

Ankündigung

Konferenzteilnahme

Konferenz: The 4th International Research Symposium in Service Management (IRSSM), Theme: Service Imperatives in the New Economy: Enhancing Customer Experience, Marian International Institute of Management, Kuttikkanam, Idukki, Kerala, India, July 2-6, 2013

Title: **Ascertaining of the Holistic Service Productivity of Hospitals' Customer and Supplier Relationship Management (Presentation)**

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