



**International Conference on Marketing Strategies in Globalize
Economic ERA Perspectives & Challenges**

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2	Analysis Among the Internet Based Retail Customers	
	<i>M. Sivakoti Reddy, Ch. Jayasankara Prasad</i>	
3	CRM in Retail Marketing: Challenges	
	<i>H.C.Honnappa</i>	
4	Strategic Issues Relating To Micro Retailers With Reference To Street Vendors	
	<i>D. Indira, K. Swamy</i>	
5	SA Study on Impact of Organised Retail on Unorganised Retail in Indian Scenario with Specific Reference to Hyderabad	
	<i>Y. Krishna Chaithanya</i>	
6	The Role of Consumer Emotions in Determining Persuasiveness of Retail Price Promotions: Moderating Effect of Pricing Tactics Persuasion Knowledge	
	<i>Ch. Jayasankara Prasad , R. Dharmateja</i>	
7	Indian Retail Sector – Issues and Challenges	
	<i>D. GunaSankar, A. SatishBabu</i>	
8	Examining The Role of Consumers in-Store Shopping Experience as A Retailers' Consumer Retention Strategy in Food and Grocery Retailing - A Comparative	
	<i>Y. Ramakrishna Prasad , K. SaradaDavi, P. Ayub Khan</i>	
9	Green Retail Marketing	
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