# BIBLIOGRAPHY

# **BIBLIOGRAPHY**

## **REFERENCE BOOKS:**

- Alan M. Zuckerman (2006); "Healthcare Strategic Planning"; Prentice hall of India private Limited, New Delhi, Second Edition, 2006.
- 2. Bapu P. George (2006); "Marketing of Healthcare Services"; Abhijeet Publications, Delhi, First Edition, 2006.
- 3. Bernard Katz (2004); How to turn customer service into customer sales; Jaico Publishing House, Mumbai; 1<sup>st</sup> edition, PP. 8, 16,18,31,32,79.
- 4. Booms, B H and M J Bitner (1981) 'Marketing Strategies and Organizational Structures for Service Firms', J Donnelly and W R George (Chicago: American Marketing Association) (www.nottingham.ac.uk).
- 5. Dr. G. Krishna Mohan & Dr. C. N. Krishna Naik (2006); "Health Care Marketing"; Discovery Publishing House, New Delhi; First Edition, 2006.
- 6. Dr. Pradeep B. Salgaonkar (2006); "Marketing of Healthcare Services"; Abhijeet Publications, Delhi, First Edition, 2006.
- 7. J.Kishore (2006); "National Health Programs of India National policies & legislation Related to Health"; 6<sup>th</sup> edition, 2006, Century publications, New Delhi.
- 8. Jum C. Nunnally (1981); "Psychometric Theory"; Tata Mcgraw-Hill Publishing Ltd. New Delhi, 1981.
- 9. Naresh K. Malhotra (2007); "Marketing Research An Applied Orientation"; Pearson Prentice Hall; Fiofth Edition, 2007, Page No. 315.
- 10. Philip Kotler & Kevin Lane Keller (2005); "Marketing Management"; Prentice Hall of India Private Limited, 12<sup>th</sup> Edition, 2005, PP. 144, 402.
- 11. Philip Kotler (2000); Marketing Management; Prentice Hall of India Pvt. Ltd.; 10<sup>th</sup> edition, PP. 36 38, New Delhi.
- 12. R.C. Goyal (2005); "Hospital Administration and Human Resource management"; Prentice Hall of India Private limited, New Delhi, 4<sup>th</sup> edition, 2005, Page No. 03.
- 13. Sheila Payne (2005); Delivering customer service (How to win a competitive age through managing customer relationship successfully); Jaico Publishing House, Mumbai; 2<sup>nd</sup> edition, PP. 9,11,13,17,21. (www.jaicobooks.com, email: jaicopub@vsnl.com).
- 14. Terry G. Vavra (1998); "Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer satisfaction Measurement Programmes"; Wheeler Publishing, New Delhi, 1998, PP. 4.

- 15. William D. Perreault, E. Jerome McCarthy (2002): Basic Marketing, A Global Managerial APP.roach; Tata McGraw Hill Publishing Company Ltd., New Delhi, 14 Edition; PP. 5, 37 to 40, 638, 639.
- 16. William J. Stanton, Michael J. Etzel, Bruce J. Walker (1994); Fundamentals of Marketing; Mc Graw-Hill, Inc.; 10<sup>th</sup> edition, PP. 15, 16.

#### **RESEARCH REPORTS:**

- 1. Annual Report of Health & Family Welfare (2005-06); Ministry of Health and family Welfare; (www.mohfw.nic.in,).
- 2. Dr Praneet Kumar; "National Health Policy 2002: A mixed bag", Express Healthcare Management; (http://www.expresshealthcaremgmt.com/20020831 /prescription1.shtml)
- 3. Gujarat Human Development Report 2004; Mahatma Gandhi Labour Institute, Ahmedabad, 2004 PP. 61 -66, 115 146.
- 4. Human Development Report (1991); United Nations Development Progamme (UNDP); Oxfprd University Press, New York, 1991, Page No. 39.
- 5. Human Development Report 2003; United Nations Development Progamme (UNDP); Oxfprd University Press, New York, 2003, PP. 1-2.
- 6. Human development in South Asia, 2004 (2005); Published for the Mahbubul Haq Human Development Center; Oxford University press, 2005.
- 7. Indian Council of Medical Research (ICMR) Bulletin, (2004); 'Health Research Policy'; Indian Council of Medical Research, New Delhi, September October, 2004; Volume No. 34,9-10, PP.. 49-59.
- 8. Ministry of Health and family Welfare (2005); "Report of the National Commission on Macroeconomics and Health", New Delhi, 2005.
- 9. The Economic Survey, 2006-2007 & 2007-08 (http://indiabudget.nic.in).
- 10. The World health report 2006; Working together for health; World Health Organization, 2006 Geneva (http://www.who.int/whr).
- 11. World development Report (2006); 'Equity and Development'; A co publication of The World Bank and Oxford University Press, 2006.
- 12. World health statistics 2008; World Health Organization 2006 (http://www.who.int/healthinfo).

#### **BUSINESS AND OTHER NEWS PAPERS:**

- 1. Ajit Narain (2007); "Is Detariffing of Motor and Fire beneficial for Health Insurance"; Express Healthcare, February 2007, www.expresshealthcaremanagement.com. Page No. 48.
- 2. Anil Kamath (2007); "Are we ready for Public Private Partnership", Express Healthcare, January 2007, www.expresshealthcaremanagement.com, Page No. 44.
- 3. Arun Gupta (2004); 'No Child's Play malnutrition Needs Tackling in its Infancy'; Times of India, 29<sup>th</sup> December 2004.
- 4. Brig Joe Curian (2007); "Did the Budget Give Adequate Incentive to Healthcare?"; Express Healthcare Management, April 2007, www.expresshealthcaremanagement.com. Page No. 64.
- 5. Col A.K. Dutta (2007); "Modern Concepts in Hospital Planning"; Express healthcare Management; February 2007, PP. 49 & 50; (www.expresshealthcaremgmt.com).
- 6. Deepak Mendiratta (2007); "Is Detariffing of Motor and Fire beneficial for Health Insurance"; Express Healthcare, February 2007, www.expresshealthcaremanagement.com. Page No. 48.
- 7. Dr. (Prof.) P. K. Dave, (2007); "Are we ready for Public Private Partnership", Express Healthcare, January 2007, www.expresshealthcaremanagement.com, Page No. 44.
- 8. Dr. Alok Roy, (2007); "Are we ready for Public Private Partnership", Express Healthcare, January 2007, www.expresshealthcaremanagement.com, Page No. 44.
- 9. Dr. Anil Kumar (2006); "Knowledge Management in Managed Healthcare"; Express Healthcare Management, June 2006, Page No. 24; (www.expresshealthcaremgmt.com).
- 10. Dr. Biswendu Bardhan (2006); "Role of Doctors in Cashless Services"; Express Healthcare, May 2006, www.expresshealthcaremanagement.com. Page No. 37.
- 11. Dr. Biswendu Bardhan (2007); "Is Detariffing of Motor and Fire beneficial for Health Insurance"; Express Healthcare, February 2007, www.expresshealthcaremanagement.com. Page No.. 48.
- 12. Dr. Shyama S. Nagrajan (2007); "Healthcare grading An advanced Tool"; Express healthcare Management; February 2007, PP. 18 19; (www.expresshealthcaremgmt.com).
- 13. G.D. Kunders, (February, 2006); "Interior Design and Graphics in Hospiotals (Part III)"; Express Healthcare Management, February, 2006, Page No. 23; (www.expresshealthcaremgmt.com).
- 14. G.D. Kunders, (January, 2006); "Interior Design and Graphics in Hospiotals (Part II)"; Express Healthcare Management, January 2006, Page No. 23; (www.expresshealthcaremgmt.com).
- 15. Kamran Sulaimani (2007); "Hospitals Queue up for Multi-Speciality Centers"; The Economic Times, January 8<sup>th</sup> 2007.
- 16. Khomba Singh (2007); "Healthcare Biggies Eyeing Insured Overseas Patients"; The Economic Times, July 9<sup>th</sup> 2007.

- 17. Malvinder Mohan Singh (2007); "A Sea Change in Healthcare Consumer Behaviour"; The Economic Times, April 3<sup>rd</sup> 2007.
- 18. Pradeep Bhardwaj (2006); "Power Of Six Sigma In Hospital & Healthcare Management"; Express Healthcare Management, August 2006, PP. 22 23; (www.expresshealthcaremgmt.com).
- 19. R. Basil (2007); "Did the Budget Give Adequate Incentive to Healthcare?"; Express Healthcare Management, April 2007, www.expresshealthcaremanagement.com. Page No. 64.
- 20. Rajashri Sengupta (2006); "Healthcast 2020: Creating A Sustainable Future"; Express Healthcare Management, July, 2006, Page No. 23; (www.expresshealthcaremgmt.com).
- 21. Ram Sharma (2007); "Did the Budget Give Adequate Incentive to Healthcare?"; Express Healthcare Management, April 2007, www.expresshealthcaremanagement.com. Page No. 64.
- 22. Ravi Duggal (2006); "Health Budget 2006-07: New Directions?"; Express Healthcare Management, April 2006, www.expresshealthcaremanagement.com. Page No. 14.
- 23. Sheenu Jhawar (2006); "Global Healthcare in a Local Framework"; Express Healthcare Management, February, 2006, Page No. 23; (www.expresshealthcaremgmt.com).
- 24. Shivinder Mohan Singh (2006); 'Healthcare for All'; The Economic Times, May 7th 2006.
- 25. The Economic Times (2008); Survey Conducted by Max New York Life Insurance (MNYLI) and National Council of APP.lied Economic Research (NCARE); "Gujaratis Spending 4<sup>th</sup> of their Income on Health"; The Economic Times, 13<sup>th</sup> September, 2008.
- 26. The Economic Times (April, 2006); 'Cradle of Hunger'; The Economic Times, April 19th 2006.
- 27. The Economic Times (May, 2006); 'Hidden Hunger'; The Economic Times, May 5<sup>th</sup> 2006.
- 28. Vivek Shukla (2006); "Ironies of the Healthcare Industry"; Express healthcare Management; July 2006, PP. 31 & 33; (www.expresshealthcaremgmt.com).

#### **MAGAZINES:**

- 1. Abhijit Banerjee, Angus Deaton, Esther Duflo (2004); "Health Care Delivery in Rural Rajasthan"; Economic Political Weekly, February 28, 2004, PP. 944 949.
- 2. Ajay Mahal (2002); "Assessing Private Health Insurance in India", Economic Political Weekly, February 9, 2002, PP. 559-571.
- Alex George (2002); "Quality of Reproductive Care in Private Hospitals in Andhra Pradesh Women's Perception"; Economic Political Weekly, April 27, 2002, PP. 1686 – 1692.
- 4. Anant Phadke (2003); EPW Commentary, "Hep-B Vaccine: Some Issues"; Economic Political Weekly; June 21, 2003.
- 5. Arvind Pandey, Nandini Roy, D Sahu, Rajib Acharya (2004); "Maternal Health Care Services Observations from PP. 713 720.
- Deepa Sankar, Vinish Kathuria (2003); "Health Sector in 2003-04 Budget", Economic Political Weekly, April 12, 2003.
- 7. Deepa Sankar, Vinish Kathuria (2004); Health System Performance in Rural India Efficiency Estimates across States"; Economic Political Weekly, March 29, 2004, PP. 1427 1433.
- 8. EPW Editorial (2000); "Receding Goals in Health"; Economic Political Weekly, March 18-24, 2000.
- 9. EPW Editorial (2002); "Health Care: Expansion for Profit"; Economic Political Weekly, August 24, 2002.
- 10. EPW Editorial (2002); "Health Gets Short Shrift"; Economic Political Weekly, March16, 2002.
- 11. EPW Editorial (2003); "Health care: Token homepage"; Economic Political Weekly, March 8, 2003.
- Girish Kumar (2002); "Promoting Public-Private Partnership in Health Services"; Economic Political Weekly, June 19, 2002.
- 13. Indrani Gupta (2002); "Private Health Insurance and Health Costs"; Political Weekly, July 06, 2002.
- 14. M Gopinathreddy, K Jayalakshmi, Anne-Marie Goetz (2006); "Politics of Pro-poor Reform in the Health Sector"; Economic and Political Weekly February 4, 2006, PP. 419-426.
- 15. Manu N Kulkarni (2005); "Budgeting for Health"; Economic Political Weekly, May 7, 2005.
- 16. Ramamani Sundar, Abhilasha Sharma (2002); "Morbidity and Utilisation of Healthcare Services A Survey of Urban Poor in Delhi and Chennai" Economic Political Weekly, November 23, 2002.
- 17. Sonia Andrews, Sailesh Mohan (2002); EPW Commentary, "User Charges in Health Care: Some issues"; Economic Political Weekly; September 14, 2002.
- T K Roy, Sumati Kulkarni, Y Vaidehi (2004); "Social Inequalities in Health and Nutrition in Selected States"; Economic and Political Weekly February 14, 2004, PP. 677- 683.

#### **RESEARCH JOURNALS:**

- Adrienne Curry, Sandra Stark, Lesley Summerhill (1999); "Patient and Stakeholder Consultation in Healthcare"; Managing Service Quality, MCB University Press, Vol. No. 9, No. 5, 1999, PP. 327-336.
- Alan Baldwin, Amrik Shoal (2003); "Service Quality Factors and Outcomes in Dental Care";
  Managing Service Quality, MCB UP Limited, Vol. No. 13, No. 3, 2003, PP. 207-216.
- 3. Allen E. Smith, Kerry D. Swinehart (2001); "Integrated Systems Design for Customer Focused Health Care Performance Measurement: A Strategic Service Unit APP.roach"; International Journal of Health Care Quality Assurance; MCB University Press, Vol. No. 14/1, 2001, PP. 21-28.
- 4. Ambuj Bharadwaj, D.K. Sharma, R.K. Sharma, P.C. Chaubey (2001); "Expectations of people from Quality Health Services in Metropolitan city of Delhi and to Propose a Sound Health Care Marketing Strategy for Private/Corporate Hospitals in Delhi"; Journal of the Academy of Hospital Administration; Vol. 13, No. 2 (2001-07 2001-12).
- 5. Amina T. Ghulam; Margrit Kessler; Lucas M. Bachmann, Urs Haller, Thomas M. Kessler (2006); "Patients' Satisfaction With the Preoperative Informed Consent Procedure: A Multicenter Questionnaire Survey in Switzerland" Mayo Clinic Proceedings, Vol. No. 8l(3, :March 2006, PP. 307-312.
- 6. Annabelle Mark (2005); "Organizing Emotions In Health Care" Journal of Health Organization and Management; Emerald Group Publishing Limited, Vol. No. 19, No. 4/5, 2005, PP. 277-289.
- 7. Anne E. Tomes & Stephen Chee Peng Ng (2000); "Service Quality in Hospital care: the Development of an in-patient Questionnaire"; "International Journal of Health Care Quality Assurance", Vol. 8, No. 3, 2000, PP. 25-33. MCB University Press.
- 8. Anne E. Tomes and Stephen Chee Peng Ng, (1995); "Service Quality in Hospital Care: The Development of an In-patient Questionnaire"; International Journal of Health care Quality Assurance, MCB University Press, Vol. 8 No. 3, PP. 25-33.
- 9. Anthony J. Avery, Lindsay Groom, Daphne Boot, Stephen Earwicker and Robin Carlisle (1999); "What Problems Do Patients Present With Outside Normal General Practice Surgery Hours? A Prospective Study of The Use of General Practice and Accident and Emergency Services"; Journal of Public Health Medicine, Faculty of Public Health Medicine, Printed in Great Britain, Vol. No.21, No. 1, PP. 88 – 94.
- Antreas Athanassopoulos, Spiros Gounaris, Vlassis Stathakopoulos (2001); "Behavioural Responses to Customer Satisfaction: An Empirical Study"; European Journal of Marketing, MCB University Press, Vol. No. 35, No. 5/6, 2001, PP. 687-707.

- 11. Arpita Bhattacharya, Prema Menon, Vipin Koushal, K.L.N. Rao (2003); "Study of Patient Satisfaction in a Tertiary Referral Hospital"; Journal of the Academy of Hospital Administration, Vol. 15, No. 1, Jan-June 2003.
- Atul Parvatiyar, Jagdish N. Sheth (2001); "Customer Relationship Management: Emerging Practice, Process, and Discipline"; Journal of Economic and Social Research, Vol. No. 3(2), 2001, 2002 Preliminary Issue, PP. 1-34.
- B.Krishan Reddy, G.V.R.K. Acharyulu (2002); "Customer Relationship Management (CRM) in Health Care Sector - A Case Study on Master Health Check"; Journal of the Academy of Hospital Administration, Vol.No. 14, No. 1, January to June 2002.
- Beach MC., Roter D., Rubin H., Frankel R., Levinson W., Ford DE. (2005); "Patient Satisfaction Affected by Physician Self-Disclosure"; The Journal of Family Practice, Vol. No. 54, NO 1, January 2005.
- 15. Benjamin G. Druss, Robert A. Rosenheck, Marilyn Stolar, (1999); "Patient Satisfaction and Administrative Measures as Indicators of the Quality of Mental Health Care"; Psychiatric Services, Vol. 50 No. 8, August 1999, PP.1053-1058.
- Beth Hogan Henthorne, Tony L. Henthorne, John D. Alcorn (1994); "Enhancing the Provider/Patient Relationship: The Case for Patient Advocacy Programs"; Journal of Health Care Marketing, Vol. No. 14, No.3, Fall 1994, PP. 52-55.
- Binshan Lin, Eileen Kelly (1995); "Methodological Issues in Patient Satisfaction Surveys";
  International Journal of Health Care Quality Assurance, MCB University Press Limited, Vol. No. 8
  No. 6, 1995, PP. 32-37.
- Breedart, C. Robertson, D. Razavi, L. Batel-Copel, G. Larsson, D. Lichosik, J. Meyza, S. Sch raub,
  L. Von Essen, And J.C.J.M. De Haes (2003); "Patients' Satisfaction Ratings And Their Desire for
  Care Improvement Across Oncology Settings From France, Italy, Poland And Sweden"; Psycho-Oncology, Vol. No. 12, 2003, PP. 68–77.
- 19. C. Jeanne Hill, S.J. Garner, and Michael E. Hanna (1989); "Selection Criteria For Professional Service Providers"; The Journal Of Services Marketing; Vol. 3 No. 4 Fall, 1989, PP. 61-69.
- C. Potter, P. Morgan and A. Thompson (1994); "Continuous Quality Improvement in an Acute Hospital: A Report of an Action Research Project in Three Hospital Departments"; International Journal of Health Care Quality Assurance, MCB University Press Limited, 1994, Vol. 7 No. 1, PP. 4-29.
- C.Renzi, D.Abeni, A.Picardi, E.Agostini, C.F.Melchi, P.Pasquini, P.Puddu, And M.Braga (2001); "Factors Associated With Patient Satisfaction With Care Among Dermatological Outpatients"; British Journal of Dermatology, 2001, PP. 617-623.

- 22. Carobne Haines, Helen Childs (2005); "Parental Satisfaction With Pediatric Intensive Care"; Pediatric Nursing; vol. No. 17, No. 7, September 2005, PP. 37-41.
- 23. Cathy Shipman, Fiona Payne, Richard Hooper and Jeremy Dale (2000); "Patient satisfaction with out-of-hours services; how do GP co-operatives compare with deputizing and practice-based arrangements?"; Journal of Public Health Medicine, Faculty of Public Health Medicine, Vol. 22, No. 2, PP. 149-154.
- 24. Cem Canel, Elizabeth A. Anderson Fletcher (2001); "An Analysis of Service Quality at a Student Health Center"; International Journal of Health Care Quality Assurance, MCB University Press Limited, 2001, Vol., 14/6, PP. 260-267.
- 25. Charles Zabada, Sanjay Singh, George Munchus (2001); "The Role of Information Technology in Enhancing Patient Satisfaction"; British Journal of Clinical Governance, MCB University Press, Vol. No.6, No. 1, 2001, PP. 9-16.
- 26. Charu C. Garg (1998); "National Health Accounts for India: A Case Study for Karnataka"; Research Paper No.145; Takemi Fellow in International Health Harvard School of Public Health, 665 Huntington Avenue, Boston, MA 02115, PP. 1-34.
- 27. Chiquan Guo, Anand Kumar, Pornsit Jiraporn (2004); "Customer Satisfaction And Profitability: Is There A Lagged Effect?; Journal of Strategic Marketing; Vol. No. 12, September 2004, PP. 129–144.
- 28. Christina C. Wee, Russel S. Phillips, Francis Cook, Jennifer S. Haas, Ann Louise Puopolo, Troyen A. Brennan, Helen R. Burstin (2002); "Influence of Body Weight on Patients' Satisfaction with Ambulatory Care" J Gen Intern Med, Vol, 17, Feb 2002, PP. 155-159.
- 29. Christine Lapointe, Jan Watson (2004); "Welcoming Elective Surgery Patients"; Review Bottom Line, Review of Ophthalmology, September 2004, PP. 28-34.
- 30. Christine Renner, Elaine Palmer (1999); "Outsourcing to Increase Service Capacity in a New Zealand Hospital"; Journal of Management in Medicine, MCB University Press, Vol. No. 13 No. 5, 1999, PP. 325-338.
- 31. Christopher Johns and Stephen Bell (1995); "A Multidisciplinary Team Approach To Day Hospital Patient Care"; Health Manpower Management, MCB University Press, 1995, Volume 21, Number 4, 1995, Pp. 28–31.
- 32. Claes Fornell (1992); "A National Customer Satisfaction Barometer: The Swedish Experience"; Journal of Marketing, Vol. No. 56, January 1992, PP. 6-21.
- Claire Batchelor, David J. Owens, Martin Read and Michael Bloor (1994); "Patient Satisfaction Studies: Methodology, Management and Consumer Evaluation"; International Journal of Health Care Quality Assurance, MCB University Press Limited, Vol. No. 7, No. 7, 1994, PP. 22-30.

- Clara Martinez Fuentes (1999); "Measuring Hospital Service Quality: A Methodological Study";
  Managing Service Quality, MCB University Press, Vol. No. 9, No. 4, 1999, PP. 230-239.
- 35. Clare Chow-Chua, Mark Goh (2002); "Case Study framework for Evaluating Performance and Quality Improvement in Hospitals"; Managing Service Quality, MCB University Press Limited, Vol., 12, No. 1, 2002, PP. 54-66.
- 36. D. Andrew Loblawa, B. Andrea Bezjaka, P. Mony Singhc, Andrew Gotowiecd, David Jouberte, Kenneth Mahe And Gerald M. Devins (2004); "Psychometric Refinement Of An Outpatient, Visit-Specific Satisfaction With Doctor Questionnaire"; Psycho-Oncology 13: PP. 223–234. [Published online 27 May 2003 in Wiley Inter Science (www.interscience.wiley.com). DOI: 10.1002/pon.715]
- Daniel Butler, Sharon L. Oswald, Douglas E. Turner (1996); "The Effects of Demographics on Determinants of Perceived Health-Care Service Quality"; Journal of Management in Medicine, MCB University Press, Vol. 10, No. 5, 1996, PP. 8-20.
- Daniel Simonet (2005); "Patient Satisfaction under Managed Care"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Vol. 18 No. 6, 2005, PP. 424-440.
- Darren Lee-Ross (2002); "An Exploratory Study of Work Motivation Among private and Public Sector Hospital Chefs in Australia"; Journal of Management Development; MCB UP Limited, Vol. No. 21, No. 8, 2002, PP. 576-578.
- David Camilleri, Mark O'Callaghan (1998); "Comparing Public And Private Hospital Care Service Quality"; International Journal of Health Care Quality Assurance, MCB University Press, Vol No. 11/4 [1998] PP. 127–133.
- 41. David M. Williams and Janet M. Williams (1994); "Improving the Quality of Service in an Out-Patient Department" International Journal of Health Care Quality Assurance, MCB University Press Limited, Vol. 7 No. 2, 1994, PP. 16-18.
- 42. David Mangelsdorff, Kenn Finstuen (2003); "Patient Satisfaction in Military Medicine: Status and an Empirical Test of a Model"; Military Medicine, Vol. No. 168, September 2003, PP. 744-749.
- 43. David Sinreich, Yariv Marmor (2005); "Ways To Reduce Patient Turnaround Time And Improve Service Quality In Emergency Departments"; Journal of Health Organization and Management, Emerald Group Publishing Limited, Vol. No.19 No. 2, 2005, PP. 88-105.
- 44. Dawn Bendall Lyon, Thomas L. Powers (2003); "The influence of Mass Communication and Time on Satisfaction and Loyalty"; Journal of Services Marketing, Emerald Group Publishing Limited, Vol. No. 17, No. 6, 2003, PP. 589-608.

- 45. Dawn Bendall-Lyon, Thomas L. Powers (2004); "The Impact of Structure and Process Attributes on Satisfaction and Behavioral Intentions"; Journal of Services Marketing, Emerald Group Publishing Limited, Vol. No. 18, No. 2, 2004, PP. 114-121.
- Dawn R. Deeter-Schmelz, Karen Norman Kennedy (2003); "Patient Care Teams and Customer satisfaction: the Role of Team Cohesion"; Journal of Services Marketing, MCB UP Limited, Vol. No. 17, No. 7, 2003, PP. 666-684.
- 47. De Dennis McBride, Jonathan Lindsay and Morgan Wear (2002/2003); "Western state Hospital Consumer and Visitor Satisfaction Survey"; University of Washington School of Medicine Division of Psychiatry and Behavioral Sciences, Survey of The year 2002/2003; Survey report Published by The Washington Institute For Mental Illness Research and Training western Branch, 2003 (www.wimirt.washington.edu).
- 48. Debra Grace (2005); "Consumer Disposition Toward Satisfaction (CDS): Scale Development and Validation; Journal of Marketing Theory and Practice; Spring 2005, PP. 20-31.
- 49. Dennis A. Pitta, Michael V. Laric (2004); "Value Chains in Health Care"; Journal of Consumer Marketing; Emerald Group Publishing Limited, Vol. No. 21, No. 7, 2004, PP. 451-464.
- 50. Didier Pittet, Liam Donaldson (2006); "Challenging the World: Patient Safety and Health Care-Associated Infection"; International Journal for Quality in Health Care, Published by Oxford University Press, Vol. No.18, No. 1, 2006, PP. 4-8.
- 51. Dominic Montagu (2002); "Clients of Social Franchises: Behavior and Beliefs"; Paper to be presented at the Population Association of America 2002 Annual meeting, Atlanta, 9-11 May, Session 114: Private and Public Sources of Reproductive Health Services.
- 52. Douglas Amyx (2001); "An Empirical Investigation of Customer Satisfaction with Health Care Services"; Marketing Intelligence and Planning; MCB University Press, Vol. No. 19/7, 2001, PP. 515-525.
- 53. Douglas Amyx, John C. Mowen, Robert Hamm (2000); "Patient Satisfaction: A Matter of Choice"; Journal of Services Marketing, Mcb University Press, VOL. No.14, No. 7, 2000, PP. 557-572.
- 54. Douglas Amyx, John C. Mowen, Robert Hamm (2000); "Theoretical Papers, Who Really Wants Health-Care Choice?"; Journal of Management in Medicine; MCB University Press, Vol. No.14 No. 5/6, 2000, PP. 272-290.
- 55. Dr Sona Bedi, Dr Sanjay Arya, Prof RK Sarma (2004); "Patient Expectation Survey A Relevant Marketing Tool for Hospitals"; Journal of the Academy of Hospital Administration; Vol. No. 16, No. 1, January to June 2004, PP. 15-22.
- E. Joseph Torres, Kristina L. Guo (2004); "International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited", Volume 17, No 6, 2004, PP. 334-338.

- 57. Eberhard E. Scheuing, Eugene M. Johnson (1989); "A proposed Model for New Service Development"; The Journal of Service Marketing; Vol. No.3, No. 2, Spring 1989, PP. 25-34.
- 58. Eileen Evason, Dorothy Whittington (1997); "Patients' Perceptions of Quality In A Northern Ireland Hospital Trust: A Focus Group Study"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No. 10/1, 1997, PP. 7-19.
- 59. Eitan Naveh, Zvi Stern (2005); "How Quality Improvement Programs Can Affect General Hospital Performance"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, 2005, Vol. No.18 No. 4, PP. 249-270.
- 60. Elisabeth Lundberg, Valérie Rzasnicki, Magnus Söderlund (2000); "Customer Familiarity and its Effects on Expectations, Performance Perceptions, and Satisfaction: A Longitudinal Study"; Department of Business Administration, Center for Consumer Marketing, Stockholm School of Economics, Stockholm, Sweden; SSE/EFI Working Paper Series in Business Administration No. 2000:3, March 2000.
- 61. Elizabeth A. Anderson (1995); "Measuring Service Quality at a University Health Clinic"; International Journal of Health Care Quality Assurance, MCB University Press Limited, Vol. No. 8 No. 2, 1995, PP. 32-37.
- 62. Emilie Roberts, Ralph Leavey, David Allen, Graham Gibbs (1994); "Feedback on Quality: Patients' Experience of Surgical Care" International Journal of Health Care Quality Assurance, MCB University Press Limited, Vol. No.7, No. 3, 1994, PP. 27-32.
- 63. ENA Board of Directors (2005); "Customer Service and Satisfaction in the Emergency Department"; Top Emerg Med, UPP.incott Williams's c& Wilkins, Inc., Vol. No.27, No. 4, PP. 327-328.
- 64. Eugene C. Nelson, Roland T. Rust, Anthony Zahorik, Robin L Rose, Paul Batalden, and Beth Ann Siemanski (1992); "Do Patient Perceptions of Quality Relate to Hospital Financial Performance"; Journal of Healthcare Marketing, December 1992, PP. 6-13.
- 65. Fayek N. Youssef (1996); "Health Care Quality in NHS Hospitals"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No. 9/1, 1996, PP. 15–28.
- 66. Fenghueih Huarng, Mong Hou Lee (1996); "Using Simulation in Out-Patient Queues: A Case Study"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No 9/6, 1996, PP. 21–25.
- 67. Fiona Payne (2000); "Utilization Of Out-Of-Hours Services By Patients With Mental Health Problems"; Journal of Public Health Medicine, Faculty of Public Health Medicine, Printed in Great Britain, Vol. No.22, No. 3, PP. 302 306.

- 68. Gail Scott (2001); "Customer satisfaction: Six Strategies for Continuous Improvement"; Journal of Healthcare Management; Vol. No. 46/2, march/April 2001, PP. 82-85.
- 69. George E. Kempton (1996); "Training for Organizational Success"; Health Manpower Management, MCB University Press, Vol. No. 22, No. 6, 1996, PP. 25–30.
- Gigantesco, P Morosini, A. Bazzoni (2003); "Quality Of Psychiatric Care: Validation of an Instrument for Measuring Inpatient Opinion"; International Journal for Quality in Health Care, Published by Oxford University Press, 2003, Vol. No. 15, No. 1, PP. 73-78.
- 71. Gilbert A. Churchill (1979); "A Paradigm for Developing Better Measures of Marketing Constructs"; Journal of Marketing Research; Vol. XVI, February 1979, PP. 64-73.
- 72. Gilbert A. Churchill, Jr., Carol Surprenant (1982); "An Investigation into the Determinants of Customer Satisfaction"; Journal of Marketing Research; Vol, No. XIX, November 1982, PP. 491-504.
- 73. Giusepp.ina Majani, Antonia pierobon, Anna Giardini, Simona Callegari (2000); "Satisfaction Profile (SAT-P) in 732 Patients: Focus on Subjectivity in HRQoL Assessment"; Psychology and Health; Vol. No. 15, PP. 409-422.
- 74. Gregor Hasler, Hanspeter Moergeli, , Rosilla Bachmann, , Evelina Lambreva, Claus Buddeberg, Ulrich Schnyder (2004); "Patient Satisfaction With Outpatient Psychiatric Treatment: The Role of Diagnosis, Pharmacotherapy, and Perceived Therapeutic Change"; The Canadian Journal of Psychiatry; Vol No. 49. No 5. May 2004, PP. 315-321.
- 75. Hana Kasalova (1995); "Rectification of The Primary Data Obtained by A Patients' Satisfaction Survey"; International Journal of Health Care Quality Assurance, MCB University Press Limited, Vol. No. 8 No. 1, 1995, PP. 15-17.
- Huseyin Arasli, Lillia Ahmadeva (2004); "No More Tears! A Local TQM Formula for Health Promotion"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Vol. No. 17, No. 3, 2004, PP. 135-145.
- 77. Igal M. Shohet, Sarel Lavy (2004); "Healthcare Facilities Management: State of the Art Review"; Facilities; Emerald Group Publishing Limited, Vol, No. 22, No. 7/8, 2004, PP. 210-220.
- Indian Council of Medical Research (ICMR) Bulletin (2004); "Health Research Policy"; Vol. No.34, No.9-10, PP. 49-59.
- Ingemar Eckerlund, Jan A. Eklof, Jorgen Nathorstboos (2000); "Patient Satisfaction and Priority Setting in Ambulatory Health Care; Total Quality Management; Vol. No. 11, No. 7, PP. S967-S978.

- 80. Ingemar Eckerlund, Bengt Jönsson, Magnus Tambour, Anders H. Westlund (1997); Change Oriented Patient Questionnaires Testing A New Method at Three Departments of Ophthalmology"; International Journal of Health Care Quality Assurance, MCB University Priese Vol. No.10/7, 1997, PP. 254 259.
- 81. Ingrid Hage Enehaug (2000); "Patient Participation Requires a Change of attitude in Health Care"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No. 13/4, 2000, PP. 178-181.
- 82. Iris Gourdji, Lynne McVey, Carmen Loiselle (2003); "Patients' Satisfaction and Importance Ratings of Quality in an Outpatient Oncology Center"; Journal of Nursing care Quality; LiPP.incott Williams & Wilkins, Inc. Vol. No. 18, No. 1, 2003, PP. 43-55.
- 83. J. James Cotter, Wally R. Smith, Peter A. Boling (2002); "Transitions of Care: The Next Major Quality Improvement Challenge"; British Journal of Clinical Governance; MCB UP Limited, Vol. No. 7 No. 3, 2002, PP. 198-205.
- 84. J.D. Vander Bij, J.M.H. Vissers (1999); "Monitoring Health-Care Processes: A Framework for Performance Indicators"; International Journal of Health Care Quality Assurance; MCB University Press, Vol. No. 12/5, 1999, PP. 214-221.
- 85. Jaap Jane W. Licata an den Heuvel, Lida Koning, Ad J.J.C. Bogers, Marc Berg, Monique E.M. van Dijen; "An ISO 9001 Quality Management System in a Hospital Bureaucracy or Just Benefits?"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Vol. No.18 No. 5, 2005, PP. 361-369.
- 86. Jaap Jane W. Licata an den Heuvel, Lida Koning, Ad J.J.C. Bogers, Marc Berg, Monique E.M. van Dijen; "An ISO 9001 Quality Management System in a Hospital Bureaucracy or Just Benefits?"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Vol. No.18 No. 5, 2005, PP. 361-369.
- 87. Jafar A. Alasad, muayyad M. Ahmed (2003); "Patients' satisfaction with Nursing Care in Jordan"; International journal of Health Care Assurance, MCB UP Limited, Vol. NO. 16/6, 2003, PP. 279-285.
- 88. James A. Hill (1969); "Therapist Goals, Patient Aims and Patient Satisfaction in Psychotherapy"; Institute for Juvenile Research, Chicago; 1969; PP. 455-459.
- 89. James Agarwal (1992); "Measuring Outcomes of Hospital Care Using Multiple Risk-Adjusted Indexes," Journal of Health Care Marketing, Vol. No. 12, No. 3, September 1992.
- 90. James Agarwal (1992); "Adapting the SERVQUAL Scale to Hospital Services: An Empirical Investigation"; Journal of Health Care Marketing, Vol. 12, No. 3 (September 1992).

- 91. James H. McAlexander, Dennis 0. Kaldenberg, and Harold F. Koenig (1994); "Service Quality Measurement- Examination of dental practices sheds more light on the relationships between service quality, satisfaction, and purchase intentions in a health care setting"; Journal of Health Care Marketing, Vol. 14, No. 3, Fall 1994, PP. 34-39.
- 92. James M. Carman (2000); "Theoretical Papers Patient Perceptions of Service Quality: Combining the Dimensions"; Journal of Management in Medicine, MCB University Press, Vol. No.14 No. 5/6, 2000, PP. 339-356.
- 93. Jan J. Kerssens, Peter P. Groenewegen (2003); "Consumer choice of social health insurance in managed competition"; Blackwell Publishing Ltd 2003 Health Expectations, 6, PP. 312–322.
- 94. Jane McCusker, Nandini Dendukuri, Linda Cardinal, Johanne Laplante, Linda Bambonye (2004); "Nursing Work Environment and Quality of Care: Differences between Units at the Same Hospital"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Vol. No. 17, No. 6, 2004, PP. 313-322.
- 95. Jane W. Licata, John C. Mowen; and Goutam Chakraborty (1995); "Diagnosing Perceived Quality in the Medical Service Channel"; Journal of Health Care Marketing; Vol. 13, No. 4, Winter 1995, PP. 42-49.
- 96. Janice Nicholson (1995); "Patient-Focused Care and its Role in Hospital Process Re-Engineering"; International Journal of Health Care Quality Assurance, MCB University Press Limited, Vol. No. 8, No. 7, ,1995, PP. 23-26.
- 97. Jantawan Noiwan, Thawatchai Piyawat, Anthony F. Norcio (2005); "Computer Attitude and Computer Self-Efficacy: A Case Study of Thai Undergraduate Students"; HCI International, 11<sup>th</sup> International Conference on Human-Computer Interaction, 2005.
- 98. Jessie L. Tucker (2002); "The Moderators of Patient Satisfaction"; Journal of Management in Medicine, MCB UP limited, Vol. No. 16, No. 1, 2002, PP. 48-66.
- Jessie L. Tucker, Sheila R. Adams (2001); "Incorporating Patients' Assessments of Satisfaction And Quality: An Integrative Model of Patients' Evaluations of Their Care"; Managing Service Quality; MCB University Press, Vol. No. 11, No. 4, 2001, PP. 272-286.
- 100. Jill Guthrie, Tony Butler, Anne Sefton (2003); "Measuring Health Service Satisfaction: Female Inmates"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No. 16/4, 2003, PP. 173-179.
- 101. Jill Murie, Gerrie Douglas-Scott (2004); "Developing an Evidence Base for Patient and Public Involvement"; Clinical Governance: An International Journal, Emerald Group Publishing Limited, Vol. No. 9, No. 3, 2004, PP. 147-154.

- 102. Joanne Coyle, Brian Williams (1999); "Seeing the Wood for the Trees: Defining the Forgotten Concept of Patient Dissatisfaction in the Light of Patient Satisfaction Research"; International Journal of Health Care Quality Assurance incorporating Leadership in Health Services, MCB University Press, Vol. No. 12/4, 1999, PP. i-ix.
- 103. Joby John (1992); "Research in Brief: Patient Satisfaction: The Impact of Past Experience"; Journal of Healthcare Marketing; Vol. No. 12, No. 3, September 1992, PP. 56-64.
- 104. Joby John (1994); "Referent Opinion and Health Care Satisfaction: Patients' Evaluations of Hospital Care Can Be Linked to How They Select the Provider"; Journal of Health Care Marketing; Summer 1994, Vol. No. 14, No. 2, PP. 24-30.
- 105. Joby John (1996); "A Dramaturgical View of The Health Care Service Encounter Cultural Value-Based Impression Management Guidelines for Medical Professional Behaviour"; European Journal of Marketing, MCB University Press, Vol. No. 30 No. 9, 1996, PP. 60-74.
- 106. Jochanan Benbassat, Mark Taragin (1998); "What Is Adequate Health Care and How Can Quality of Care Be Improved?"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No.11/2, 1998, PP. 58–64.
- 107. Joel Harmon, Dennis J. Scotti, Scott Behson, Gerald Farias, Robert Petzel, Joel H. Neuman, Loraleigh Keashly (2003); "Effects of High-Involvement Work Systems on Employee Satisfaction and Service Costs in Veterans Healthcare"; Journal of Healthcare Management, Vol. No. 48/6, November/December 2003, PP. 393-406.
- 108. Johan Hansson (2000); "Quality in Health Care: Medical or Managerial?" Managing Service Quality; MCB University Press, Vol. No. 10, No. 2, 2000, PP. 78-81.
- 109. John R. Welc, Brian H. Kleiner (1995); "New Developments in Hospital Management"; Health Manpower Management, MCB University Press, Vol. No. 21, No. 5, 1995, PP. 32–35.
- 110. Joseph C. H. Wong (2002); "Service Quality Measurement in a Medical Imaging Department"; International Journal of Health Care Quality Assurance, Vol. 15/5 (2002), PP. 206 212.
- 111. Judith H. Hibbard, Jean Stockard, and Martin Tusler (2005); "Hospital Performance Reports: Impact on Quality, Market Share, and Reputation"; Health Affairs, Data Watch, Vol. 24, No. 4, PP. 1150-1160.
- Julie Martin-Hirsch, Gillian Wright (1998); "The development of a quality model: measuring effective midwifery services (MEMS)"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No. 11/2, 1998, PP. 50–57.
- 113. Kang Duk Su and Maryam M. Khan (2003); "Service Quality Expectations of Travellers Visiting Cheju Island in Korea"; Journal of Ecotourism, Vol. 2, No. 2, 2003, PP. 114 to 125.

- 114. Karin Braunsberger, Roger H. Gates (2002); "Patient/Enrollee satisfaction with Healthcare and Health Plan"; Journal of Consumer Marketing, MCP UP Limited, Vol. No. 19, No. 7, 2002, PP. 575-590.
- 115. Karin Newman (1997); "Towards a New Health Care Paradigm Patient-Focused Care: The Case of Kingston Hospital Trust"; Journal of Management in Medicine, MCB University Press, Vol. No.11 No. 6, 1997, PP. 357-371.
- 116. Karin Newman, Uvanney Maylor (2002); "Empirical Evidence for the Nurse Satisfaction, Quality of Care and Patient Satisfaction Chain"; International Journal of Health Care Quality Assurance; MCB UP Limited, Vol. No. 15/2, 2002, PP. 80-88.
- 117. Karin Newman, Uvanney Maylor, Bal Chansarkar (2001); "The Nurse Retention, Quality of Care and Patient Satisfaction Chain"; International Journal of Health Care Quality Assurance, MCB University Press Limited, Vol. No. 14/2, 2001, PP. 57-68.
- 118. Katherine McKinnon, Paul D. Crofts, Rhiannon Edwards, Peter D. Campion, and Richard H.T. Edwards (1998); "The Outpatient Experience: Results Of A Patient Feedback Survey"; International Journal of Health Care Quality Assurance, MCB University Press, Vol., 11/5, 1998, PP. 156–160.
- 119. Kathleen L. McFadden (1996); "Hospital Policy Changes in Obstetric Patient Movement"; International Journal of Operations & Production Management, MCB University Press, Vol. 16.No. 3, 1996, PP. 28-41.
- 120. Kathleen L. McFadden, Gregory N. Stock, Charles R. Gowen (2006); "Implementation of Patient Safety Initiatives in US Hospitals"; International Journal of Operations & Production Management, Emerald Group Publishing Limited, Vol. No. 26, No. 3, 2006, PP. 326-347.
- 121. Kathleen Seiders, Glenn B. Voss, Dhruv Grewal, Andrea L. Godfrey (2005); "Do Satisfied Customers Buy More? Examining Moderating Influences in a Retailing Context"; Journal of Marketing; American Marketing Association, Vol. No.69, October 2005, PP. 26-43.
- 122. Kathryn Frazer Winsted (2000); "Patient Satisfaction with Medical Encounters: A Cross-Cultural Perspective"; International Journal of Service Industry Management, MCB University Press, Vol. No.11 No. 5, 2000, PP. 399-421.
- 123. Keith Hurst (1996); "The Managerial and Clinical Implications of Patient Focused Care"; Journal of Management in Medicine, MCB University Press, Vol. No. 10 No. 3, 1996, PP. 59-77.
- 124. Keith Stevenson, Paul Sinfield, Vince Ion and Marilyn Merry (2004); "Involving Patients to Improve Service Quality in Primary Care"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Vol.No. 17, No. 5, 2004, PP. 275 282.

- 125. Kerry D. Swinehart, Allen E. Smith (2004); "Customer Focused Healthcare Performance Instruments: Making a Case for Local Measures" International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Vol.No. 17, No. 1, 2004, PP. 9-16.
- 126. Kristina L. Guo, Dawn Anderson (2005); "The New Health Care Paradigm Roles and Competencies of Leaders in the Service Line Management APP.roach"; Leadership in Health Services, Emerald Group Publishing Limited, Vol. No.18 No. 4, 2005, PP. xii xx.
- 127. Kui-Son Choi, Hanjoon Lee, Chankon Kim, and Sunhee Lee (2005); "The service quality dimensions and patient satisfaction relationships in South Korea: comparisons across gender, age and types of service"; Journal of Services Marketing, Emerald Group Publishing Limited, Vol. No. 19/3, 2005, PP. 140–149.
- 128. L.W. Turley, Ronald P. LeBlanc (1993); "An Exploratory Investigation of Consumer Decision Making in the Service Sector"; Journal of Service Marketing; MCB University Press, Vol. No. 7, No. 4, 1993, PP. 11-18.
- 129. Lai K. Chan, Yer V. Hui, Hing P. Lo, Siu K. Tse, Geoffrey K.F. Tso and Ming L. Wu (2003); "Consumer Satisfaction Index: New Practice and Findings; European Journal of Marketing; MCB UP Limited, Vol. No. 37 No. 5/6, 2003, PP. 872-909.
- 130. Larry A. Mallak, david M.Lyth, Suzan D. Olsan, Susan M. Ulshafer, Frank J. Sardone (2003); "Diagnosing Culture in Health-Care Organisations Using Critical Incidence"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No. 16/14, 2003, PP. 180–190.
- 131. Li-Jen Jessica Hwang, Anita Eves, Terry Desombre (2003); "Gap Analysis of Patient Meal Service Perceptions"; International Journal of Health Care Quality Assurance; MCB UP Limited, Vol. No., 16/3, 2003, PP. 143-153.
- 132. Loay Sehwail, Camille DeYong (2003); "Leadership in Health services: Six Sigma in Healthcarte"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No. 16/4, 2003, PP. i-v.
- 133. Lt Col S Chaudhury, Lt Col A Banerjee (2004); "Correlates of Job Satisfaction in Medical Officers"; MJAFI (Medical Journal for Armed Forces Medical College, Pune), 2004, Vol. 60, No. 4, PP. 329-332.
- 134. Lyn Randall, Martin Senior (1994); "A Model for Achieving Quality in Hospital Hotel Services; International Journal of Contemporary Hospitality Management, MCB University Press Limited, Vol. No. 6 No. 1/2, 1994, PP. 68-74.
- 135. M. Sadiq Sohil (2003); "Service Quality in Hospitals: More Favourable Than you Might Think"; Managing Service Quality, MCB UP Limited; Vol. No. 13, No. 3, 2003, PP. 197-206.

- 136. M.A.A. Hasin, Roongrat Seeluangsawat, M.A. Shareef (2001); "Statistical Measures of Customer Satisfaction for Health Care Quality Assurance: A Case Study"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. NO. 4/1, [2001, PP. 6-13.
- 137. Mahmoud M. Yasin, Jafar Alavi (1999); "An Analytical Approach to Determining The Competitive Advantage of TQM In Health Care"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No. 12/1, 1999, PP. 18–24.
- 138. Manjit K. Bansal (2004); "Optimising Value and Quality in General Practice Within the Primary Health Care Sector Through Relationship Marketing: A Conceptual Framework"; International Journal of Health Care Quality Assurance; Emerald Group Publishing Limited, Vol. No. 17, No. 4, 2004, PP. 180-188.
- 139. Mark Gabbott, Gillian Hogg (1994); "Consumer Behaviour and Services: A Review"; Journal of Marketing Management, The Dryden Press, Vol. No. 10, 1994, PP. 311-324.
- 140. Mark Gabbott, Gillian Hogg (2000); "An Empirical Investigation of the Impact of Non-Verbal Communication on Service Evaluation"; European Journal of Marketing, MCB University Press, Vol. No. 34 No. 3/4, 2000, PP. 384-398.
- 141. Mark M. Davis, Thomas E. Vollmann (1990); "A Framework for Relating Waiting Time and Customer Satisfaction in a Service Operation"; The Journal of Services Marketing; Vol. No. 4, No. 1, Winter 1990, PP. 61-69.
- 142. Markus Orava, pekka Tuominen (2002); "Curing and caring in Surgical Services: A relationship Approach"; Journal of Services Marketing, MCB UP Limited, Vol. No. 16, No.7, 2002, PP. 677-691.
- 143. Martha T. Ramirez Valdivia, Thomas J. Crowe (1997); "Achieving Hospital Operating Objectives in t he Light of Patient Preferences"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No.10/5, 1997, PP. 208–212.
- 144. Mary C. Gilly, Richard W. Hansen (1985); "Consumer Complaint Handling As A Strategic Marketing Tool; The Journal Of Consumer Marketing, VOL. NO. 2 No.4, Fall 1985, PP. 5-16.
- 145. Mary Draper, Sophie Hill (1995); "The Role of Patient Satisfaction Surveys in a National Approach to Hospital Quality Management"; Report Funded by Faculty of Social Sciences and Communications Royal Melbourne Institute of Technology for Department of Human Services and Health, October, 1995.
- 146. Mayo, Harrah (2004); "The Personal Touch: keeping loyalty in Hand"; "Strategic Direction, Emerald Group Publishing Limited", Vol. No. 20, No. 1, 2004, PP. 21-23.

- 147. Michael A. Richard (2000); "A Discrepancy Model for Measuring Consumer Satisfaction with Rehabilitation Services"; Journal of Rehabilitation; Vol. No. 66, No. 4, October/November /December 2000, PP. 37-43.
- 148. Michael Calnan (1995); "Citizens' Views on Health Care"; Journal of Management in Medicine, MCB University Press, Vol. No. 9 No. 4, 1995, PP. 17-23.
- 149. Michel Perreault, Theodora E. Katerelos, SteÂphane Sabourin, Pierre Leichner, Julie Desmarais (2001); "Information as a Distinct Dimension for Satisfaction Assessment of Outpatient Psychiatric Services"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No. 14/3, 2001, PP. 111-120.
- 150. Mik Wisniewski & Hazel Wisniewski (2005); "Measuring Service Quality in a Hospital Colposcopy Clinic"; "International Journal of Health Care Quality Assurance", Vol. 18, No.3, 2005, PP. 217-228. Emerald Group Publishing Limited.
- 151. Mik Wisniewski and hazel Wisniewski (2005); "Measuring Service Quality in a Hospital Colposcopy Clinic"; International Journal of Health care Quality Assurance, Emerald Group Publishing Ltd., Vol. 18 No. 3,2005, PP. 217-228.
- 152. Mike Hart (1995); "Improving Out-Patient Clinic Waiting Times: Methodological and Substantive Issues"; International Journal of Health Care Quality Assurance, MCB University Press Limited, Vol. 8 No. 6, 1995, PP. 14-22.
- 153. Mike Hart (1996); "Improving The Quality Of NHS Out-Patient Clinics: The Applications And Misapplications of TQM"; International Journal of Health Care Quality Assurance, MCB University Pres, Vol., No. 9/2, 1996, PP. 20–27.
- 154. Mike Hart (1997); "Monitoring quality in the British health service a case study and a theoretical critique; International Journal of Health Care Quality Assurance; MCB University Press, Vol.No.10/7, 1997, PP. 260–26.
- 155. Mohamed M. Mostafa (2005); "An Empirical Study of Patients' Expectations and Satisfactions In Egyptian Hospitals"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Vol. 18 No. 7, 2005, PP. 516 – 532.
- 156. Moonkyu Lee, Francis M. Ulgado (2000); "Developing International Customer Loyalty to an Internet ShoPP.ing Mall"; Submitted to the Annual Meeting of the Academy of International Business; March 2000.
- 157. Moreno Muffatto, Roberto Panizzolo (1995); "A Process-Based View for Customer Satisfaction"; International Journal of Quality & Reliability Management, MCB University Press, Vol. No. 12 No. 9, 1995, PP. 154-169.

- 158. Mosad Zineldin (2006); "The Quality of Health Care and Patient Satisfaction an Exploratory Investigation of The 5Qs Model at Some Egyptian and Jordanian Medical Clinics"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Vol. No.19 No. 1, 2006, PP. 60-92.
- 159. Naceur Jabnoun and Mohammed Chaker (2003); "Comparing the Quality of private and Public Hospitals"; Managing Service Quality, MCB UP Limited, Vol. 13 No. 4, PP. 290-299.
- 160. Nancy Gregory, Dennis O. Kaldenberg (2000); "Satisfaction with the Billing Process: Using a Patient Survey to Identify Opportunities for Process Improvement"; Hospital Topics: Research and Perspectives on Healthcare; Vol.No. 78, No. 3, Summer 2000, PP. 20-25.
- 161. National Performance Review (USA- 1996); "Serving the American People: Best Practices in Resolving Customer Complaints"; Federal Benchmarking Consortium Study Report, March 1996.
- Neil Drummond, Steve Iliff, Sandra McGregor, Neil Craig, and Moria Fischbacher (2001); "Can Primary Care be Both patient-Centered and Community –Led?"; Journal of Management in Medicine, MCB University Press, Vol. No. 15, No. 5, 2001, PP. 364-375.
- Nicholas J. Ashill, Janet Carruthers, Jayne Krisjanous (2005); "Antecedents and Outcomes of Service Recovery Performance in a Public Health-Care Environment"; Journal of Services Marketing, Emerald Group Publishing Limited, Vol. No. 19/5, 2005, PP. 293–308.
- 164. Nigel Sewell (1997); "Continuous Quality Improvement in Acute Health Care: Creating a Holistic and Integrated APP.roach"; International Journal of Health Care Quality Assurance; Vol. No.10/1, 1997, PP. 20–26.
- Nimma Satynarayana, K Padma, G.Vijaya Kumar (2004); "Patient Attitude towards Payment at Super Specialty Hospital in Hyderabad" Journal of the Academy of Hospital Administration; Vol. No. 16, No. 2, July- December, 2004.
- P.S. Raju, Subhash C, Lonial, and Yash R Gupta (1995); "Market Orientation and Performance in the Hospital Industry"; Journal of Health Care Marketing; Winter 1995—Vol. 15, No. 4, PP. 34-41.
- 167. Parasuraman, Valarie A.Zeithaml, and Leonard L. Berry (1988); "SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality"; Journal of Retailing, Vol, 64, No. 1, Spring 1988, PP. 12 40.
- 168. Parasuraman, Valarie A.Zeithaml, and Leonard L. Berry (1985); "A Conceptual Model of Service Quality and its Implications for Future Research"; Journal of Marketing, Vol. 49 (Fall 1985). PP. 41-50.

- 169. Parasuraman, Valarie A.Zeithaml, and Leonard L. Berry (1991); "Refinement and Reassessment of the SERVQUAL Scale"; Journal of Retailing, Vol, 67, Spring No. 4, Winter 1991, PP. 420 450.
- 170. Patrick Asubonteng, Karl J. McCleary, George Munchus (1996); "The Evolution of Quality in the US Health Care Industry: An Old Wine in a New Bottle"; International Journal of Health Care Quality Assurance, Vol. No. 9/3, 1996, PP. 11–19.
- 171. Patrick M. Baldasare (1995); "Should Marketers Care About Satisfying Medicaid Patients?"; Journal of Health Care Marketing, Vol. No. 15, No. 4, Winter 1995.
- 172. Pauy Cheng Lim 7 Nelson K.H. Tang (2000); "A study of Patients' Expectations and Satisfaction in Singapore Hospitals"; International Journal of Health care Quality Assurance, MCB University Press, Vol. 13 / 7, PP. 290-299.
- 173. Penelope Angelopoulou, Peter Kangis, George Babis (1998); "Private And Public Medicine: A Comparison of Quality Perceptions"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No. 11/1, 1998, PP. 14–20.
- 174. Peter J. Danaher, Vanessa Haddrell (1996); "A Comparison of Question Scales Used for Measuring Customer Satisfaction"; International Journal of Service Industry Management, MCB University Press, Vol. No. 7 No. No. 4, 1996, PP. 4-26.
- 175. Phillip E. Pfeifer, Mark E. Haskins and Robert M. Conroy (2004); "Customer Lifetime Value, Customer Profitability, And The Treatment Of Acquisition Spending"; To appear in the Journal of Managerial issues, Darden Graduate School of Business, Darden Boulevard, April 12, 2004.
- 176. Pinar Guven-Uslu (2005); "Benchmarking in Health Services"; Benchmarking: An International Journal; Emerald Group Publishing Limited; Vol. 12 No. 4, 2005; PP. 293-309.
- 177. Prasanta Mahapatra, Srilatba S. Sridbar P. (2001); "A Patient Satisfaction Survey in Public Hospital"; Journal of Academy of Hospital Administration, Vol. No. 15, No. 2, July- Dec. 2001. PP. 11-15.
- 178. Prashanth U. Nyer (2000); "An Investigation into Whether Complaining Can Cause Increased Consumer Satisfaction"; Journal Of Consumer Marketing, MCB University Press, Vol.No. 17 NO. 1, 2000, PP. 9-19.
- 179. Pratik Hill, Alex O'Grady, Bruce Millar, Kathryn Boswell (2000); "The Patient Care Development Programme: Organisational Development Through user and Staff Involvement"; International Journal of Health Care Quality Assurance; MCB University Press, Vol. No. 13/4, 2000, PP. 153-161.

- 180. Praveen K. Kopalle and Donald R. Lehmann (2002); "Customer Expectations' Management and Optimal Firm Behavior for New Products", May 2002 (Praveen Kopalle is an associate professor of business administration at the Amos Tuck School of Business Administration, Dartmouth College, Columbia University, New York).
- 181. Prem N. Shamdasani, JagdishN.Sheth (1995); "An Experimental APP.roach to Investigating Satisfaction and Continuity in Marketing Alliances"; European Journal of Market, MCB University Press, Vol. 29 No. 4, 1995, PP. 6-23.
- 182. Priscilla A. Labarbera, David Mazursky (1983); "A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process"; Journal of Marketing Research, Vol. XX, November 1983, PP. 393-404.
- 183. Prof. R.D. Sharma and Hardeep Chahal (1999); "A Study on Patient Satisfaction in Outdoor Services of Private Health Care Facilities"; Vikalpa the Journal for Decision Makers; Indian Institute of Management, Ahmedabad, Vol. 24, No. 4, October-December 1999, PP. 69-76.
- 184. Prof.(Dr.) Parimal H. Vyas & Shri P.D. Thakkar (2005); "Market Performance Analysis and Measurement of Patients' Satisfaction in Healthcare Services"; "The Indian Journal of Commerce", Vol.58, No.1, January March, 2005, PP. 150-161. Quarterly Publication of the Indian Commerce Association, School of Management Studies, IGNOU, New Delhi.
- 185. Puay Cheng Lim & Nelson K.H. Tang (2000); "A Study of Patients' Expectations and Satisfaction in Singapore Hospitals"; "International Journal of Health Care Quality Assurance", MCB University Press; Vol. 13, No. 7, 2000, PP. 290-299.
- Puay Cheng Lim, Nelson K.H. Tang (2000); "The Development of A Model for Total Quality Healthcare"; Managing Service Quality; MCB University Press, Vol. No. 10, No. 2, 2000, PP. 103-111.
- 187. Puay Cheng Lim, Nelson K.H. Tang, Peter M. Jackson (1999); "An Innovative Framework for Health Care Performance Measurement"; Managing Service Quality, MCB University Press, Vol. No. 9, No. 6, 1999, PP. 423 -433.
- 188. R. Srinivisan (2007) "Health Care In India Vision 2020"; www.planningcommission. nic.in/reports/genrep/bkpap2020/26\_bg2020.doc.
- 189. Rachel Javetz, Zvi Stern (1996); "Patients' Complaints as a Management Tool for Continuous Quality Improvement"; Journal of Management in Medicine, MCB University Press, Vol. No. 10 No. 3, 1996, PP. 39-48.
- 190. Rade B. Vukmir (2006); "Customer Satisfaction" International Journal of Health Care Quality Assurance; Emerald Group Publishing Limited, Vol. No.19 No. 1, 2006, PP. 8-31.

- 191. Raduan Che Rose, Mohani Abdul, and Kim Looi Ng (2004); "Hospital Service Quality: A Managerial Challenge"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Volume 17, No. 3, 2004, PP. 146-159.
- 192. Ralf Klischewski, Ingrid Wetzel (2003); "Serviceflow Management for Health Provider Networks"; Logistics Information Management; MCB UP Limited, Vol. No.16, No. 3/4, 2003, PP. 259-269.
- 193. Reva Berman Brown, Louise Bell (1998); "Patient-Centered Audit: A Users' Quality Model"; International Journal of Health Care Quality Assurance; Emerald Group Publishing Limited; Vol. 18 No. 2, 2005; PP. 92-102.
- 194. Reva Berman Brown, Louise Bell (2005); "Patient-Centered Quality Improvement Audit"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Vol. 18 No. 2, 2005.
- 195. Rhian Silvestro (2005); "APP.lying Gap Analysis in the Health Service to Inform the Service Improvement Agenda" International Journal of Quality & Reliability Management; Emerald Group Publishing Limited, Vol. No. 22 No. 3, 2005, PP. 215-233.
- 196. Richard L. Oliver (1980); "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions"; Journal of Marketing Research; Vol. XVII (November 1980), 460-469.
- 197. Richard S. Lytle, Michael P. Mokwa (1992); "Evaluating Health Care Quality: The Moderating Role of Outcomes; Journal of Healthcare Marketing (JHCM); Vol. 12, No. 1, March 1992, PP. 4-14.
- 198. Rob Baltussen, and Yazoume Ye (2006); "Quality of Care of Modern Health Services as Perceived by Users and Non-Users in Burkina Faso"; International Journal for Quality in Health Care 2006; Vol. No. 18, No. 1, PP. 30–34.
- 199. Robert A. Westbrook (1980); "A Rating Scale for Measuring Product / Service Satisfaction"; Journal of Marketing; Vol. No. 44, Fall 1980, PP. 68-72.
- 200. Robert C. Burns, Alan R. Graefe, James D. Absher (2003); "Alternate Measurement Approaches to Recreational Customer Satisfaction: Satisfaction- Only Versus Gap Scores"; Leisure Sciences, Taylor & Francis, Vol. No. 25, 2003, PP. 363–380.
- 201. Robert J. Casyn, Gary A. Morse, Robert D. Yonker, Joel P. Winter, Kathy J. Pierce, Matthew J. Taylor (2003); "Client Choice of Treatment and Client Outcomes"; Journal of Community Psychology, Wiley Periodicals, Inc., Vol. No. 31, No. 4, 2003, PP. 339–348. [Published online in Wiley Inter Science (www.interscience.wiley.com). DOI: 10.1002/jcop.10053].

- 202. Robert J. Wolosin, (2005); "The Voice of the Patient: A National, Representative Study of Satisfaction with Family Physicians"; Quality Management in Health Care, Lippincott Williams & Wilkins, Inc., Vol. 14, Issue 3, July-September 2005, PP. 155-164.
- 203. Robert Rosenheck, Nancy J. Wilson, and Mark Meterko (1997); "Influence of Patient and Hospital Factors on Consumer Satisfaction with Inpatient Mental Health Treatment"; Psychiatric Services, December 1997, Vol. 48 No. 12, PP. 1553 to 1561.
- 204. Rolph E. Anderson (1973); "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance"; Journal of Marketing Research, Vol. No. X, February 1973, PP. 38-44.
- 205. Ronald L. Zailocco (1992); "The Public's Perception of Quality Hospitals II: Implications for Patient Surveys," Journal of Health Care Marketing, Vol. 12, No. 3, September 1992.
- 206. Ruth Belk Smith, Paul N. Bloom, Kelley Sonon Davis (1986); "Research On Patient Satisfaction Potential Directions"; Advances in Consumer Research; Vol. No. 13, 1986, P. No. 321-326.
- 207. Sally Venn, David L. Fone (2005); "Assessing the Influence of Socio-Demographic Factors and Health Status on Expression of Satisfaction with General Practitioner (GP) Services"; Clinical Governance: An International Journal; Emerald Group Publishing Limited; Vol. No. 10 No. 2, 2005, PP. 118-125.
- 208. Sandra Hogarth-Scott, Gillian Wright (1996)' "Is the Quality of Health Care Changing?: Gps' Views"; Marketing Intelligence & Planning; MCB University Press, Vol. No. 14/1, 1996, PP. 45 51.
- 209. Sandra K. Smith Gooding (1995); "Quality, Sacrifice, and Value in Hospital Choice"; Journal of Health Care Marketing, Vol. No. 15, No.4, Winter 1995, PP. 24-31.
- 210. Satya Dash (2002), "Service Quality And Interpersonal Relationship Expectations In Long-Term Buyer-Seller Relationships: A Cross-Cultural Integration, ASAC 2002, Indian Institute of Technology, Ed Bruning, Winnipeg, University of Manitoba. PP. 11 to 21.
- 211. Scott J. Simmerman, (1995); "Power-Up Your Organization for Maximum Retention"; Performance Management CompanyTaylors, South Carolina, 1995, (www.csmassociation.org).
- 212. Sean McCartney, Reva Berman Brown (1999); "Managing by Numbers: Using Outcome Measures in the NHS"; International Journal of Health Care Quality Assurance; MCB University Press, Vol. No. 12/1, 1999, PP. 6–12.
- 213. Senga Bond, Lois H Thomas (1992); "Measuring Patients' Satisfaction with Nursing Care"; Journal of Advanced Nursing, Vol. No. 17, 1992, PP. 52-63.

- 214. Sharon E. Riley, Arnold J. Stromberg, James Clark, (2005); "Assessing Parental Satisfaction with Children's Mental Health Services with the Youth Services Survey for Families"; Journal of Child and Family Studies, Vol. 14, No. 1, March 2005, PP.. 87 99.
- 215. Shu Tian-Cole, John L. Cromption (2003); "A Conceptualization of the Relationships between Service Quality and Visitor Satisfaction, and Their Links to Destination Selection"; Leisure Studies, Vol. No. 22, 2003, PP. 65–80.
- 216. Sophie Y. Hsieh, David Thomas, Arie Rotem (2005); "The Organisational Response to Patient Complaints: A Case Study in Taiwan"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Vol. No. 18 No. 4, 2005, PP. 308-320.
- 217. SPSS White Paper (1995); "Using satisfaction surveys to achieve a competitive advantage"; Harvard Business Review November- December 1995.
- 218. Stefanie Naumann, Jeffrey A. Miles (2001); "Managing Waiting Patients' Perceptions: The Role of process Control"; Journal of Management in Medicine, UCB University Press, Vol. No.15, No.5, 2001, PP. 376-386.
- 219. Stephen A. KaPP., Jennifer ProPP. (2002); "Client satisfaction methods: Input from Parents with Children in Foster Care"; Child and Adolescent Social Work Journal, Human Sciences press, Inc., Vol. No. 19, No. 3, June 2002, PP. 227-245.
- 220. Stephen J. O'Connor, Richard M. Shewchuk, and Lynn W. Carney (1994); "The Great Gap-Physicians' perceptions of patient service quality expectations fall short of reality"; Journal of Health Care Marketing, Vol. 14, No. 2, Summer 1994, PP. 32-39.
- 221. Stephen Todd, Andrew Steele, Cal Douglas, Mary Douglas (2002); "Investigation and Assessment of Attitudes to and perceptions of the Built Environments in NHS Trust Hospitals"; Structural Survey, MCB UP Limited, Vol. No. 20, No. 5, 2002, PP. 182-188.
- 222. Stephen W. Brown, Teresa A. Swartz (1989); "A Gap Analysis of Professional Service Quality"; Journal of Marketing; Vol. 53, April 1989, PP. 92-98.
- 223. Steven A, Taylor and J, Joseph Cronin Jr. (1994); "Modeling Patient Satisfaction and Service Quality"; Journal of Health Care Marketing, Vol. 14, No. 1, Spring 1994, PP. 34-44.
- 224. Subhajyoti Ray, V. Venkata Rao (2005), "Evaluating Government Service: A customers' Perspective of e-Government"; Indian Institute of Management, Ahmedabad, India; 4th European Conference on e-Government; March 2005, PP. 627-638.
- 225. Sue Proctor, Gill Wright (1998); "Consumer Responses to Health Care: Women and Maternity Services"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No. 11/5, 1998, PP. 147–155.

- 226. Sunil Kumar Maheshwari, Ramesh Bhat (2004); "Challenges in sustaining a hospital: Lessons for Managing Healthcare Institutions"; Working paper No. 2004-02-03, February 2004.
- Susan Michie, Che Rosebert (1994); "Developing an Out-patient Satisfaction Survey"; Journal of Managerial Psychology, MCB University Press, Vol. No. 9 No. 1,1994, PP. 26-31.
- 228. Suzanne C. Tough, Christine V. newborn-Cook, Alexandra J. Faber, Deborah E. White, Nonie J. Fraser-Lee, Corine Frick (2004); "The Relationship Between Self-Reported Emotional Health, demographics, and Perceived Satisfaction with Prenatal Care"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited; Vol. No. 17, No. 1, 2004, PP. 26-38
- 229. Syed Amin Tabish (1998); "Towards Development of Professional Management in Indian Hospitals"; Journal of Management in Medicine, MCB University Press, Vol. No.12 No. 2, 1998, PP. 109-119.
- 230. Syed Saad Andaleeb (1998); "Determinants of Customer Satisfaction With Hospitals: A Managerial Model"; International Journal of Health Care Quality Assurance, MCB University Press, Vol. No. 11/6, 1998, PP. 181–187.
- 231. Syed Saad Andaleebm, Carolyn Conway (2006); "Customer Satisfaction in the Restaurant Industry: An Examination of the Transaction-Specific Model" Journal of Services Marketing; Emerald Group Publishing Limited, Vol. No. 20/1, 2006, PP. 3–11.
- 232. Sylvie Naar-King, Patricia T. Siegel, Marilynn Smyth (2002); "Consumer Satisfaction With a Collaborative, Interdisciplinary Health Care Program for Children With Special Needs"; Children's Services: Social Policy, Research, And Practice; Lawrence Erlbaum Associates, Inc. Vol. No. 5(3), 2002, PP. 189–200.
- 233. Talluru Sreenivas, G.Prasad (2003); "Patient Satisfaction A Comparative Study"; Journal of the Academy of Hospital Administration, Vol. No. 15 No. 2, July-Dec. 2003, PP. 19-27.
- 234. Tavite M. Latu, Andre M. Everett (2000); "Review of satisfaction research and Measurement APP.roaches"; Science and Research Internal report 183; Published by Department of Conservation, Wellington, new Zealand, November 2000.
- 235. Terence A. Oliva, Richard L. Oliver, Ian C. MacMillan (1992); "A Catastrophe Model for Developing Service Satisfaction Strateies"; Journal of Marketing; Vol. No.56, July 1992, PP. 83-95.
- 236. Terry R. Lied (2001); "Small Hospitals and Performance Measurement: Implications and Strategies"; International Journal of Health Care Assurance; MCB University Press, Vol. No. 14/4, 2001, PP. 168-173.

- 237. Thomas Meehan, Helen Bergen, Terry Stedman (2002); "Monitoring Consumer Satisfaction with Inpatient Service Delivery: the Inpatient Evaluation of Service Questionnaire"; Australian and New Zealand Journal of Psychiatry; Vol. No.36, 2002, PP. 807–811.
- 238. Thomas V. Perneger (2006); "A Research Agenda for Patient Safety"; International Journal for Quality in Health Care, Published by Oxford University Press, Vol. No. 18, No. 1, PP. 1-3.
- 239. Tony Conway, Stephen Willcocks (1997); "The Role of Expectations in the Perception of Health Care Quality: Developing a Conceptual Model"; International Journal of Health Care Quality Assurance, MCB University Press,. Vol. No.10/3, 1997, PP. 131–140.
- 240. Tony Tricker (2003); "Student Expectations How do we measure up?; School of Computing and Management Sciences Sheffield Hallam University, UK, 2003.
- 241. Ugur Yavas, Natalia Romanova (2005); "Assessing Performance of Multi-Hospital Organizations: A Measurement Approach"; International Journal of Health Care Quality Assurance, Emerald Group Publishing Limited, Vol. No. 18 No. 3, 2005, PP. 193-203.
- 242. Ulf Goran Ahlfors, Tommy Lewander, Eva Lindstrom, Ulrik Fredrik Malt, Henrik Lublin, Ulf Malm (2001); "Assessment of Patient Satisfaction With Psychiatric Care"; Nord J Psychiatry, Taylor & Francis, Vol 55, SuPP.1 44, 2001, PP. 71-90.
- 243. Vasco Eiriz, Jose' Anto'nio Figueiredo (2005); "Quality Evaluation in Health Care Services Based on Customer-Provider Relationships; International Journal of Health Care Quality Assurance; Emerald Group Publishing Limited, Vol. No.18 No. 6, 2005, PP. 404-412.
- 244. Venkatapparao Mummalaneni, Pradeep Gopalakrishna (1995); "Mediators vs. Moderators of Patient Satisfaction"; Journal of Health Care Marketing, Vol. 15, No. 4, winter 1995, PP.16-22.
- 245. Viroj Tangcharoensathien, Sara Bennett, Sukalaya Khongswatt, Anuwat Supacutikul, Anne Mills (1999); "Patient Satisfaction In Bangkok: The Impact of Hospital Ownership and Patient Payment Status"; International Journal for Quality in Health Care, International Society for Quality in Health Care and Oxford University Press, Vol.No. 11, No. 4, 1999, PP. 309–317.
- 246. Waleed M. Al-Shakhaa, Mohammed Zairi (1998); "Delivering Effective Health Care Through Teamwork: The Role of Pharmaceutical Care Management"; Health Manpower Management; MCB University Press, Vol. No. 24, No.6, 1998, PP. 212–221.
- 247. Waseem Qureshi, Nazir A. Khan, Ajaz A. Naik, Shabnam Khan, Arshid Bhat, G. Q. Khan, Gh. Hassan, Shahid Tak (2005); "A Case Study on Patient Satisfaction in SMHS Hospital, Srinagar"; JK-Practitioner, Vol. No.12(3), 2005, PP.154-155.
- 248. William E. Kilbourne, Jo Ann Duffy, Michael Duffy, George Giarchi (2004); "The Applicability of SERVQUAL in Cross-national Measurements of Health-Care Quality"; Journal of Services Marketing; Emerald Group Publishing Limited, Vol. No. 18, No. 7, 2004, PP. 524-533.

- 249. Yoshio Kondo (2001); "Customer satisfaction: How can I measure it?; Total Quality Management, Vol. No. 12, NO. 7 & 8, 2001, PP. 867-872.
- 250. Yves Eggli, Patricia Halfon (2003); "A Conceptual Framework for Hospital Quality"; International Journal of Health Care Quality Assurance, MCB UP Limited; Vol., 16/1, 2003 PP. 29-36.
- 251. Yvonne Webb, Paul Clifford, Vanessa Fowler, Celia Morgan, Marie Hanson (2000); "Comparing Patients' Experience of Mental Health services in England: A Five-Trust Survey"; International Journal of Health Care Quality Assurance, MCB University press, Vol. No. 13/6, 2000, PP. 273-281.
- 252. Zack Z. Cernovsky, Richard L. O'Reilly, Maureen Pennington (1997); "Sensation Seeking Scales and Consumer Satisfaction with a Substance Abuse Treatment Program"; Journal of Clinical Psychology, John Wiley & Sons. Inc., Vol. No. 53 (8), 1997, PP. 779-784.

## **WEBLIOGRAPHY:**

- 1. Biology-Online.org, http://www.biology-online.org/dictionary/Patient\_satisfaction.
- 2. Centre for monitoring Indian Economy (CMIE), (www.cmie.com).
- 3. http://indiabudget.nic.in.
- 4. http://www.expresshealthcaremgmt.com.
- 5. http://www.who.int/ healthinfo/statistics/programme/en/index.html.
- 6. http://www.who.int/whr.
- 7. Medicinenet.com; www.medterms.com/script/main/art.asp?articlekey=39154 36k.
- 8. The Free Dictionary; www.thefreedictionary.com/health+care 32k.
- 9. www.csmassociation.org.
- 10. www.mohfw.nic.in (Ministry of Health & family Welfare).
- 11. www.planningcommission.nic.in/reports/genrep/bkpap2020/26\_bg2020.doc.
- 12. www.surgeryencyclopedia.com/ Fi-La/Hospital-Services.html 26k.
- 13. www.who.int (harold-jr.tripod.com/sitebuildercontent/sitebuilderfiles/definitions\_of\_health.pdf).
- 14. Vivek Shukla (1 2008); "How do you Market A Hospital?"; Ind Medica Cyber Lectures; http://cyberlectures.indmedica.com/show/84/1/How\_Do\_You\_Market\_A\_ Hospital%3F.
- 15. Vivek Shukla (2 2008); "Marketing of Hospitals in the Modern Era"; Ind Medica Cyber Lectures; http://cyberlectures.indmedica.com.