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MARKET ORIENTATION 'HICCUPS' BY SERVICE QUALITY GAPS

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ABSTRACT

Previous studies have shown that several firms assessed their market orientation levels using employees and management reports. An emerging perspective on market orientation suggests that strategic insights may be gained when firms take into account their customers' view on the organization's level of market orientation. Recent research offers evidence on the applicability of a customer-defined market orientation construct, where the customers define the value they derive from products and services of a market oriented firms. When the customers give feedback on their perceived value that they derive from a firm's level of market orientation Vis - a -Vis their expectations then a comparison can happen between what the firm offered as of value to what the customer's reports to be their perceived value. There could be existence of gap(s) on expectation versus perceived service quality. This study extends this line of research by exploring the 'hiccups' in market orientation which may be brought by service quality gaps. The hiccups can only be determined when customers give feedback through customer -defined market orientation construct. This paper accentuates the subject by reviewing empirical viewpoints as to consumer- defined market orientation and service quality gaps.

AN EXPLORATORY STUDY OF JOB HOPPING PRACTICES IN INDIAN CORPORATE SECTOR

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ABSTRACT

In today's technology and stiff competition job hopping is a biggest problem that human resource management is facing as every organization need employees and to retain those competent employee's organizations need to make practices, therefore the emerging topic job hopping practices came. In the present study a well-structured questionnaire was designed which consists of 42 statements identified from the literature available on the topic and data has been collected from 420 employees which are working in Indian corporate sector. Exploratory factor analysis was applied and seven factors have been extracted viz. pay and benefits, job satisfaction, work life balance, alternate job opportunities, location preference, working environment and career opportunities.

INVESTORS PERCEPTION TOWARDS VARIOUS INVESTMENT AVENUES: AN EMPIRICAL STUDY BASED ON SOUTH 24 PARGANAS DISTRICT OF WEST BENGAL

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ABSTRACT

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