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The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



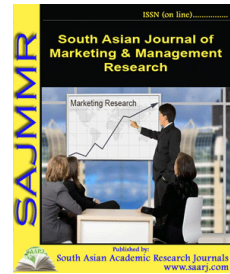
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SR. NO.	PARTICULAR
1.	<b>AN ANALYTICAL STUDY ON CUSTOMER EXPERIENCE MANAGEMENT SYSTEM FOR IMPROVING CUSTOMER SATISFACTION</b>  <i>Ms.R.Kamala Saranya &amp; Dr.S.Duraisamy</i>
2.	<b>A REVIEW ON THE INNOVATION DIFFUSION MODELS FROM 1960-2010 WITH THEIR APPLICATION ON DRAM INDUSTRY</b>  <i>Geet Kalra &amp; Nirali Kansara</i>
3.	<b>DIMENSIONS OF ONLINE BRAND EQUITY: A REVIEW ON THE IMPORTANCE AND IMPLICATIONS OF BRANDING ONLINE</b>  <i>Smitha Vasudevan &amp; Dr.F J Peter Kumar</i>
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## AN ANALYTICAL STUDY ON CUSTOMER EXPERIENCE MANAGEMENT SYSTEM FOR IMPROVING CUSTOMER SATISFACTION

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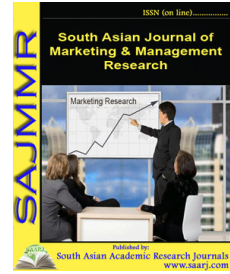
### ABSTRACT

*The ways the customers interact with the service providers have changed. When customers demand real time and valid responses, service providers are rethinking to manage customer experience. Continuous improvement of Customer Experience management systems insists on compatible solutions. This paper aims to provide solutions for the expectations of customers based on three distinct phases of development: build, operate and analyze & analysis is done through statistical tools such as Chi Square Test, Correlation Analysis, Weighted Average Method*

**KEYWORDS:** *Customer Experience, Continuous Improvement, Compatibility, Mobility*



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## A REVIEW ON THE INNOVATION DIFFUSION MODELS FROM 1960-2010 WITH THEIR APPLICATION ON DRAM INDUSTRY

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and Science, Pilani.

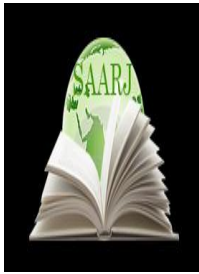
\*\*Birla Institute of Technology  
and Science, Pilani.

### ABSTRACT

*The cases of Television sets generations(LCD, LED), computer generations and many more, the penetration of such products in their target market follows a nonlinear trend with time. It can be seen as function of set of numerous variables affecting price, time, placement and publicity. The modelling of diffusion of innovations has remained the hot topic for market researchers since 1960's when Fourt and Woodlock(1960) gave their very first, primitive market research tool on the volume of consumer purchases per year. Bass model has been considered as the most basic model which was later modified to include several other factors in the basic model. In this paper different cases of models have also been considered which includes diffusion of single innovation in a market, multiple market and diffusion across generations. Different type of S-shaped functions have also been mentioned keeping into consideration the S-shaped nature of the cumulative adoption function of an innovation. Four different S-shaped functions which includes Gompertz model, Log-logistic function and Generalized bass model have been used to find the best fit curve in the case of DRAM industry. Generalized Bass model has been found to be the best among the other models with high R-squared values across all the generations of the DRAM products.*

**KEYWORDS:** Innovation, Diffusion, Bass model, DRAM, Gompertz, Log-logistic, Pricing



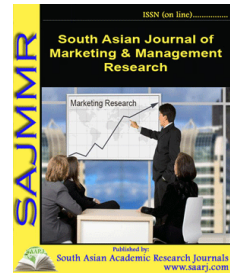


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## **DIMENSIONS OF ONLINE BRAND EQUITY: A REVIEW ON THE IMPORTANCE AND IMPLICATIONS OF BRANDING ONLINE**

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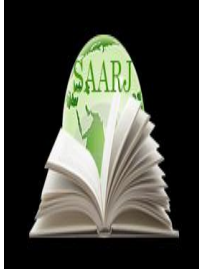
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### **ABSTRACT**

*Internet has changed the world of branding. Today brands are no longer linear, but multi dimensional evolving entities. What are its implications for brand equity? Is online brand equity different from offline brand equity? This literature review takes a look at selective studies to understand the dimensions of online brand equity. The review seeks to identify the components of online brand equity and identify gaps in learning so as to widen our knowledge of new branding.*

**KEYWORDS:** *multi-dimensional, equity, components, branding.*

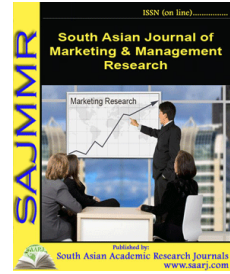


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## **ECONOMIC EMPOWERMENT OF WOMEN THROUGH SELF-HELP GROUPS**

**Dr. Mohinder Singh\***

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### **ABSTRACT**

*Women acquire power to retain income and use at their discretion. They can have equal access and control over various resources at the household level. Moreover, financial self-reliance of women both in the household and in the external environment lead to empowerment of women in other spheres. The government has launched various programmes for economic empowerment of women through self-help groups. Before discussing the programmes of economic empowerment of women, it is necessary to understand the concept and features of SHGs.*

**KEYWORDS:** *acquire, discretion, financial, economic, empowerment.*

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1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take three/four working days.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

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