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Literature survey

s.no	Author name	year	methodology	advantage	Disadvantage
1	Vicente Guerola-Navarro, Hermenegildo Gil-Gomez, Raul Oltra-Badenes & Pedrosoto-Acosta	2022	Online Customer experience	CRM technological solutions	Expectation of impact is greatest.
2	Ebenezer Paul Rajan	2019	Customer Experience Management in Online Retailing	Track ,oversee and organize every interaction	Intuitively measured against customer expectation
3	Shenbhagavadivu Thangavel	2015	A Study on Customer satisfication Towards online shopping	Online shopping	Possibility Of Fraud & Privacy Conflicts
4	Susan rose, Neil Hair, Moira Clark	2011	business-to-customer online purchase context	Effective OCE for retail websites	Differences in relevance of different experimental states

