

Doctoral Dissertation Abstracts

A Study of Customer Satisfaction, Retention and Loyalty for Service Quality Modelling in Telecom Sector

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The main objective of this thesis is to investigate a model that shows the linkage of performance of service quality attributes with customer satisfaction, retention and loyalty. These three elements satisfaction, retention and loyalty towards services are essential for telecom industry. Many research indicates that by improving performance of service attributes lead to satisfaction. Further, customer satisfaction leads to retention and loyalty. Primary data collected with the help of self-designed questionnaire. Data has collected from mobile phone users in NCR. Secondary data collected from TRIA website, newspaper and magazine.

The data analyzed with the help of multiple regression, regression analysis with dummy variables, logistic regression, logistic regression with dummy variables and structural equation modelling (SEM) to test variables and their interrelationships.

The findings of the study confirm that the relationship among service quality attributes and customer satisfaction is non-linear and asymmetric. Secondly, there is an asymmetric relationship among attribute performance and importance. Third, there is a negative link among customer switching intentions and customer loyalty. Forth, the model indicates the link between service attribute performance to customer satisfaction and then to customer behavior (customer retention and customer loyalty). Therefore, it is concluded that improvement of service attribute performance leads to overall satisfaction which is turn into customer retentions and finally the customer become loyal.

**Exploration of Academic Knowledge sharing Behavior among
Individuals with Special Reference to VTU Affiliated
Engineering Colleges in Karnataka**

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This study attempts to explore factors affecting KS behavior among individuals in engineering educational context. It tries to comprehend the mindset of the faculty members towards KS in the institution offering technical education and engineering institutions, in particular. Descriptive statistics, inferential statistics and correlation studies were adopted as the data analysis methods. A total of 1186 respondents participated in the study and discovered that KSB among faculty members exists and is affected by various motivational factors. The research studied the effect of demographic variables such as age, gender, designation, educational level, marital status, work experience, family size, number of siblings, and school environment on the KS behavior of faculty members. The study also explored the impact of personality of faculty members on the KSB.

The findings revealed that age, schooling environment, residential status and experience were found to be statistically significant in influencing faculty members' intentions towards KS. It proposes that there is no deterministic individual factors that inhibit the KS attitudes based on gender, educational level, designation, marital status, number of siblings and family size of the faculty members. The findings identified that the faculty members had a positive attitude towards KS in spite of limited intentions towards knowledge hoarding.