

List of Publications

Published papers:

1. Muralidharan, K, and Raval, Neha. (2012). Estimation of process standard deviation *International Journal of Computational Mathematics and Numerical Simulation*, 5(1-2), 179-186
2. Muralidharan, K, and Raval, Neha. (2013). Six Sigma: Some Marketing Essentials. *Internatioal Jouranl of Marketing and Human Resource Managment* 4(2), 1-12.
3. Muralidharan, K, and Raval, Neha. (2015). *Assessment of value added activities: Lean versus Six Sigma* Paper presented at the 3rd Annual convention and Competition on Lean Six Sigma.
4. Muralidharan, K, and Raval, Neha. (2017). Six Sigma marketing and productivity improvement. *A Quarterly Journal of the National Productivity Council*, 58(1), 107-114.
5. Raval, Neha, and Muralidharan, K. (2016). A Note on 1.5 Sigma Shift in Performance Evaluation. *International Journal of Reliability, Quality and Safety Engineering*, 23(6).

Papers communicated for publication:

1. Muralidharan, K, and Raval, Neha (2016). The Science of Six Sigma and Art of Marketing (ICQRIT paper)
2. Raval, Neha, and ,Muralidharan, K. (2017a) Realizing Total Customer Experience through Six Sigma Marketing: An empirical approach
3. Muralidharan, K, and Raval, Neha. (2017a) Scientific outlook of Lean in Six Sigma Marketing
4. Muralidharan, K, and Raval, Neha (2017b) A case study to improve website quality through Six Sigma Marketing
5. Raval, Neha.,and Muralidharan, K. (2017b) Quality guidelines for Six Sigma Marketing