Bibliography


Bibliography


University, Amritsar.


Bogomolova, Svetlana (2005), “Do service quality scores follow predictable patterns?” Submitted for the degree of Master of Business (Research), February University of South Australia, Marketing Science Centre.


Chan, Know-Fai and Leung, Sau-Ching (2001), “The importance of agency training in Hong Kong life insurance industry”, 22nd May, Research Project, Lingnan University, Hong Kong.

Chan, Michael (1987), Marketing myopia in the insurance industry, New Straits Times, Malaysia.


Chidambaram, P. (2005a), “Excerpts from speeches at the inaugural function of LIC’s golden jubilee celebrations”, union finance minister, Lucknow, September 1,

Chidambaram, P. (2005b), “LIC’s footprints are now to be found in many other countries in the world, Excerpts from speeches at the inaugural function of LIC’s Golden Jubilee Celebrations, Lucknow, September 1, Union Finance Minister, available at www.licindia.org.


Chung, Da Han, Hung, Yen Lin, Lee, Yu Hsuan and Wang, Jun Min (2008), A comparison of bancassurance sales with an insurer’s own team: the Taiwan experience, Department of Risk management and Insurance, Shih Chien University, Taipei, Taiwan, retrieved from: http://edoc.ypu.edu.tw:8080/paper.


Clark, C. (1940), The conditions of economic progress (revised and reprinted in 1951), London: MacMillan & Co. Ltd.


Committee On Banking, Insurance and Pension (2009), Beyond the numbers game, Mayur Shetty, *The Economic Times*, Newsupdates, 17 June.


Committee on Banking, Insurance and Pension (2010), Star Union Dai-Ichi to target smes for group insurance, Chennai, *The economic times*, Newsupdates, 15 September.


Committee on Insurance and Pension (2008), Micro-insurance regulator soon, Nandini Goswami, Kolkata, *DNA*, insurance and pension updates, 29th September.

Committee on Insurance and Pension (2009), Insurers eye rural areas to revive new business numbers Shilpy Sinha, Mumbai, *Business Standard*, Newsupdates, 14th May.

Committee on Insurance and Pension (2010), Bajaj Allianz Life turns its focus on traditional plans sharang limaye, Hyderabad, *Financial Chronicle*, Newsupdates, 3rd September.


Bibliography


Diary, Life Insurance Corporation of India (LIC), Mumbai, 2005.

Diary, Life Insurance Corporation of India (LIC), Mumbai, 2009


Journal of Public Sector Management, 8(7):14-19, http://dx.doi.org/10.1108/09513559510103157


Bibliography


Gullulu, Ugur, Bdlgdld, Bilsen and Unal, Sevtap (2008), A research on the differences of brand equity perception in the services, YIRCoBS, Yeditepe International Research Conference on Business Strategies, organized by Yeditepe University, Management Application and Research Center, June 13-15, retrieved from: http://yuvam.yeditepe.edu.tr-Conference_Programme_080602.pdf


Hyung-Jin, Lee (2006), Factors related to grantee perception of service quality in the community chest of Korea, Ph.D Thesis, Mandel School of Social Science, Case Western Reserve University, August, retrieved from www.etd.ohiolink.edu/send-pdf.cgi/Lee%252.


IRDA, Annual Reports from 2000-01 to 2009-10, retrieved from www.irda.gov.in

IRDA, Handbook on Indian Insurance Statistics 2007-08, retrieved from www.irda.gov.in


Bibliography


Joung, Hyun-Woo (2009), Evaluation of the recipients’ satisfaction with meals and service from meals-on-wheels (Mow), A Thesis in Restaurant, Hotel, and Institutional Management, Submitted to for the degree of Master of Science, May.


Kandampully, J. (1997), “Firms should give loyalty before they can expect it from customers”, Managing Service Quality, 7(2): 92-94.


Lal, R. and Dhanda, N. (2003), Life Insurance Corporation of India devising its strategies to meet the challenges of insurance sector reforms, National seminar on emerging trends in financial services and international business, Guru Jambheshwar University, Hisar.


Life Insurance Corporation of India (LIC), 49th Annual Report 2005-06.


Life Insurance Corporation of India (LIC), 51st Annual Report 2007-08.

Life Insurance Corporation of India (LIC), 52nd Annual Report 2008-09.

Life Insurance Corporation of India (LIC), 53rd Annual Report 2009-10.

Life Insurance Corporation of India (LIC), Pamphlet - LIC’S Bima Plus.

List of Class-I Officers, Life Insurance Corporation of India (LIC), 2007-08, Northern Zone, published by life insurance Corporation of India, dolphin printing press, Delhi.

Lovelock, C.H. (1981), Why marketing management needs to be different for services, in J.H. Donnelly & W.R. George (Eds.), Market of services (pp. 5-9), Chicago, IL: American Marketing Association.


McDonald, M. (1992), Strategic marketing planning: a state of the art reviews, Marketing Intelligence and Planning, 10(4):4-22.


Bibliography


Mulford, David (2005), Building a vibrant insurance market in India, Conference.


Nargundkar, Rajendra (2008), Marketing research: texts and cases (3rd edition), Tata McGraw-Hill publishing company Ltd., New Delhi


xxi
Bibliography


xxii
Bibliography


Bibliography


Redja (1998), Principles of risk management and insurance, Addison-Wesley, New York, pp.501-506


Bibliography


Socio-Economic Profile 1995-96 to 2008-09, Life Insurance Corporation of India (LIC), Planning Department, Amritsar Division, Punjab.

Socio-Economic Profile 1995-96 to 2008-09, Life Insurance Corporation of India (LIC), Planning Department, Ludhiana Division, Punjab.

Socio-Economic Profile 1995-96 to 2008-09, Life Insurance Corporation of India (LIC), Planning Department, Jalandhar Division, Punjab.


Statistical Year Book 1995-96 to 2008-09, Life Insurance Corporation of India (LIC), Planning Department, Jalandhar Division, Punjab.


Timmers, G.J. and Van Der Wiele, T. (1990), Airline quality: translating strategy into perception at 30,000 feet and 400 miles/hour, Paper presented at Quality in Services (QUIS-2), St John’s University, USA.


Bibliography

Websites
- www.utexas.edu
- www.topnews.in/tree/Insurance+Sector
- www.indiafirstlife.com
- http://acumenbusinesshub.blogspot.com
- www.mydigitalfc.com/insurance/
- www.reportbuyer.com
- www.bharatbook.com
- www.licindia.in/
- www.licindia.com
- www.licindia.org
- www.uic.edu/classe/
- http://hdfclife.com
- www.metlife.co.in/
- www.avivaindia.com/
- www.birlasunlife.com
- www.hdfcinsurance.com
- www.maxnewyorklife.com;
- www.iciciprulife.com
- www.canarabhclife.com
- www.insurance.kotak.com/
- www.insurance.birlasunlife.com
- www.shriramlife.com
- www.aegonreligare.com
- www.dlfpramericalife.com
- www.sudlife.in.
- www.tata-aig-life.com
- www.sbilife.co.in
- www.inglife.co.in
- www.bharti-axalife.com
- www.futuregenerali.in
- www.bajajallianz.com
- www.saharalife.com/
- www.adityabirlanuvo.net
- www.irdaindia.org
- www.idbifederal.com/
- www.thehindubusinessline.in/
- www.blonnnet.com
- http://in.nielsen.com/news
- www.expresscomputer.com
- www.bimaonline.com
- www.hindu.com
- www.theindiastreet.com
- www.thaindian.com
- www.business-standard.com
Bibliography

- www.isn-inc.com
- www.finmin.nic.in
- www.swissre.com
- www.lloyds.com/marketintelligence
- www.deloitte.com
- www.iijournals.com
- www.India PRWire.com
- www.indiahousing.com/aviva-life
- http://prasathr.sulekha.com
- www.reliancelife.com/
- http://prasathr.sulekha.com
- www.asiaeconomywatch.co.uk
- www.bimadeals.com/life
- www.mylicindia.com/lic
- www.licindiaagent.com/
- http://expressbuzz.com/States/
- www.mathurlicno1.com/content/information/
- www.sriraj.org/india/
- www.licagents.in/commission-rates.html.
- www.scribd.com/doc/20818316/LIC-strategy
- www.licofindiainsurance.com/lic-health-protection-plus/
- www.lifeinsuranceindiaonline.com/jeevan-surabhi/
- http://taxsavinginsurance.blogspot.com/l
- www.lifeinsuranceindiaonline.com/jeevan-surabhi/
- http://mylicpolicy.com/
- www.licliffeinsuranceindia.com
- www.it.iitb.ac.in/~palwencha/mtp_sec
- www.ebimaa.com/policypages/JeevanKishore.php
- www.insuranceicai.org/NewsClip
- www.onlyinsurances.com/policy_plans
- www.avdhootinvestment.com/jeevansaral.html