



INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

An Internationally Indexed Peer Reviewed & Refereed Journal

UGC ID - 44854

Impact Factor* : 3.1145

Ref: CASIRJ/2017/A106910

DOI : [HTTPS://DOI.ORG/10.32804/CASIRJ](https://doi.org/10.32804/CASIRJ)

ISSN 2319 – 9202 (O)



THIS CERTIFIES THAT
DR. G. CHINA BABU
HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON
**LOYALTY PROGRAM AS A TOOL OF CUSTOMER RELATION, CUSTOMER SATISFACTION AND
CUSTOMER RETENTION: A STUDY ON ORGANIZED RETAIL INDUSTRY IN INDIA**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 8 , Issue – 12 Dec , 2017



Editor in Chief





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ISSN 2319 – 9202 (O)



THIS CERTIFIES THAT
DR. NAZIA SULTANA
HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON
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