

BUSI4231 Contemporary Themes in Marketing

Reading list for MBA module Contemporary Themes in Marketing

View Online



1.

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Zeithaml, V.A., Parasuraman, A., Malhotra, A.: Service Quality Delivery through Web Sites: A Critical Review of Extant Knowledge. *Journal of the Academy of Marketing Science*. 30, 362–375 (2002). <https://doi.org/10.1177/009207002236911>.
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Nguyen, B., Mutum, D.S.: A review of customer relationship management: successes, advances, pitfalls and futures. Business Process Management Journal. 18, 400-419 (2012). <https://doi.org/10.1108/14637151211232614>.

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Roy, S.K., Mutum, D.S., Nguyen, B.: Services marketing cases in emerging markets: an

Asian perspective. Springer, Switzerland (2017).