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Publication

- Article titled "An Empirical Study on Role Stress encountered by Frontline Managers in Private Life Insurance Companies", Asian Journal of Research in Social Sciences and Humanities, Volume 6, Issue 5, May 2016.
- Article titled "A study on Organizational Commitment among employees in Life Insurance Companies", Global Management Review, Volume 9, Issue 1, November 2014.
- Article titled "Customer Perception towards Service Quality in Bank- A Rural Perspective", Global Management Review Volume, 8, Issue 1, November 2013.
- Article titled "Service Quality in Retailing, Banking and Insurance: A comparative study", Global Management Review, Volume 7, Issue 4, August 2013.
- Article titled "A study to Assess the Impact of Entrepreneurship on Women Empowerment". Journal of Management, Volume 6, Issue 1, October 2010.
- Article titled "Role Stress of Employees in Life Insurance Companies", Global Management Review, Volume 4, Issue 4, August 10, 2010.
- Article titled "Customer Loyalty in Banks at Salem – An Empirical Study", JIMS 8 M, Vol 15, No 3, July –September 2010.
- Article titled "Service Quality at Retail Stores- Customer's Perception" JK Journal of Management & Technology, Vol 1, Number 1, June 2009.
Article on "Bancassurance- through the marketing lens", Sona Journal of Marketing Research, Vol 1, Issue 1, January 2009. •
- Article titled "Customer Loyalty as a Focus of the Insurance Industry", Business Perspective, Vol 10 number 1 January- June 2008
- Empirical Paper on "Relative Importance of Servqual Dimensions in Indian Service Sectors", PES Business Review, Vol 3, Issue 2, June 2008.
- A Research article on "Service Quality in Life Insurance Industry" in Global Management Review, February 2008.
- Article titled "Consumerism in India: Yet to gain Momentum", in Edited volume on Consumer Welfare and Protection, 2008.
- Article titled "Retailing Poised to take off Among Challenges", in Edited volume on Emerging Trends in Retail Management, Excel Books, 2008.

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