Area of Specialization: Marketing & Law

List of Publications

Journals:

17. Dr.R.Tamilarasan,(2005),“Customer Relationship Management in Insurance Service Business”, published in SRM Digest-a publication of SRM Deemed University, 3.


4. Dr. R. Tamilarasan, (2010), “Role of Indian SMEs in Global Market” in the National Conference on “Role of SMEs in India’s Economic Prosperity”, organized by the Department of Management Studies, Sree Sastha Institute of Engineering & Technology, Chennai.


