

Faculty Publications in National & International Journals & Conferences - 2014

Dr.Saipriya

“Retail Service Quality in the Context of Supermarkets: An Empirical Study” published in International Journal of Applied Management and Business Utility, IJAMBU, January-March 2014 Vol.2 Issue 1 page 61-6 [ISSN :2347-8608].

Mrs.AneesFathima

Presented a paper titled, “Theory Building of store brands – A Comprehensive study” in two days National Conference sponsored by Indian Council of Social Science Research on, “Millennium Development Goals (MDG) – Challenges and future” at Vels University, Chennai on 13th& 14th March 2014.

Presented a paper titled, “Impact of store brands on store loyalty – A Comprehensive Analysis” in National Conference sponsored by Indian council of social science Research on the topic, “ Millenium Development Goals” (MDC) – Challenges and Future. Organized by Vels University, Pallavaram, Chennai. On 13th & 14th March 2014.