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IMPACT OF PERCEIVED SUSTAINABLE BANKING PRACTICES ON THE TURNOVER INTENTION OF E-BANKING CUSTOMERS IN MANIPUR: A MEDIATING ROLE OF CUSTOMER SATISFACTION

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ABSTRACT

Bank has a significant role in the sustainable development of the economy through their electronic banking services. It can create opportunities for sustainable business. Building strategies by going Digital, providing user-friendly, economical, and convenient services. With utmost utilization of the scarce resources available to the service provider. The study aims to examine the Impact of Perceived Sustainable Practices on the Turnover Intention of E-Banking Customers in Manipur, with customer satisfaction as its mediating factor. A total sample consisting of 77 respondents was collected through convenience for analysis. The findings show that Perceived Ease of use, Perceived Usefulness, Perceived Risk, Perceived sustainable factors and Customer Satisfaction significantly influence Turnover Intention. However, Perceived Sustainable practices fail to influence Customer satisfaction. Overall, the mediator Customer satisfaction was found to mediate the independent variable Turnover Intention significantly. The study can be of immense help to the customers as well as service providers in understanding sustainability while reducing the turnover in banking services.

IMPORTANCE OF NAAC ACCREDITATION IN HIGHER EDUCATION INSTITUTES FOR IMPROVING QUALITY

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ABSTRACT

Higher education is the backbone of a society. In addition to giving the country skilled labour, it improves the standard of the citizens' social, economic, and intellectual lives. When we discuss higher education, we primarily refer to the activities that take place at colleges and universities in the areas of teaching, research, demanding practical work, and social and community service. It pertains to both graduate and postgraduate levels in the area of teaching. India has had rapid and noticeable expansion in the number of universities and colleges during the past three decades, especially with the growing involvement of private individuals or agencies. However, because of the larger number, these Institutes face ongoing challenges in order to develop and meet the criteria of the global marketplace. High tuition prices, poor educational quality, regional differences, lack of access to technology, etc. are some of the ongoing difficulties faced by India, which has one of the largest and most diverse educational systems. Other than these, quality and sustenance are actually the most crucial, thus for NAAC, quality assurance is also the main goal. This essay seeks to define the function of NAAC accreditation in raising educational standards at institutions of higher learning.

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