



# Certificate

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## Golden Research Thoughts

This is to certify that our Editorial, Advisory, and Review Board Accepted Research Paper of Dr. /Shri. /Smt.: **J. Ramamoorthi and A. Selvarasu** Topic:- **Assessing Online E-marketing And Disposal Vis-à-vis E-procurement In Public Sector Enterprises (with Respect To Nlc Ltd. & Indian Railways)**  
College:- **Ph.D.** The Research paper is Original & Innovative it is Done Double Blind Peer Reviewed.  
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## Article Review Report



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| <p>Received : 15<sup>th</sup> July .2014,                      Published: 1<sup>st</sup> August.2014</p> <p>Volume : IV Issue : II, August - 2014<br/><b>ASSESSING ONLINE E-MARKETING AND DISPOSAL VIS-À-VIS E-PROCUREMENT IN PUBLIC SECTOR ENTERPRISES (WITH RESPECT TO NLC LTD. &amp; INDIAN RAILWAYS)</b></p> | <br><p>See your article on Mobile</p> |



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Ph.D.

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## ABSTRACT:-

Marketing function per se is undergoing a shift in managing transaction in a transparent e-marketing way (Kauffman et al, 2004) especially in Indian Public Sector Undertakings (PSU) – see Reynolds et al (2007). The assessment of e-marketing and disposal system of scrap and purchases in PSUs, namely NLC Ltd and Indian Railways, have been studied.

**Abstract Report:** The Title Accurately Said The Study was About.

## INTRODUCTION:

E-marketing and disposal system of sale has its own advantages. First and foremost, it is a convenient method of selling any product through internet based on online system, in which transparency and secrecy are ensured, apart from wider participation.

**Introduction Report:** This Article Include Full Introduction, Methods, Results & Introduction Section.

## METHODS & MATERIALS:

It is understood that the process is in vogue and therefore it is imperative to use descriptive method of study. The study is aimed at covering all the methods of e-auction and e-tender to assess characteristics' features in all the objectives set for the purpose of study.

**Methods & Materials Report:** Tables/Boxes/Diagram & Images are Used to Explain Specific Points or Background Information. Figures That The Plotted Parameters are Clearly Mentioned.

## RESULT:

Must add result in your article.

**Result Report:** Results are as per aims and objective and useful to further research .

## CONCLUSION:

Assessing on line E-marketing and disposal vis-à-vis e-procurement system is a modern state of the art technique that uses e-auction and e-procurement system for the purpose of making buyers and sellers in a competitive market process in a transparent way and approach in a Public Sector Organizations.

**Conclusion Report:** The Text is Rounded off with a Conclusion that Discusses the Implication of The Findings & Ideas Discussed & Their Impact on Future Research Direction.

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**Reference Report:** There are Places where the Author J. Ramamoorthi and A. Selvarasu Need to Cite a Reference, but Have Not

## RECOMMENDATIONS:

**Abstract Report:** Introduce New Regular For Content & Communication.

## SUMMARY OF ARTICLE:

|   | Very | High | Average | Low | Very Low |
|---|------|------|---------|-----|----------|
| 1. Interest of the topic to the readers                                     |      | ✓    |         |     |          |
| 2. Originally & Novelty of the ideas  | ✓    |      |         |     |          |
| 3. Importance of the proposed ideas   |      | ✓    |         |     |          |
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| 7. References & Citation(Up-to-date, Appropriate Sufficient)                |      |      | ✓       |     |          |

**This Article is Innovative & Original, No Plagiarism Detected**

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