GSBC Faculty Publication-2017

Ahmad, A. and K.S. Thyagaraj (2017), "An empirical comparison of two brand personality scales: Evidence from India", *Journal of Retailing and Consumer Services*, Vol. 36, pp. 86–92.

Swain, S., and Kar, N.C. (2017), "A holistic framework for conceptualizing hospital service quality", *Journal of Health Management,* Vol. 19(1), pp. 84-96.

Pervej, M. (2017), "Exploring the Significant Differences among the Financial Performance of the Private Sector Textile Unit in Maharashtra", *International Journal of Financial Management (IJFM)*, Special Edition: September, pp.33-40.

Pervej, M. (2017), "Evaluation of Financial Performance of Private Sector Textile Units In Maharashtra Using Descriptive Statistics Techniques", *IMPACT: International Journal of Research in Business Management*, Vol. 5, pp.21-30.

Swain, S., and Kar, N.C. (2017), "Service quality management practices in private hospitals – A comparative analysis. *International Journal of Innovative Research and Advanced Studies*, Vol. 4(1), pp. 169-177.

Pervej, M. (2017), "An Analysis of Financial Performance of Private Sector Textile Units in Maharashtra Using Multiple Regression Model", Arabian Journal of Business and Management Review, Vol. 6, pp. 58-68.

Jain, P. (2017), "A Study of the Managerial Functions of Principals: Teachers' Perceptions", *Journal of Studies*, Vol. 6, pp. 8-101.

Pervej, M. & Anjum, N. (2017), "Evaluating Indian Steel Industry's Trade Competitiveness Based on RCA Index", *International Journal of Management and social sciences*, Vol. 7, pp. 180-189.