



SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

Srinivas Centre for Research in Service Marketing



Prof. Sagar Srinivas

This research center attempts to improve and contribute towards the service marketing quality and standards delivered to its customers. Service quality standards maintained by a company define the success of a company to reach its customer by the promises made by external communication. Service provided by a company differentiates them from the others in the same business.

The main activities of the research center is to provide innovative ideas and strategies to maintain and improve the service marketing and quality delivered to the customers. Help the service providers and policy makers with unique way of working and to achieve customer delight through service.

Members

1. Prof. Shreepathy Rangabhatta B.
2. Prof. Anumesh Kariappa

Working Papers

1. A study on service gap model with reference to Indian tourism
2. A study on factors influencing customer satisfaction in health care services
3. A study on dealing with dissatisfied customers
4. Impact of technology and culture on service delivery.
5. A comparative study of service quality of public sector banks at honnavar