circle Of India (Volume No: 1 (2011), Issue No. 3 (May) ISSN 2231-1009).


• Joseph Omotayo Oyeniyi, Joachim Abolaji Abiodun: Switching Cost and Customers Loyalty in the Mobile Phone Market: The Nigerian Experience.


• M.Sathish, K.Santhosh Kumar, K.J.Naveen, V.Jeevanantham, A Study on Consumer Switching Behaviour in Cellular Service Provider: A Study with

- Mitja Pirc, “Mobile Service and Phone as Consumption System – the Impact on Customer switching”.


- Ofir Turel, Alexander Serenko, User Satisfaction with Mobile Services in Canada.


• Rosemond Boohene, Gloria K.Q. Agyapong , “Analysis of the Antecedents of Customer Loyalty of Telecommunication Industry in Ghana: The Case of Vodafone (Ghana)”

• Richard Lee, Jamie Murphy, University of Western Australia, “From Loyalty to Switching: Exploring The Determinants In The Transition”.


• Wong Amy and Sohal amrik, “An examination of the relationship between trust, commitment and relationship quality”.


**Reports**


• “Indian Telecommunication Statistics 2004”, Ministry of Communications, Government of India.

• Research conducted by Ofcom (2006), the UK National Consumers Council (2006)  

• “New Telecom Policy – 2012”, www.trai.gov.in


Websites

- www.businessworldindia.com, November 1, 2004 India Telecom,
- www.airtelworld.com
- www.businessworldindia.com
- www.economictimes.com
- www.exchange4media.com
- www.vodafone.co.in
- www.indianfoline.com
- www.ideacellular.com
- www.indiantelevision.com
- www.relianceinfo.com
- www.trai.gov.in
- www.bsnl.com
- www.tatateleservices.com