

PRERANA

Journal of Management Thought and Practice

ISSN : 0974-908X

Volume: 4 Issue: 2

September 2012

*A bi-annual journal from
GRG School of Management Studies
Coimbatore, India*

Service Quality and Customer Satisfaction in Indian Insurance Industry

Haresh Barot, Jayesh Patel and Sweta Patel

An Analysis of Risks Associated with Internet Banking – Bankers' Perspective

K. Vidyakala and S. Poomima

A Study on Brand Loyalty and Brand Switchers among Shampoo Users in Chennai

Lalitha Balakrishnan and Pavitra M Davey

Underlying Dimensions of Buying Motives for Skincare Products made for Male with Special Reference to Bhubaneswar

Subrat Kumar Panigrahi

CXO Interview

