



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

Conference home page: www.iccdms.griet.ac.in



Dtae: 30th Oct		Technical Session-5	Year: 2013
S.No.	Title		
1	Customer Relationship Management		
	<i>S. Syam Prasad , K. Sarada Devi</i>		
2	Managing customer Relationships in Emerging Markets		
	<i>P. BalaramBabu, B. Panduranga Rao</i>		
3	Emerging Trends in Customer Relationship Management		
	<i>P. Srinivasa Reddy, M. Nagabhaskar</i>		
4	Critical Factors of Mobile Service Quality		
	<i>Suresh Kandulapati , B. Raja Shekhar</i>		
5	Substantiating Customer Retention Through CRM		
	<i>Susheela Devi B Devaru</i>		
6	Marketing Mix Strategy Enhancing Customer Satisfaction and Retention		
	<i>J.Durgaprasad</i>		
7	Dimensions of Service Quality in Hospitals: A Review		
	<i>Ramaiah Itumalla, G.V.R.K Acharyulu</i>		
8	Life Insurance in Rural India		
	<i>G.SyamalaRao</i>		
9	A Study on Introduction to Customer Relationship Management		
	<i>S.T.G.Ramachandracharyulu, S.Ravindra Chary</i>		
10	The Essence of Managing Customer Relationships in Emerging Markets		
	<i>Dharmateja. R</i>		
11	Subscribers' Perception Towards Dth Services in Andhra Pradesh		
	<i>M.Rajesh , BandaruSrinivasa Rao</i>		
12	Female Customer Loyalty on Cosmetics (Fair & Lovely)		
	<i>Sk.Mobeena, Miss.shajida, Sk.syra, K,vasantha, K.jyothirmai, D.Hanumareddy</i>		
13	CRM in Telecom Sector and Customer Retention		
	<i>Shafiq Ahmad, V M Prasad, Lalitha</i>		
14	Empirical Analysis of Buying Roles in Fast Food Purchase Decisions: A Study of Fast Food Outlets in Hyderabad		
	<i>V.V.Devi Prasad Kotni, P.Pinakapani, K.Venkateswarlu</i>		
15	Consumer Perceptions towards Mobile Marketing Tools		
	<i>A. Satish Babu , BGK Murthy</i>		
16	Work- Life Balance of Sales Women in Modern Retail Outlets		
	<i>P.Suhasani, R.Sridevi and G.Sumavally</i>		