

Publications

BOOKS: 03

1. Geetika, Nandan Tanuj, Sahu G.P, Singh Tripti, Ghosh Piyali, Vibhuti Tripathi, (2015), *Advances in Management and Technology: Mapping Strengths with Opportunities.*: McGraw Hill Education (India) Private Limited, New Delhi, Peer reviewed.
2. Geetika, Nandan Tanuj, Sahu G.P, Singh Tripti, Ghosh Piyali, Vibhuti Tripathi, (2016), *Advances in Management and Technology: New Horizons in Research*, McGraw Hill Education (India) Private Limited.
3. Agarwal P R, Geetika, Sahu G P, Singh Tripti, (2002) *Integrating World Markets Living Excellence Through Technology & Beyond...*. Printed by Dubey Printers Allahabad as conference proceeding, Vol 11.

INTERNATIONAL JOURNALS:

Published: SCI/SSCI/ESCI/SCOPUS/ABDC=37

1. Tripathi, C. M., Kaurav, R. P. S., & Singh, T. (2024). How does your cultural intelligence contribute to your adjustment? Unveiling the link between cultural intelligence and cross-cultural adjustment using meta-analysis. *Journal of Global Mobility: The Home of Expatriate Management Research*, 12(1), 167-197. <https://doi.org/10.1108/JGM-01-2023-0006>, ISSN 2049-8799
2. Kachhap V., and Singh T., (2024), Quiet quitting: a comprehensive exploration of hidden problems. *Development and Learning in Organizations: An International Journal*. (Scopus, ABDC-C). ISSN: 1477-7282. <https://doi.org/10.1108/DLO-10-2023-0214>.
3. Sachdeva, C., Singh, T.(2024) Green Human Resource Management in Hospitality: Navigating Sustainability, Gender Dynamics, and Pro-Environmental Behaviour in the Hotel Industry. *Interdisciplinary Environmental Review* (ABDC- C, Scopus Indexed) Accepted.
4. Tripathi A., Singh T., and Joshi Y., (2024) Sustainable consumption behavior: a study using bibliometric analysis. *International Journal of Business Excellence*. (Scopus) (Accepted).
5. Rahman, H., and Singh, T. (2024), "Generative artificial intelligence: opportunities, challenges and future avenues for organizational learning", *Development and Learning in Organizations*, Vol. ahead-of-print No. ahead-of-print. (Scopus, ABDC-C) <https://doi.org/10.1108/DLO-04-2024-0101>.

6. Rahman H., Singh T. (2024), Technostress and work exhaustion: unraveling the mediating role of work-family conflict in post-pandemic remote workers. *International Journal of Applied Management Science* 16(3), 261-277 (Scopus, ESCI) DOI: 10.1504/IJAMS.2024.140043.
7. Sachdeva, C., & Singh, T. (2023). Green transformational leadership and pro-environmental behaviour: unravelling the underlying mechanism in the context of hotel industry. *International Journal of Organizational Analysis*, xxx(xxx), xxx.(article in press). Emerald publisher (ABDC-B, ESCI and Scopus Indexed) DOI Cite Score 4.9 (2022) and ISSN:1934-8835. <https://doi.org/10.1108/IJOA-09-2022-3420>
8. Tripathi, A. and Singh, T. Joshi, Y (xxxx). Consumer sentiments analysis of green products, purchase and consumption pattern: A Comparative Phased Analysis. *International Journal of Business Information Systems*, xxx(xxx), xxx. (ABDC-C indexed), Inderscience, Scopus, Cite Score 1.8, ISSN print 1746-0972, ISSN online 17460980. DOI: 10.1504/IJBIS.2022.10052700.Accepted
9. Kachhap, V. and Singh, T. (xxxx). Transformational leadership for job satisfaction and employee engagement: a study on indian banks during covid 19 pandemic. *International Journal of Business Excellence*, xxx(xxx), xxx. (Scopus indexed) Cite Score 1.8, ISSN print 1756-0047, ISSN online 1756 0055, Inderscience. Accepted
10. Sachdeva, C. and Singh, T. (2024). The impact of green human resource management on employee green behaviour in higher education institutions: the mediating role of green self-efficacy. *International Journal Education Economics and Development*, Vol. 15 no. 3. (Scopus indexed), Inderscience, Cite Score 0.6 ISSN print 1759-5673, ISSN online 1759-5673, DOI: 10.1504/IJEED.2024.139305
11. Tripathi, A., Singh, T., Joshi, Y. (2023). Text Mining for decision making of refurbished Smartphone based on Amazon reviews. *Academy of Marketing Studies Journal*, 27 (1), 1-11. (ABDC B indexed), Allied Business Academies, ISSN Print- 1095-6298, ISSN Online- 1528-2678
12. Bodhi, R., Singh, T., & Joshi, Y. (2022). Modelling the role of social media in improving employee well-being. *Benchmarking: An International Journal*, 29(8), 2450-2470.(ABDC-B, ESCI and Scopus Indexed), DOI (10.1108/BIJ-03-2021-0152) Cite Score 9.0(2022) and ISSN:1463-5771
13. Tripathi, C.M., Singh, T. (2022), Sailing through the COVID-19pandemic: managing expatriates' psychological well-being and performance during natural crises, *Journal of Global Mobility*, 10(2), 192-208. Emerald publisher, Scopus, B Listed DOI (10.1108/JGM-03-2021-0034)Cite Score 2.2(2022) and ISSN:2049-8799,ESCI

14. Tripathi, C.M., Singh, T. (2021). An Empirical Analysis of the willingness for expatriate assignment; the role of career motivation and parental support. *SCMS Journal of Indian Management*, 18(4), 112-126. (ISSN 0973-3167, Scopus Indexed. Cite Score 0.12).
15. Bodhi, R., Singh, T., Joshi, Y., & Sangroya, D. (2021). Impact of psychological factors, university environment and sustainable behaviour on teachers' intention to incorporate inclusive education in higher education. *International Journal of Educational Management*, 36(4), 381-396. Emerald (Accepted) <https://doi.org/10.1108/IJEM-02-2020-0113> (Ranked B in ABDC Ranking, ABS-1, ESCI, Q2, Scopus Indexed, Cite score: 2.1,ISSN:0951-354X)
16. Bodhi, R., Singh, T., & Rahman, S. (2021). Recent themes in social media research: A systematic review. *International Journal of Business Information System*, 37(3), 287-307. (In press), Inderscience Publisher, (Ranked C in ABDC Ranking, ABS-1, Q2, Scopus Indexed, Cite score: 1.9, ISSN print 1746-0972, ISSN online 1746-0980). <https://doi.org/10.1504/IJBIS.2020.10020223>
17. Kaur, P., Dhir, A., Bodhi, R., Singh, T., & Almotairi, M. (2020). Why do people use and recommend m-wallets?. *Journal of Retailing and Consumer Services*, 56, 1-11. <https://doi.org/10.1016/j.jretconser.2020.102091> (Ranked A in ABDC Ranking, ABS-2, **SSCI**, Q1, Scopus Indexed, Impact Factor: 4.219,ISSN:9696989,Elsevier) Published on 2020
18. [Chawla, G.](#), [Singh, T.](#) and [Singh, R.](#) (2020). Operationalizing the antecedents and outcomes of union participation in the Indian context. *Journal of Indian Business Research*, 12(4), 481-508. <https://doi.org/10.1108/JIBR-03-2019-0086>; Emerald Publisher, ISSN: 1755-4195. SCOPUS, C listed, Cite Score-3.1), **ESCI**
19. Rahman, S., & Singh, T. (2019). Dimensions of Employee Satisfaction with Compensation: Scale Development and Validation. *International Journal of Business Excellence*, 19(2), 223-242. (Scopus, Cite Score 1.8, ISSN print 1756-0047, ISSN online 1756 0055, Inderscience, H Index: 15.
20. Singh, S., & Singh, T. (2019). Competency Mapping: A Strategic Perspective in Employee Retention. *International Journal of Recent Technology and Engineering (IJRTE)*, 8(2), 3890-3898. SCOPUS Listed for 2018-2019,ISSN Online 2277-3878,Published by Blue eyes intelligence engineering and sciences publication
21. Chawla, G., Singh, T., Agarwal, S., & Singh, R. (2018). Resolving an Inevitable Crisis: Whose Stake Is It?. *Global Business Review*, 9(4), 1090–1109. <https://doi.org/10.1177/0972150918773006>; C Listed, SCOPUS, Sage publishers, ISSN: 0972-1509, Cite score:3.10, **ESCI**
22. Chawla, G., Singh, T., Singh, R., & Agarwal, S. (2018). Worker participation in union activities: a conceptual review. *Personnel Review*, 47(1), 206-226. <https://doi.org/10.1108/PR-09-2016->

[0253](#) ; SCOPUS listed, Emerald publisher, ISSN:0048-3486,Impact factor 3.89, Cite Score- 5.8, **SSCI, ABDC A**

23. Shibin, K. T., Gunasekaran, A., Papadopoulos, T., Childe, S. J., Dubey, R., & Singh, T. (2016). Energy sustainability in operations: an optimization study. *The International Journal of Advanced Manufacturing Technology*, 86, 2873-2884.
24. Dubey, R., & Singh, T. (2015). Understanding complex relationship among JIT, lean behaviour, TQM and their antecedents using interpretive structural modelling and fuzzy MICMAC analysis. *The TQM Journal*, 27(1), 42-62. Emerald. B Listed, SCOPUS, H Index: 44, Cite Score:6.4, ISSN-1754-2731, **ESCI**
25. Dubey, R., Singh, T., & Ali, S. S. (2015). The mediating effect of human resource on successful total quality management implementation: An empirical study on SMEs in manufacturing sectors. *Benchmarking: An International Journal*, 22(7), 1463-1480. Emerald Group publishing B Listed, Scopus, H Index:54, Cite Score 9.0(2022) and ISSN:1463-5771, **ESCI**
26. Dubey, R., Gunasekaran, A., Singh, S., & Singh, T. (2015). Building theory of sustainable manufacturing using total interpretive structural modelling. *International Journal of Systems Science: Operations & Logistics*, 2(4), 231-247. Scopus, Taylor and Francis, Cite score-12.9,ISSN-23302674, 23302682, **ESCI**
27. Dubey, R., Singh, T., and Gupta, Omprakash K. (2015). Impact of Agility, Adaptability and Alignment on Humanitarian Logistics Performance: Mediating effect of Leadership. *Global Business Review*, 16(5), 812-831; C Listed, SCOPUS, H Index: 18, Sage publishers, ISSN: 0972-1509, Cite score: 3.10, **ESCI**
28. Singh, R., & Singh, T. (2015). Talent quotient for Indian management teachers. *International Journal of Business Innovation and Research*, 9(6), 750-766. SCOPUS, H Index: 18, Inderscience, Cite Score-1.8, ISSN-1751-0260, 1751-0252
29. Dubey, R., Singh, T., Ali, S. S., & Tiwari, S. (2015). Contextual relationship among antecedents of truck freight using interpretive structural modelling and its validation using MICMAC analysis. *International Journal of Logistics Systems and Management*, 20(1), 42-58.2015, SCOPUS, H Index: 25, Inderscience, Cite Score-1.9, ISSN-1742-7965, 1742-7967
30. Singh, T., Nandan, S., & Chawla, G. (2015). HR service dimensions of quality of work life factors: IT enabled services perspectives in India. *International Journal of Indian Culture and Business Management*, 10(4), 460-475. Inderscience, **ESCI**, ISSN- 1753-0814, 1753-0806
31. Dubey, R., Singh, T., Samar Ali, S., Venkatesh, V. G., & K. Gupta, O. (2014). Exploring dimensions of firm competencies and their impact on performance: Some exploratory empirical results. *Benchmarking: An International Journal*, 21(6), 1003-1022. B Listed, Scopus, H Index:54, Cite Score 9.0(2022) and ISSN:1463-5771, **ESCI**

32. Srivastava, V., & Singh, T. (2013). Exploring determinants of closeness in manufacturer–supplier relationships: A study of select Indian manufacturing firms. *Journal of Relationship Marketing*, 12(1), 1-21. ISSN 1533-2667 (Print), 1533-2675 (Online), 2013, 1-21., Scopus, H Index: 22, Cite Score-3.9.
33. Singh, T., & Dubey, R. (2013). Soft TQM practices in Indian cement industry—an empirical study. *International Journal of Productivity and Quality Management* , 11(1), 1-28. Scopus, H Index:23, Cite score-2.2, ISSN- 1746-6482, 1746-6474.
34. Dubey, R., Singh, T., & Tiwari, S. (2012). Supply chain innovation is a key to superior firm performance an insight from Indian cement manufacturing. *International Journal of Innovation Science*, 4(4), 217-230. ISSN 1757-2233 (Print), Scopus, H Index:9, Cite score-5.0, Emerald, **ESCI**.
35. Dubey, R., & Singh, T. (2012). A theoretical framework of soft TQM in successful implementation. *International Journal of Advanced Operations Management*, 4(3), 195-218. Scopus, H Index:5, Cite score-2.4, ISSN-1758-9398, 1758-938X, Inderscience
36. Srivastava, V., & Singh, T. (2010). Value creation through relationship closeness. *Journal of Strategic Marketing*, 18(1), 3-17. Routledge, Taylor & Francis Group.A Listed, SCOPUS, H-Index: 42, Cite Score(2021)-6.2, ISSN-0965-254X, Online-1466-4488.
37. Dhingra, T., Singh, T., & Sinha, A. (2009). Location strategy for competitiveness of special economic zones: A generic framework for India. *Competitiveness Review: An International Business Journal*, 19(4), 272-289. Emerald Group publishing Ltd; C Listed, SCOPUS, H Index: 19 ,Cite score-4.6, ISSN- 1059-5422, **ESCI**

Peer Reviewed=08

38. Dubey, R., & Singh, T. (2009). Study on logistics skill gap in supply chain sector in India-empirical findings. *AIM International*, 3(3), 191-205. ISSN-1939-7011. Ghosh, P., Singh, T., Mukherjee, U., & Tripathi, N. P. (2010). Job satisfaction in private sector banks in India. *International Journal of Indian Culture and Business Management*, 3(5), 560-576. ISSN-1753-0814, 1753-0806.
39. Singh, T., & Srivastav, S. K. (2012). QWL and organization efficiency: a proposed framework. *Journal of Strategic Human Resource Management*, 1(1), 1. January, 2012, ISSN: 2277-2138, pp1-13, Publishing India group.

40. Singh, T., Chawla, G. & Mishra, A. (2012). Unions and Managerial Associations in Indian Organizations: A Case Study of Selected Organizations. *Journal of Organization and Human Behaviour*, 1(2), 9-18. Publishing India, ISSN-2277-3274.
41. Singh, T. and Chawla, G. (2014). Antecedents and Consequences of Union Participation: A Review. *Journal of Advanced Management Science*, 3(1), 44-49. (ISSN: 2168-0787)
42. Dhingra, T., & Singh, T. (2011). SEZ (Special Economic Zones) in India: A Review of Macro Environment variables. *IIMS Journal, Journal of IIM Shillong*, 2(2), 185-196. www.IndianJournal.com
43. Singh, T., & Agarwal, S. (2011). Establishing linkages between innovative human resource management, human resource value creation, and organizational performance: A conceptual study. *Research Journal of Social Science & Management*, 1(7), 31-41.
44. Samaddar, A. B., Singh, T., (2008) . Macro Economic perspectives of Special Economic Zones in India. *An International Journal of Skyline Business*, 4(2)
45. Singh, T., Ghosh, P. ,Mukerjee, U., & Tripathi, P. N. (2010). A Study of Job Satisfaction among Private Sector Bank employees in India Using Multiple Regression Analysis. *IMS Manthan*, 5.

Book Chapters=11

46. **Book Chapter/Units Published for IGNOU New Delhi, February 2022- HRD for employees**
47. **Book Chapter/Units Published for IGNOU New Delhi, February 2022- Role of HRD Manager**
48. **Book Chapter/Units Published for IGNOU New Delhi, February 2022- Performance Management**
49. **Book Chapter/Units Published for IGNOU New Delhi, February 2022- Competency Mapping**
50. Bodhi, R., Singh, T. (2020). Examining the Influence of Social Media Use and Trend Affinity on Collaborative Consumption. *Marketing Challenges on Emerging Markets*. ISBN: 978-93-5268-308-6
51. Singh, T., Verma, M. K., & Singh, R. (2014). Role of emotional intelligence in academic achievement: An empirical study on engineering students. In *Strategic approaches for human Capital management and development in a turbulent economy* (pp. 255-263). IGI Global. ISSN: 2327-3372, e-ISSN: 2327 3380

52. Singh, T., & Dubey, R. (2013). Soft TQM practices in Indian cement industry—an empirical study. *International Journal of Productivity and Quality Management*, 11(1), 1-28. ISBN/ISSN No.978-94-007-5994-7; 978-94-007-5995-4.
53. Singh, T., & Srivastava, V. (2008). Relationship Marketing Across Value Delivery Network: A Literature Review. In *8th Global Conference on Business & Economics, Florence, Italy*. Published in Volume entitled Emerging issues and Challenges in Business & Economics: Selected Contribution from the 8th Global Conference, (pg 535- 547), Firenze University Press; ISBN/ISSN No.978-88-6453-059-8(print); 978-88-6453-061-1(online).
54. Singh, T., & Singh, R. (2015). A Conceptual Framework for Teacher's Talent Retention in Management Education Entities in India. *Advances in Management and Technology: Mapping Strengths with Opportunities* (pg 169-176). New Delhi: McGraw Hill Education (India) Private Limited; ISBN/ISSN No: 978-93-392-2075-4; 93-392-2075-7
55. Singh, T., & Agrawal, A. (2015). Implementation of Quality Systems in Indian MSME's: A Critical Analysis of Successful Case Studies. *Advances in Management and Technology: Mapping Strengths with Opportunities* (p87-96). New Delhi: McGraw Hill Education (India) Private Limited, ISBN/ISSN No: 978-93-392-2075-4; 93-392-2075-7
56. Agarwal, S., and Singh, T. (2015). The Progression of HRM A: A Review. *Advances in Management and Technology: Mapping Strengths with Opportunities* (p87-96). New Delhi: McGraw Hill Education (India) Private Limited, ISBN/ISSN No: 978-93-392-2075-4; 93-392-2075-7

National Journal (Peer Reviewed)=12

57. Dhingra, T., & Singh, T. (2009). Special Economic Zone-An Indian Approach. *Foreign Trade Review*, 43(4), 52-72., ESCI
58. Singh, T., & Tripathi, C. M. Issues Related to International Work Assignments and Expatriation: A Thematic Analysis.
59. Srivastava, V., & Singh, T. (2014). Managing Relationship with Supplier (s): An Exploratory Study of Select Indian Manufacturing Firms. *Journal of Supply Chain Management Systems*, 3(1).
60. Singh, T., Kapur, A.S., Allada, V. & Singh, R. (2013). A Study of Talent Management in Indian Industries for Intellectual Capital Development and Institution Building. *RBS Business Review Journal of Business Management*, 1(2).

61. Geetika, Singh, T., & Srivastava, V. (2010). HR practices, quality of work life and organizational efficiency; with special reference to IT-enabled service sector in India. *Indian Journal of Training and Development*, 3, 1-10.
62. Dubey, R., & Singh, T. (2010). Cement industry value delivery network- A blueprint for networking the flow of material, information and cash. Prabandhan: Indian Journal of Management, 3(3), 22-31.
63. Dubey, R., & Singh, T., (2010). Supply Chain Architecture of Cement Industry-A Case study Approach'. *Biannual Journal of IMS Ghaziabad*, 7(1), 13-24. (ISSN No.0973-824X).
64. Dubey, R., Singh, T., & Nandan, T. (2008). Lack of Coordination in Supply Chain (Bullwhip effect) and how to crack it?. *Management Insight*, 4(2), 12-22. (ISSN 0973- 936X).
65. Agrawal, P. R., & Singh, T. (2006). Penetrating the Rural Markets: A Field Survey of Positioning Options for Indian Rural Markets; A Field Survey of Allahabad Division. *Journal of Commerce, Department of Commerce & Business Administration, University of Allahabad*, 2.
66. Singh, T., & Srivastav, V. (2010). Linking Quality of Work Life and HR Practices: With Special Reference to IT Enabled Services Sector in India. *Indian Journal of Business Administration*, 6, 240-248.
67. Singh, T., Nandan, S., & Singh, A. (2012). Employee Perception of Training: A Comparative Study of Manufacturing and Service Sector. *Management Dynamics*, 12(1), 58-76. ISSN 0972-5067.
68. Srivastava, V., & Singh, T. (2007). Relationship Marketing across Value Delivery Network. *Fortune Journal of International Management*, 4(2), 79-85.
69. Geetika, & Singh, T. (2001). Strategic Human Resource Management and Competitive Advantages. *Indian Journal of Training and Development*, XXXVII(4), 5-10. ISTD New Delhi.

Conference proceedings

Total=17

70. Matani R and Singh T., (2024), "Factors leading to Career Sustainability of Working Professionals: A Study of IT Industry in India" Proceedings of 16th Doctoral Thesis Conference organized by ICFAI School of Social Sciences. Hyderabad. Pg-132. (Abstract).

71. Tripathi A., Singh, T., & Joshi, Y. (2023). Sustainable Marketing: Future Trends. Business Research Proceedings, Shilder School of Business, Hawaii, USA. X(X), 1-1. 14-16 March, 2023.
72. Rahman H and Singh T. (2024), "Crafting the future of sustainable work: A qualitative exploration and framework development of hybrid workplace in learning organizations" Proceedings of 16th Doctoral Thesis Conference organized by ICFAI School of Social Sciences, Hyderabad. Pg- 174. (Abstract)
73. Rahman H and Singh T. (2024), "Investigating the impact of Organization Culture on Affective Commitment of remote workers: Moderating role of Work-Family Enrichment" Proceedings of 9th PAN IIM World Management Conference organized by IIM Sambalpur. (Abstract)
74. Rahman H and Singh T. (2024), "Exploring the role of team cognition in virtual team effectiveness: Moderating role of virtuality" Proceedings of 9th PAN IIM World Management Conference organized by IIM Sambalpur. (Abstract)
75. Rahman H., Singh T.,(2023) 'Fostering a Sustainable Workforce: Exploring the Relationship between Technostress, Work Exhaustion and Work-family Conflict among remote worker', International Conference on Technologies and Innovation for Sustainable Development ,October 27-29, 2023.
76. Sachdeva, C., & Singh, T. (2022). A Thematic Analysis of Drivers Related to Green Human Resource Management. In Proceedings of the 2nd Indian International Conference on Industrial Engineering and Operations Management, Warangal, Telangana, India, August 16-18, 2022.
77. Kachhap, V., & Singh, T. (2021). Systematic Literature Review of Employee Engagement: Thematic Analysis and Future Agenda of Research. *BUSINESS RESEARCH AND INNOVATION*, 214.
78. Sachdeva, C., Singh, T. (2021). Green HRM on the path of achieving sustainability: The mediating role top management support. *Recent trends in Management and Social Sciences*, 1,1-35. ISBN: 978-93-90818-55-6
79. Kachhap, V., Singh, T., (2021). Virtual teams effectiveness through transformational leadership, team competencies and employee engagement: A theoretical framework. *Recent trends in Management and Social Sciences*, 1, 1-35. ISBN: 978-93-90818-55-6
80. Bodhi, R., Singh, T., (2020)"Examining the Influence of Social Media Use and Trend affinity on Collaborative Consumption', *Marketing challenges on Emerging Markets* ISBN: 978-93-5268-308-6
81. Singh, T., Srivastav V., (2012). 'Study of Customer Value Creation through Supplier Relationship Management' proceeding of the 5th IIMA Conference on Marketing in Emerging Economics, ISBN i.e. 978-81-920800-1-7, pg 273-286

82. Tripti, S., & Ginni, C. (2015). Antecedents and consequences of union participation: A review. *Journal of Advanced Management Science Vol, 3(1)*, 44-49. Session Management and Humanities, IEDRC, 2014.
83. Singh, T., Geetika, G., & Dubey, R. (2011). A theoretical framework for soft dimensions of total quality management. In *International conference on economics and finance research IPEDR* (Vol. 4). ISSN-2010-4626, 4, 529-533, 2011
84. Geetika, G., Singh, T., & Gupta, A. (2011). Women working in informal sector in India: A saga of lopsided utilization of human capital. *International Proceedings of Economics Development and Research*, 4, 534-538. Singapore pg no 544-548, 978-1-4244-9308-1/11
85. Agrawal, R. Peeush., Geetika, G., Singh, T. (2006). 'Consumer's Buying Pattern In Indian Villages: A survey of A sub- Division in Northern part of India, published in the conference proceedings 12 th Asia Pacific Management Conference Titled "Managing Competitiveness in the Knowledge Economy, Vol II, of Asian Institute of Technology, Bangkok. Nov 18-19, 2006, pages 40-47
86. Singh, T. (2002). Service Marketing in the New Millennium. *World Markets Living Excellence Through Technology & Beyond.....*, pg. no. 2.74-2.78.