

## **Dr. Ruchika Ramakrishnan**

**Google scholar id:** [https://scholar.google.com/citations?view\\_op=list\\_works&hl=en&hl=en&user=-nEmnWgAAAAJ&gmla=AJsN-F5QRQfo4ohjOXurlz9SYxVGMsUq-xQTXvartbZkfZVu\\_5wJVSEzXZxNRbZrRmHhLWSWI5F4i1gS2kj0OKZgIX8ptt6qDC\\_B7C2RKlyXY87wHGCGU\\_VI&sciund=12945429040306433007](https://scholar.google.com/citations?view_op=list_works&hl=en&hl=en&user=-nEmnWgAAAAJ&gmla=AJsN-F5QRQfo4ohjOXurlz9SYxVGMsUq-xQTXvartbZkfZVu_5wJVSEzXZxNRbZrRmHhLWSWI5F4i1gS2kj0OKZgIX8ptt6qDC_B7C2RKlyXY87wHGCGU_VI&sciund=12945429040306433007)

### **Research Papers:**

1. “Customer Perception of Banking Service Quality: A Study of State Bank of India” (2015)  
*The Journal of Institute of Public Enterprises* 23(3 and 4): 46-54
2. “Brand Experience and Brand Loyalty: A Literature Review” (2015)  
*Business Analyst* 35(2): 73-86
3. “Are Brand Experience, Satisfaction and Brand Trust Possible Solutions to Brand Loyalty Challenge? An Empirical Investigation” (2015)  
*Arthavaan* 1(1): 44-50
4. “Do Dimensions of Brand Trust Really Exist? An Empirical Study of Select Service Brands in India” (2015)  
*Aspirare* 2: 7-16
5. “Application of the Brand Experience Scale in the Indian Context”(2015)  
*Business Analyst* 36(2): 87-97
6. “An Empirical Relationship of Brand Experience and Brand Loyalty”(2015)  
*Poseidon: Journal of Commerce Management and Social Science* 4(1): np
7. “Are Brand Experience and Brand Loyalty Different in Product and Service Brands?”(2018)  
*Business Analyst* 38(2):91-101.

### **Link to article/paper/abstract of the article:**

[https://www.srcc.edu/business-analyst?field\\_category\\_subcategory\\_tid=All&field\\_ba\\_terms1\\_tid=189&tid=](https://www.srcc.edu/business-analyst?field_category_subcategory_tid=All&field_ba_terms1_tid=189&tid=)