



AN INTERNATIONAL BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

REPURCHASE INTENT AND CUSTOMER LOYALTY ARE DIRECTLY PROPORTIONAL : A REVIEW BASED RESEARCH IN B2B MARKETS

Prof. Jinesh Desai*
Dr. Sumeet Khurana**
Dr. N.K. Totla***

ABSTRACT

Customer loyalty is a positive impact of the continuous efforts of the organization which creates a feeling of satisfaction and positivity in the mind of a customer. This satisfaction can be derived from consistency and improvement in various factors like price, quality, service, commitment, fair relationships etc. which creates an intention of re-purchase. This loyalty creation process plays a vital role in B2B sector as the number of customers per organization is very less in this market. So for expansion and growth, while exploring new acquaintances, simultaneously, the maintenance of existing customers becomes mandate as their positive experience will provide new leads of customers. Though the basic parameters in mapping and measuring the customer loyalty have not changed, but over the years the process of the same has been more creative. By investigating the past studies done by many researchers in this area, this paper mainly focuses on the study of changes that have occurred over a period of time in analyzing the customer loyalty towards organization. The outcome will help the organization to understand the present scenario of loyalty measurement which will further help them in designing the creative strategies for increasing the loyal customers. This study will also help the researchers in creating some new models for mapping the loyalty.

Keywords : Customer Loyalty, B2B, Repurchase Intent.

Introduction

Customer loyalty in B2B is a tricky concept. Loyalty means a commitment to repurchase any product or service in the future despite of any conditional influences which can result in switching options. (Kotler, Keller, Koshy, & Jha, Marketing Management, 2009). B2B (business-to-business) means relationship of a buyer and seller between two companies or organizations. The buyer company utilizes these products either in their manufacturing process or they resale the same (Carrion, 2018). In this world of intense competition, only the businesses that work on increasing the number of loyal customer in their kitty will succeed. Customer loyalty is associated with customer retention and this will happen when the repurchase intention is developed which is further an outcome of certain parameters like economic price, best quality, good

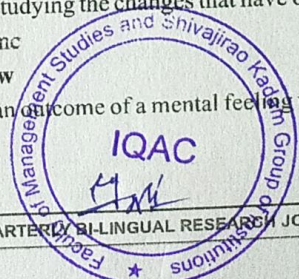
service, warm relationship etc. A research conducted by Gartner Group reveals the fact that very few existing customers contributes for more than 3/4th of a company's future revenue (Lawrence, 2012). Thus the organizations failing to retain customers for the long-run may result in huge financial losses.

Objective

Innovation is the key to success. With the passage of time, the innovative concepts and ideas are implemented in analyzing the role of customer loyalty in B2B markets. The main objective behind this research paper is the study of various parameters and processes that are used in analyzing the customer loyalty towards organization and studying the changes that have occurred over a period of time

Literature Review

Loyalty is an outcome of a mental feeling which is



*Renaissance University, Indore.
**Director-Faculty of Management Studies, Acropolis Technical Campus, Indore.
***Reader, Institute of Management Studies, Indore.



Analysis on Challenges and Opportunities for Indian Luggage and Baggage Industry Post COVID-19

Dr. Vishal Mehta*
Ankur Sodani**

ABSTRACT

We are the cusp of an exponential explosion. COVID-19 has brought in tremulous hampering and an insurmountable economic crisis. All most all the industries have come to grinding halt due to the COVID-19 pandemic. Among the worst hit is the travel, tourism and hospitality industry. In association with travel and tourism, one major industry also undergoing with stress amidst virus and that industry is Luggage and Baggage Manufacturing Industry. This industry is also kindred with education sector too. Through this research paper we try to elucidate the impact of COVID-19 over Luggage and Baggage Industry, which was expected to have a compounded annual growth rate of 7.3% in coming years but now facing great distress. We also throw light on possible E-commerce platform to encourage sales of product by Luggage and Baggage Companies.

Key Words: Travel and Tourism, COVID-19, Luggage and Baggage, Education sector.

INTRODUCTION

The time has come to lay that luggage and baggage down and leave behind all the struggling and striving of COVID-19. Keep ourselves set free for journey forward into a new world of social distancing and ingenious culture called work from home. COVID-19 has taken an extraordinary toll on business around the world. In India, business confidence is at its lowest since the 2009 financial crisis: 72% of firms have reported adverse effects on operations, 90% are facing supply chain disruptions and 53% anticipate a decline in sales over the next 2-3 quarters. Time to time extended support by government to business firms through monetary and macro-financing policy – the Reserve Bank of India has directly injected Rs. 2 lakh crore refinancing operations, given firms a 3-4 month moratorium on loan payments and reduced interest rates across the broad found short to bring back economic engine on track.

The world 2020 started on a sombre note for the

travel and tourism industry with the spread of COVID-19 which first emerged on a wide scale in China before engulfing Asia Pacific and spreading to the entire world. There has been an abrupt decrease in passenger travel over last few months which not only hit the revenue of the hospitality sector but also affect the business of Luggage and Baggage Industries worldwide. Travel and flying are often highlighted as prime examples of human behaviour that supplement socially in form of integration between nations, states and regions but also having a handsome economic contribution to countries GDP. Travel and tourism and ancillary industries were expected to generate revenue of \$ 268.29 billion in 2019 and were estimated to contribute \$ 512 billion by 2029. Indian tourism spends grew at 7.8% CAGR over 2013-19 and was expected to continue with same pace before COVID-19. Factors which drive the growth of industry are:

- a) Rising disposal income of people in Indian society.

*Associate Professor, College of Professional Studies-ATC, Indore

**Assistant Professor, St. Paul Institute of Professional Studies, Indore

An Efficient Cloud Server Resource Scheduling using Ant Colony Optimization Algorithm

Mr. Manoj Yadav¹ Prof. Rashmi Yadav²

^{1,2}Acropolis Technical Campus, Indore, India

Abstract— Cloud computing is a computational and storage infrastructure. A number of applications and growing technologies are getting resources from the cloud infrastructure. Resources in cloud computing are not statically distributed that are shared between all the applications therefore according to the demand of applications the cloud schedulers provides the resources to the jobs or processes. The schedulers are works to evaluate the available resources and manage the resource allocation to jobs for efficiently execution. But if the resource management is not performed in proper scenario then the job execution cost and process waiting time is increases in significant amount. In this context the proposed work is dedicated to find an efficient method for scheduling jobs according to the available resources. Therefore a hybrid technique that incorporates the properties of round robin technique and ACO (ant colony optimization) technique is developed. the proposed technique first categorize the entire work load in three main classes low, average, and high work load. Additionally then after the ACO optimization technique is employed for finding best match of resource sequence and jobs to maximize the job execution. The implementation of the proposed technique is performed using cloudSim simulator and their performance is computed in terms of waiting time, CPU utilization and execution time. The obtained performance of the proposed system shows efficient management of resources and low resource consumption.

Keywords: Ant Colony Optimization, Space Shared, Virtual Machine Scheduling, Cloud Computing, Data Center, Round Robin

I. INTRODUCTION

Cloud computing is not a just software or hardware platform it is a computational infrastructure. The cloud infrastructure involves computational units, storage units and the efficient network. Cloud computing is basically popular for efficient and scalable computing and storage resources. These resources are help to execute the end client submitted task. On the other hand the due to large number of requests the availability of resources are fluctuating. The availability of resources is impact on the jobs execution time and cost of job processing. Therefore a suitable technique is required that evaluate the available resources and the reached jobs for processing to efficiently allocate the resources to the jobs. This phenomenon is known as resource scheduling. In this presented work the resource scheduling technique is key area of study. In addition of that the effort is made to optimize the performance of resource scheduling. In cloud computing the resources are much expensive and their availability is depends on the traffic or workloads on the cloud server. The misuses of resources impact the performance and the cost of exaction of the jobs. Therefore resource management and better utilization of available resources are a key challenge of efficient cloud computing. In this presented work the different cloud resource scheduling or job allocation

techniques are studied and a new soft computing based technique is proposed for the efficient job scheduling. In this context the proposed work leads to design and development of a new resource scheduling technique that combines the goodness of round robin and Ant colony optimization technique to deploy and efficient resource scheduling technique.

II. PROPOSED WORK

This chapter provides the detailed understanding about the proposed cloud resource scheduling algorithm for improving the cloud server performance. In this context the chapter includes the system overview, detailed methodology of system design and proposed algorithm.

A. System Overview

Cloud computing infrastructure is offers the shared resources for computing and storage. These resources are used when jobs are submitted to cloud for processing. Basically the cloud server includes a resource manager that manager evaluate the jobs appeared for execution. Additionally according to the requirements of the jobs the resources are allocated to the jobs. If the resource allocation is not much effective then the problem of resources are occurred. Due to this the execution time of jobs are increases and the cost of execution of jobs are also affected. Therefore the scheduling of jobs is a primary technique that helps to improve the performance of cloud servers. During the study there are different cloud resource scheduling techniques and load balancing techniques are studied. Most of the techniques are broadly categorized in two categories. In first kinds of technique the scheduling system only considers the list of appeared jobs and for each job a resource is randomly allocated. In second technique the scheduling algorithm considers both the resource list and appeared jobs and using both the lists the decision is made for allocation. Such kind of techniques are effectively manages the resources and appeared jobs. Therefore the proposed technique is conceptually similar to the second technique where both the lists are evaluated for finding the best suitable combination of jobs and resources for efficiently processes the work load appeared on the cloud servers. This section provides the basic of the proposed concept in next section the proposed methodology is explained.

B. Methodology

The proposed technique of resource scheduling is demonstrated in figure 2.1. Additionally their components are explained with their functional aspects.

Analysis of Resource Scheduling Algorithm in Cloud Computing

Mr. Manoj Yadav¹ Prof. Rashmi Yadav²

^{1,2}Acropolis Technical Campus, Indore, India

Abstract— Cloud Computing is providing a facility to organising and accessing application or services through internet from anywhere. We can also say that, in Cloud Computing scenario user don't need to install, Purchase a software and hardware at their end theyOnly need internet to use Cloud Computing Services. The main aim of Cloud Computing is to provide "Subscription Based Services" means it based on "pay-as-per-use". In this paper we provide different load balancing technique in cloud computing and terminology which is relevant to the load balancing.

Keywords: Cloud Computing, Scheduling Algorithms, Load Balancing, Cloud Sim, Cloud Sim Architecture

I. INTRODUCTION

Cloud computing is a computing paradigm, where a large pool of systems are connected in private or public networks, to provide dynamically scalable infrastructure for application, data and file storage. With the advent of this technology, the cost of computation, application hosting, content storage and delivery is reduced significantly. Cloud Computing delivers Infrastructure, platform and software (application) as services, which are made available as pay-per-use model to consumers.

It means it is providing services as subscription based. The Beauty of the Cloud Computing is that another company hosts your application. This means that they handle the costs of servers, they manage the software updates, and depending on how you craft your contract-you pay less for the services. Cloud Computing is made up by a combination of two terms in field of technology. First, is Cloud and second is Computing. Cloud is a heterogeneous resources, it is a mesh of huge infrastructure refers to both the application delivered to end users as services over the internet and hardware and software system in datacenters that is responsible for providing those services. In order to make efficient use of these resources and ensure their availability to the end users "Computing" is done based on certain criteria specified in SLA (Service Level Agreement) [1].

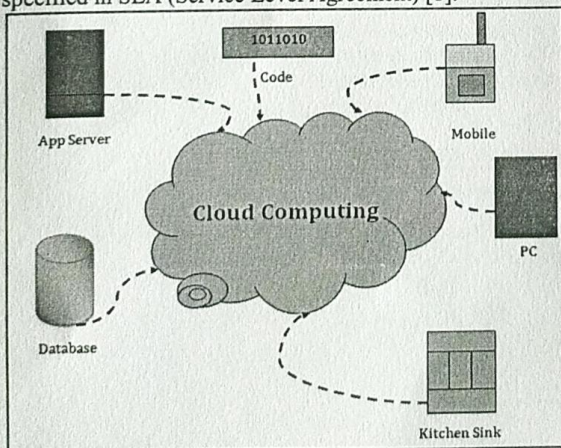


Fig. 1: Cloud Computing Scenario [2]

A. Resource Scheduling in Cloud

Resource Scheduling is a collection of techniques used to calculate the resources required delivering the work and when they will be required. Resource Scheduling in cloud is a challenging job and the scheduling of appropriate resources to cloud workloads depend on QoS requirements of cloud applications. In Cloud Environment, heterogeneity, uncertainty and dispersion of resources encounters problems of allocation of resources, which cannot be addressed with existing resource allocation policies. Researchers still face troubles to select the efficient and appropriate resource scheduling algorithm for a specific workload from existing literature of resource scheduling algorithm. Here trying to discuss existing scheduling algorithm and its challenges and advantages.

B. Advantages of Resource Scheduling

- Reduce costs and energy use which adds to an organisation's bottom line.
- Open up control of resources to the people who use them, empowering them to work in the best possible ways and so further meet many of the key workplace objectives of the organisation.
- Support the agile workforce such as hospitality management, videoconferencing and sophisticated room booking systems.
- Able to generate data in real-time that shows how resources are used, it is also an important tool for strategic decision making.
- Awareness of how specific resources are used including how often, in what way and by whom.
- Minimize the need for costly and disruptive relocations and refurbishments by utilising existing space and resources better.
- Help to tailor both the physical and technological working environment to the precise needs of individuals and teams.

C. Challenges in efficient scheduling

Based on the survey a scheduling fabric can be enforced by utilizing the different parametric quantities. The efficiency of the energy usage is main issue that took a lot concern. But Scheduling is unmatched issues in the management of diligence performance in a cloud environment. It must focus on cost, time, energy efficiency and load balancing of the data centres. Paleness imagination allotment sets a critical use in scheduling.

II. BACKGROUND

A. Simulation in Cloud: Cloudsim

CloudSim: In CloudSim, cloud computing infrastructures and application services allowing its users to focus on specific system design issues that they want to investigate Simulation in a CloudSim means implementation of actual environment towards benefit of research. The users or researcher actually

EMERGING METHODS OF KNOWLEDGE ACQUISITION BY THE HIGHER SCHOOL TEACHERS OF INDORE AND KHANDWA DISTRICTS

¹Shweta Jain Pancholla, ²Dr. Sumet Khurana, ³Dr. Shine David,
¹Research Scholar

²Professor Acropolis Technical Campus, Indore

³Assistant Professor, IMS, DAVV, Indore

Abstract. - Technology has enabled the rural population as much as it has helped the urban. Education is one of the largest sectors influenced by the technology after entertainment, hospitality and travelling. If we go by the consumer confidence index, school teachers trust internet for knowledge more than journalists do for news source.

As much as the per capita digital consumption in India is increasing, its use, misuse and abuse is increasing too. This paper is exploring the use of Internet as a replacement of books, notes and blackboard among the school teachers of higher secondary classes of Indore and Khandwa District of Madhya Pradesh state along with its impact on their ability to teach, admiration among students, promotion in career and recognition in the society.

The technological factors affecting teaching performances are marked separately. As much a teacher is using the emerging teaching technology, it can be interpreted that the teacher's willingness to teach is high. This research paper covers teachers of Language, Science and General Awareness from 30 schools of Indore and Khandwa Districts. These schools are shortlisted as per their mid ranking to high ranking in terms of parent's willingness to seek admission of their wards in the schools.

Keywords: Education, Teacher, Teaching, Technology in Education, Digital Education, Learning Management System.

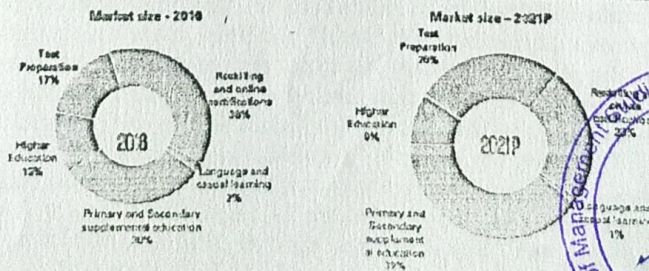
1. INTRODUCTION

1.1. INDIA'S FIRST INITIATIVE TOWARDS MOOC

A Massive Open Online Course (MOOC) is technologically driven platform for providing easy and free access of the learning material on the web. It is aimed for the participation of a larger group of students from varied geographies. With the advent of technology, broadband connectivity in major parts of the country, availability of smart phones in a wider public domain and awareness of video based learning programs among students, there is a greater demand for sourcing quality content among learners and so it the opportunity for these platforms to create a new discourse in the education system.

Swayam (Study Webs of Active Learning for Young Aspiring Minds) is one such ambitious initiative launched by the Indian government on 9th July, 2017 by the then President of India Mr. Pranab Mukherjee on the occasion of guru purnima as India's first open source online learning platform. It was designed to stand for three principles of education policy - Access, Equity and Quality. To ensure the content quality, the professors from top institutions of India - IITs and IISc are contributing online content for the platform and students studying in any university of India can earn credits for taking courses on this platform. (Swayam, 2016).

Category-wise split of online education market in India



ADOPTION OF DIGITAL PAYMENT GATEWAYS AMONG STREET RETAILERS OF
INDORE AND DHAR DISTRICT¹Paras Jain, ²Dr. Sumit Khurana, ³Dr. Pankaj Chouhan¹Research Scholar²Professor, Acropolis Technical Campus, Indore³Asst. Professor, Institute of Management Studies, DAVV, Indore

Abstract - In the past decade, the government has laid down enormous efforts to increase financial inclusion of the people at the bottom of the pyramid. In the process government has attempted creating awareness of usage of mobile payments. Following which, various private companies, mostly start-ups, have introduced digital payment gateways and digital wallets for consumers and retailers for cashless transactions.

The increased use of products even in the semi urban and rural localities has spurt a tremendous growth rate of more than 50% in the volume of retail electronic transactions in the last four years (Reported from RBI, India). Total transaction value in the Digital Payments is Rs. 46450983.3 Cr. in 2019. Total transaction value is expected to show an annual growth rate (CAGR 2019-2023) of 20.1% resulting in the total amount of Rs. 96496904.2 Cr by 2023. The market's largest segment is Digital Commerce with a total transaction value of Rs. 42167027.8 Cr. in 2019. If it is compared on the global scale the valuation of digital transaction reached in China is Rs. 1125797694.1 Cr. in 2019. This growth is certainly lead by the small scale units engaged in daily commercial transactions.

The researcher intends to find out factors leading to the adaptability of digital payments by the small scale retailers and street vendors operating in the sub-urban and rural localities of the districts of Indore and Dhar.

Keywords: Financial Inclusion, Digital Payment, Mobile Wallets, Street vendors, Small scale retailers.

1. INTRODUCTION

India has more mobile phone connections than bank accounts with an estimated 813.2 billion mobile phone users in 2019 (Web www.statistica.com). The burgeoning rise in mobile phone users is primarily because of the young population of the country. The average age of Indian population is 27. The country is younger than most of the world economies and this gives immense opportunities for the digital payment ecosystem to flourish at a faster pace.

Growth in middle class population which has the purchasing capability, stiff competition among the marketers of mobile phones in India and the government's mission to increase financial inclusion at the bottom of the pyramid by taking initiatives of introducing payment banks & small banks and encouraging digitization are collectively fostering the new wave of digital transformation in India.

In a vision 2021 document of Reserve Bank of India (RBI, The governing body of financial institutions in India), it forecasts a 50% increase in mobile based digital payment transactions. Since demonetization, the digital payment infrastructure has gained mass adoption with more than 10 million merchants using digital payment methods today with around 1.5 million locations where digital payment is accepted in 2016-17 (Fintech in India - Powering mobile payments KPMG, August 2019).

The increased use of products even in the semi urban and rural localities has spurt a tremendous growth rate of more than 50% in the volume of retail electronic transactions in the last four years (Reported from RBI, India). Total transaction value in the Digital Payments is Rs. 46450983.3 Cr. in 2019. Total transaction value is expected to show an annual growth rate (CAGR 2019-2023) of 20.1% resulting in the total amount of Rs. 96496904.2 Cr by 2023. The market's largest segment is Digital Commerce with a total transaction value of Rs. 42167027.8 Cr. in 2019. If it is compared on the global scale the valuation of digital transaction reached in China is Rs. 1125797694.1 Cr. in 2019. This growth is certainly lead by the small scale units engaged in daily commercial transactions.

One of the key factors of digital payment acceptance in urban and semi-urban/rural locations is the use of QR-code (Quick Response Code) based wallets by street vendors, kirana stores, tea stalls, rickshaw/ taxi drivers, offices of utility bill payments and other small shop owners. The remittance time in the QR code based payment method is less than



Impact of Frame Duration and Modulation Coding Schemes With WiMAX Bandwidth Asymmetry in Transmission Control Protocol Variants

Kailash Chandra Bandhu (Acropolis Technical Campus, Indore, India) and Ashok Bhansali (OP Jindal University, Raigarh, India)

Source Title: International Journal of Wireless Networks and Broadband Technologies (IJWNBT) 8(1)

Copyright: © 2019 | Pages: 11

DOI: 10.4018/IJWNBT.2019010103

OnDemand PDF Download: \$37.50

Available

[Current Special Offers](#)

Abstract

WiMAX stands for Worldwide Interoperability for Microwave Access which is based on IEEE 802.16 specification and is considered as de facto standard for broadband wireless data transfer over the internet. The different values of various WiMAX parameters for different TCP variants may affect the performance of the network. This article compares the performance of different TCP variants with bandwidth asymmetry, frame duration, and modulation coding schemes, along with the operating parameter namely number of wireless nodes. During the simulation study the performance was evaluated only for one-way data transfer. The finding suggests that the TCP New Reno performed better than other variants included in the simulation study for the comparison. The performance was measured on the basis of throughput, goodput and packets dropped.

Vehicle Seat Design Durability and Strength Assessment Using Finite Element Analysis

Rahul Joshi¹, Dr. Dharmendra Kr Dubey², Dr. Sanjay T Purkar³

¹Research Scholar in Mechanical Engineering, Bhagwant University, Ajmer, Rajasthan

²Professor, Bhagwant University, Ajmer, Rajasthan

³Principal, Shivajirao Kadam Institute of Technology & Management, Indore, Madhya Pradesh

E-mail: ¹joshirahul728@gmail.com, ²dubey.dharmendra101@gmail.com, ³sanjaypurkar.atc@acropolis.in

Abstract— Advanced production engineering is a technique to construct an object by considering all technical aspects which includes durability in addition to safety. In any automobile production approach, there could be a great possibility to provide safety to the vehicle occupant only if safety parameters have been designed effectively. Heavy Commercial passenger vehicles like buses carry number of passengers at a time, and in case of accident no. of humans can die altogether. These accidents may be from the Front, rear or from the lateral side. Among these collisions, the front collision is the most severe one. In the front collision, passengers may get injuries via hitting the seat shape hooked up simply subsequent the front to them. In order to design these seats nicely to keep away from those accidents, the government additionally enforced some rules associated with seat design. To pass these mandatory regulations suggested by the government, a well designed seat

Structure needs to be processed to the government agency to get the test certificate. In this case advanced simulation tool like FEA can help upto a great extent to get the optimum design along with optimum weight. In the current research work, finite element analysis is used to investigate the load taking capacity of the passenger seat. The performed test also simulated and the final design is proposed with great reduction in weight also along with provision of maximum safety to the passengers.

Keywords- FEA, vehicles, weight, optimization, Seat, etc.

I. INTRODUCTION

The automobile seat has a great importance because it is considered as the primary component of the automobile which provides comfort to the occupants. The seat must have proper strength and durability especially in case of vehicle accidents when the passenger vehicle passes through bumps. If the seat structure fails then severe injury may lead to the passengers. Depending upon the type of vehicle and its utility there are numbers of seats that can be used in a tropical car there can be this types of seats can be used Bucket seat and bench seat folding seats. The bucket seat is a car seat which contoured to hold one person, distinct from a flat bench seat designed to fit multiple passengers. In simple form, it is a circular seat for one passenger with high sides but may have curved sides also that partially enclose and support the body structure in high-performance vehicles. Whereas in very commercial vehicles like busses there are simplistic seats that can be classified into various categories given below