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Abstract Compilation

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RESEARCH PAPERS

Impact of Customer Relationship Management on Customer Loyalty: A Study of Indian General Insurance Sector

R. C. S. Rajpurohit, Ranu Nawal

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Dr. Amardeep Kaur Ahluwalia, Kamal Preet

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Tom Jacob, Thomas Paul Kattookaran

Measuring Service Quality and Predicting Satisfaction & Loyalty: Management Education in India

Dr. Kedar Bhatt

Impact of Corporate Governance on Firm Performance of Companies Listed in NIFTY

Dr. P. Vidhya Priya, Dr. M. Mohanasundari

BOOK REVIEW

Building a Storybrand: Clarify Your Message So Customers Will Listen

Dr. Suhas Pai

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CONTENTS

From The Editor's Desk

Research Papers

- 1. Impact of Customer Relationship Management on Customer Loyalty:
A Study of Indian General Insurance Sector**
R. C. S. Rajpurohit, Ranu Nawal.....
- 2. Relationship of Motivation and Locus of Control regarding
Organizational Commitment: An Exploratory Study of University
Teachers in Punjab**
Dr. Amardeep Kaur Ahluwalia, Kamal Preet.....
- 3. Dynamic Relationship between Exchange Rate and Stock Returns:
Empirical Evidence from Indian Stock Exchange**
Tom Jacob, Thomas Paul Kattookaran.....
- 4. Measuring Service Quality and Predicting Satisfaction & Loyalty:
Management Education in India**
Dr. Kedar Bhatt.....
- 5. Impact of Corporate Governance on Firm Performance of Companies
Listed in NIFTY**
Dr. P. Vidhya Priya, Dr. M. Mohanasundari.....

Book Review

Building a Storybrand: Clarify Your Message So Customers Will Listen

Dr. Suhas Pai

Abstract Compilation

Impact of Customer Relationship Management on Customer Loyalty: A Study of Indian General Insurance Sector

Customer Satisfaction is the focal point of all the business and marketing activities in today's competitive scenario. Banking and Insurance sectors are the fastest growing sectors in India. Hence, these sectors are bound to pay much attention to satisfying their customers. Along with customer satisfaction, customer loyalty is also an eventual goal of marketing efforts. Customer loyalty creates a stable and consistent cash flow for the company which is undeterred by the competitive offers. The definitions of customer loyalty have gone through many changes over the period of time. In addition to this, customer relationship management is critical to a company's profitability and long-term success. The aim of the companies is to build a long-term relationship with customers and generate increased customer loyalty. The purpose of this paper is to identify the impact of Customer Relationship Management on customer loyalty. The study has been conducted on a sample of 250 customers of public and private sector general insurance companies through a structured questionnaire. There are many variables that can affect customer loyalty. It has been concluded in the study that CRM has a great impact on customer loyalty in the general insurance sector.

R. C. S. Rajpurohit¹

Ranu Nawal²

Keywords : General Insurance, Customer satisfaction, Customer loyalty, Customer Relationship Management.

Relationship of Motivation and Locus of Control regarding Organizational Commitment: An Exploratory Study of University Teachers in Punjab

The study evaluates the levels of commitment, motivation and beliefs in terms of internal and external locus of control amongst the teachers working in the Universities of Punjab. Data collection was done from a sample size of 460 University teachers (250 State University & 210 Private University). Data was analyzed by using weighted average scores. Relationship of constructs was analyzed by using Structural Equation Modeling. Findings reveal that university teachers are more intrinsically motivated than extrinsically. Highest level of Normative Commitment followed by Affective and Continuance Commitment is found. Majority of teachers believe that their own life's events are influenced by their own efforts. A positive impact of internal locus of control on affective commitment and a negative impact of internal locus of control on continuance commitment are found. A negative influence of external locus of control on normative commitment is there. Also, the findings also reveal a negative impact of intrinsic motivation on continuance commitment.

Dr. Amardeep Kaur Ahluwalia¹

Kamal Preet²

Keywords : Intrinsic motivation, extrinsic motivation, commitment, emotional involvement, locus of control, Universities.

Dynamic Relationship between Exchange Rate and Stock Returns: Empirical Evidence from Indian Stock Exchange

This study examines the causal relationship between stock returns and exchange rate, using monthly data for the period from 1995 to 2017. Exchange rate movements are widely believed to be a major source of uncertainty at both micro- and macro-economic levels. Augmented Dickey Fuller test was used to find out the stationary of the data series and the Granger Causality test was used to check any causal relationship between stock returns and exchange rate. The dynamic linkage between exchange rate and stock returns has been subjected to considerable attention from researchers worldwide. However the relationship of exchange rate with returns of different industrial sectors has not been much examined. This study investigates whether the volatility of exchange rate changes is affected to the stock returns in India. This research uses the auto regressive distributive lag (ARDL) model to analyse the impact of exchange rate on the stock market return in India. It was found that there is negative relationship between exchange rate volatility and stock market returns – volatility of local currency leads to decrease in stock market returns in the long run.

Tom Jacob¹

Thomas Paul Kattookaran²

Keywords : Stock Return, Exchange Rate, Granger Causality, ARDL Model

Measuring Service Quality and Predicting Satisfaction & Loyalty: Management Education in India

Many institutes are facing problems in getting students and institutes need to focus on areas like students' satisfaction and their loyal behavior. Service quality research in the higher education sector is compared to that of the commercial sector. Service quality measurement tools doesn't have the same structure and dimensions across the services and across different cultures. The present study attempts to verify whether existing measurement tools like SERVQUAL can be applied to measure Service Quality of B-Schools or not. Further, the research studied the impact of Service Quality on important service evaluations, i.e. Students' Satisfaction and Attitudinal Loyalty. The modified scale of measuring students' perception was tested and found valid based on the results of the CFA. Further, perceived service quality as measured by a modified SERVQUAL scale was found to have significant impact on students' satisfaction and satisfaction has significant impact on Attitudinal Loyalty of the students. The paper also discusses important implications for the B-school administrators based on the findings of the study.

Dr. Kedar Bhatt¹

Keywords : Service Quality, SERVQUAL, Customer Satisfaction

Impact of Corporate Governance on Firm Performance of Companies Listed in NIFTY

Corporate governance is the set of processes, customs, policies, laws, and institutions affecting the way a company is directed, administered or controlled. This study investigates the relationship that exists between corporate governance and firm performance of some selected companies listed on the Nifty stocks of the National Stock Exchange of India. The intent of the study is to determine whether corporate governance mechanisms- CEO duality, board size, independence, foreign promoters and female directors have an impact on firm performance surrogates by return on assets (ROA); return on equity (ROE), earnings per share (EPS). It provides empirical evidence for fifty (50) firms in NIFTY for a period of 2007 to 2017. The Ordinary Least Square (OLS) regression is employed to examine the relationship existing between the variables. The results reveal that CEO duality and female directors have a significant relationship between earnings per share, return on assets and return on equity. It is observed that board size has a significant relationship between return on assets and return on equity. It is also observed that the foreign promoter has no impact on firm performance.

Dr. P.Vidhya Priya¹

Dr. M. Mohanasundari²

Keywords : Corporate governance, National Stock Exchange, Performance, Earning per Share, Return on assets

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