



# 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.: **C. Swarnalatha and L. Julius Santhanam** Topic:- **A Study About Service Quality – The Need Of The Hour** College:- **Professor & Head, Department of Management Studies, Anna University, Regional Office, Madurai.** The Research paper is Original & Innovative it is Done Double Blind Peer Reviewed. Your Article is Published in The Month of **August** Year 2014



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*T. N. Chandra*  
*Editor-in-Chief*

#### How to Write Articles-

Here are a few basic steps to take to craft an interesting, informative article.

#### Method 1 of 3: Come Up With An Idea

1. Get to know your audience. Decide who you need to write for before proceeding with planning or writing an article. Identify the needs of your readership. What do your readers need to know? How does your own knowledge match up against the information they need? This will be the easiest way for you to find a topic to write about

2. Be unique. If you are writing an article about something that other people are also writing about, try to be unique in how you approach the material

3. Be passionate. You should care about the topic you choose to write about. Your enthusiasm will show in your writing and it will be much more engaging for your readers

#### Method 2 of 3: Research Your Idea

1. Learn the basics. Get the general explanation of whatever you are trying to write about. This will give you a basic framework for what to look for as you research.

2. Find reliable sources. Now that you know what to look for, research your topic. You can use the internet, a library, conduct interviews, watch documentaries, or whatever you feel is appropriate to teach you everything you need to know about your topic. Be an expert!

3. Get different types of material. During your research, look for material that isn't text. This can be used or altered to add to your article.

#### Method 3 of 3: Write Your Article

1. Decide your length. Does this article have a word count? Do you need to fill a certain number of pages? Consider what type of content you're writing about and how much space that can fill, as well as how much needs to be written in order to cover the topic adequately, before proceeding with writing your article.

2. Outline your article. Before you begin formal writing, you will want to outline your article.

3. Edit your work. Before you submit your work, you will want to do some editing and revision. If time allows, wait for a day or two before editing

4. Respect the rights of other writers. If you are using information from an external source, be sure to cite the source at the bottom of the article.

5. Submit your work. When you've finished, submit your work in the appropriate manner.

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Review Editor



Happy Writing...

## Article Review Report



# Golden Research Thoughts

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Research Scholar , Bharathiar University, Coimbatore.

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## ABSTRACT:

Customer service and service quality is a critical factor for success in business. Your customer service must be better than your competitors. Service quality also means, going out of your way for the customers.

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

## INTRODUCTION:

Today the relationship between service provider and customer seems to have reached an acute conditions why now? why has the quality of service become such an important issue? There are several reasons for this intensified interest.

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

## METHODS & MATERIALS:

Must add methods and materials in your article.

**Methods & Materials Report:** Methods & Materials used to per research topic.

## RESULT:

Must add result in your article.

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

## CONCLUSION:

Must add conclusion in your article.

**conclusion Report:** Thus,the research have wider scope for new academician and research scholars.

## REFERENCES:

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**Reference Report:** There are Places where the Author C. Swarnalatha and L. Julius Santhanam 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		✓			
4. Timelines			✓		
5. Sufficient information to support the assertions made & conclusion drawn					
6. Quality of writing(Organization, Clarity, Accuracy Grammer)	✓				
7. References & Citation(Up-to-date, Appropriate Sufficient)		✓			

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

## Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC



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## Future Research Planning :

1. Career For Faculty (<http://academicprofile.org/Professor/CareerForFaculty.aspx>)
2. Academic Plan (<http://academicprofile.org/Professor/AcademicPlan.aspx>)
3. Regarding Professor Promotion (<http://academicprofile.org/Professor/regardingPromotion.aspx>)
4. Fellowship for Post Doctoral (<http://academicprofile.org/Professor/FellowshipForPD.aspx>)
5. Online Course on Research (<http://onlineresearch.in/Default.aspx>)

Happy Writing...

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