

Dr. Ruchika Ramakrishnan

Journals

Ramakrishnan, R and Vohra, A (2015) An Empirical Relationship of Brand Experience and Brand Loyalty. *Poseidon: Journal of Commerce Management and Social Science* 4(1): np

Ramakrishnan, R and Vohra, A (2015). Application of the Brand Experience Scale in the Indian Context. *Business Analyst* 36(2): 87-97

Ramakrishnan, R and Vohra, A (2015). Do Dimensions of Brand Trust Really Exist? An Empirical Study of Select Service Brands in India. *Aspirare* 2: 7-16

Ramakrishnan, R (2015) Are Brand Experience, Satisfaction and Brand Trust Possible Solutions to Brand Loyalty Challenge? An Empirical Investigation. *Arthavaan* 1(1): 44-50

Ramakrishnan, R and Vohra, A (2015) Brand Experience and Brand Loyalty: A Literature Review *Business Analyst* 35(2): 73-86

Ramakrishnan, R and Verma, D.P.S (2015) Customer Perception of Banking Service Quality: A Study of State Bank of India. *The Journal of Institute of Public Enterprises* 23(3 and 4): 46-54

Paper Presentations

Ramakrishnan, R (2016) Emergence of First Generation Women Entrepreneurs in India: A Case Study of Shahnaz Husain. International Conference on *Sustainable Business Models: Innovative Strategies and Practices*. Shyam Lal College, University of Delhi March 16-17

Ramakrishnan, R (2015) Impact of Brand Experience on Brand Loyalty: A Study of Select Service Brands. National Conference on *Emerging Challenges & Opportunities in Business & Economic Environment*. Zakir Husain Delhi College (E), University of Delhi Nov 3-4

Ramakrishnan, R (2015) Are Brand Experience, Satisfaction and Brand Trust Possible Solutions to Brand Loyalty Challenge? An Empirical Investigation. National Conference on *Business Transformation in Contemporary World- Issues & Challenges*. Bharati College, University of Delhi Oct. 1