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EXPLORING THE DARK SIDE OF RELATIONSHIP MARKETING

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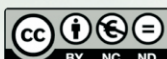


D. Ramkumar

ABSTRACT

The ongoing interest in relationship marketing through the nineties and in the new millennium is evident from the number of conferences organized on the topic, number of business schools offering course on relationship marketing and number of articles published in journals. In 1983, Leonard L. Berry, a distinguished professor of Marketing at Texas A&M University, coined the term 'Relationship Marketing' when he presented a paper entitled "Relationship Marketing" at the American Marketing Association's Services Marketing Conference.

Article Indexed in



Correspondence to **D. Ramkumar and S. Ramamoorthy**

Designation:-¹Assistant Professor, PG and Research Department of Business Administration, Government Arts College, Paramakudi

²Associate Professor and Head, Department of Economics, Nadar Mahajana Sangam S.Vellaichamy Nadar College, Nagamalai, Madurai.

Review of the Article:

The present study focuses on Exploring The Dark Side Of Relationship Marketing. The introduction builds a logical case and context for the problem statement. The problem statement is clear and well articulated.

Abstract:

The abstract is complete, essential details are presented. The results in the abstract are presented in sufficient and specific detail. The conclusions in the abstract are justified by the information in the abstract and the text. There are no inconsistencies in detail between the abstract and the text.

Reference to the Literature and Documentation:

The literature review is up-to-date. The number of references are appropriate and their selection is judicious. The review of the literature is well integrated.

Instrumentation, Data Collection:

The measurement instrument is appropriate given the study's variables; the scoring method is clearly defined. The data set is sufficiently described.

Data Analysis and Statistics:

Data analysis procedures are sufficiently described, and are sufficiently detailed. Data analysis procedures conform to the research design; models, or theory drives the data analyses.

Presentation and Documentation:

The text is well written and easy to follow. The vocabulary is appropriate. The content is complete and fully congruent.

Scientific Conduct:

There are no instances of plagiarism. Ideas and materials of others are correctly attributed.

References:

References are mentioned in APA Style.

Relevance:

The study is relevant to the mission of the journal or its audience. The study addresses important problems or issues; the study is worth doing. The study adds to the literature already available on the subject.

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No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas		✓			
4.	Timelines	✓				
5.	Sufficient information to support the assertions made & conclusion drawn			✓		
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)	✓				

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Ph: 0217-2372010 / +91-9595-359-435
Email: ayisrj2011@gmail.com
Website: www.isrj.org

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H. N. Jagtap
Editor-in-Chief

Reviewed By :-

Mrs. Pallavi Chincholkar

Assistant Professor

Email : chincholkarpr@gmail.com

Mob : 09421044094

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Ph.: 0217-2372010 /
+91-9595-359-435

Email.: ayisrj2011@gmail.com

Website.: www.isrj.org