

Creating a Brand Value and Consumer Satisfaction in E-Commerce Business Using Artificial Intelligence with the Help of Vosag Technology

Nazim Sha S, Rajeswari M

Abstract: Artificial intelligence (AI) is a locality of engineering science that emphasizes the creation of intelligent machines that employment and reacts like humans. a number of the activity's computers with computer science square measure designed for include: Speech recognition, Learning, Planning, Problem-solving. Envision a circumstance where a dim chocolate naturally shows up in the inquiry page right when one considers its taste or smell. Imagine a circumstance where a formal shoe, dress, contraptions consequently shows up in the pursuit page exactly when one feels or see it. Envision a circumstance where a most loved music video naturally shows up in your pursuit page right when one sings it. a circumstance when you think of a movie it naturally plays in the online. This circumstance goes to a reality when each brand builds up an innovation all alone which will comprehend the five faculties of customers at the season of procurement. "We're moving from a mobile first, to an AI first company (Google CEO) (Zerega, 2017) [1]. This paper demonstrates that the fate of each brand in web-based business will be through the improvement of an Artificial Intelligence i.e. People need not type in any search page for a specific product or a service instead they should reach people at the moment they think about the product or a service. The examination is done to demonstrate that in future, estimation of a brand will rely upon picking up consumer loyalty's through a further advancement in technology using Artificial Intelligence i.e. The examination is done to demonstrate that each brand need to a build up a machine supporting Artificial Intelligence to identify and investigate the five senses of shoppers at the season of procurement in E-Commerce business. This is pointing to our five senses mainly Sight (vision), hearing (audition), taste (gustation), smell (olfaction), and touch (sensation). This examination is done to prove that this is possible by developing a machine which learns and understands the five senses of humans. The examination among 50 consumers on creating a brand value and customer satisfaction in ecommerce business using Artificial Intelligence and their preference towards developing a new machine using Artificial Intelligence to make their purchase more flexible and reliable. The results show that in future the buying through online will be automated using Artificial Intelligence according to consumer preferences and expectations. This will be possible only by developing a machine system which identifies our five senses and this system can only be developed using Artificial Intelligence. The results also show that Artificial Intelligence used in E-Commerce helps in building a better consumer-brand associations and product-brand associations. The results also show that Artificial Intelligence used in E-Commerce will

motivate each customer to be loyal to a brand due to their good and better service.

Index Terms: Brand value, Artificial intelligence, Five senses, E-commerce business, Customer satisfaction, Vosag technology

I. INTRODUCTION

In a world with more brands, channels and client contact focuses than at any other time, Consumers are presented to another and unexpected world in comparison to ever before which is overflowed with more brands, channels and services where they expect more consistency. Sense observation innovation is produced by understanding increased through one of the faculties, for example, locate, taste, contact or hearing. Case of sense observation is somebody realizing what melody is playing on the music channel in the wake of hearing it. facilitated with this present reality objects. A creative energy comes into reality with the assistance of innovation. In this reality where individuals for the most part like to purchase an item or an administration through online where each brand must guarantee that their item should be the first to achieve the clients out of the millions of items and administrations overwhelmed in the on the web when customers thinks about a product or a service. All the online stores in the future should develop a new technology using Artificial Intelligence which makes buying process customer friendly, starting from filling the customer details till payment gateway everything should occur automatic and within a certain time frame thereby registering a unique name and a value among customers. Artificial intelligence could be a branch of engineering science that aims to make intelligent machines. it's become a vital a part of the technology trade. analysis related to computer science is very technical and specialized. Artificial intelligence (AI) is that the simulation of human intelligence processes by machines, particularly laptop systems. These processes embrace learning, reasoning, and self-correction. AI may be classified as either weak or robust. Weak AI, additionally called slim AI, is associate AI system that's designed and trained for a specific task. Virtual personal assistants, like Apple's Siri, area unit a kind of weak AI. Strong AI, additionally called artificial general intelligence, is associate AI system with generalized human psychological feature skills. once given with associate unknown task, a robust AI system is ready to seek out an answer while not human intervention. whereas AI tools gift a spread of recent practicality for businesses,

Revised Manuscript Received on June 05, 2019

Nazim Sha S, Research Scholar, School of Management, Hindustan Institute of Technology and Science, Chennai, Tamil Nadu, India

Rajeswari M, Associate Professor, School of Management, Hindustan Institute of Technology and Science, Chennai, Tamil Nadu, India

the use of AI raises moral queries. this is often as a result of deep learning algorithms, that underpin several of the foremost advanced AI tools, area unit solely as sensible because the information they're given in coaching. as a result of a personality's selects what information ought to be used for coaching associate AI program, the potential for human bias is inherent and should be monitored closely. AI as a Service permits people and firms to experiment with AI for varied business functions and sample multiple platforms before creating a commitment. standard AI cloud offerings embody Amazon AI, IBM Watson Assistant, Google AI, and Microsoft psychological feature services. This is conceivable just by building up an innovation which predicts the manner in which client communicates and considers and is just conceivable by examining the five senses. We never stop living in the realm of observation, however we go past it in basic idea – nearly to the purpose of overlooking the commitment of recognition to our concept of truth" (Merleau-Ponty 1964, 3) [2]. Currently AI plays a vital role in brand building, at the moment you type a product or a service in any search page it shows numerous options or predictions in the search page while typing itself which may sometimes contradict with what one has expected to appear. This is mainly applicable in E-Commerce business to develop a technology by a brand the purpose of visibility, time consuming, displaying the exact information of a product or as expected by the customer at the time of purchase thereby engaging the customer, obtaining brand value and also satisfies the customer.

II. LITERATURE REVIEW

From the past shaping which has been used to find the examination openings. The running with are the underneath included examinations by a bit of the prominent Brands speak to something in excess of an item (Ries, 2014) [3]. and the brand esteem is made when association put resources into emotive and social advertisements Authors and from the articles and structures. Buyer buy choices includes five phases, recognizing the issue, hunting down item data, assessing the choices, going for buy lastly post buy choices. After the buy has been then it comes post buy conduct whether they are fulfilled or disappointed with the item or administration. (Kotler,2012) [4]. The American Marketing Associations (1960) characterized mark as a name, term, image or blend of them which is principally used to distinguish the items or administrations of one merchant and separating them from the other [5]. Brand is an identifier (Wood,2000) and is a direction of an item source (Kotler et al., 1999) [6]. (Lambin 1996; Chernatony, 2010) says that for a brand to separate itself from others it ought to make a superior hotspot for interchanges and affiliations [7]. Later the advancements which occurred as of late in machine learning has changed the path for scanning for items, and is done principally utilizing catchphrases or voice (Yoganarasimhan, 2014) [8].

Totally customized responses to the customer enquiries can increase both the profitability and transparency of a brand's customer advantage. "The procurement of information, the extraction of bits of knowledge and basic leadership that adjusts and enhances after some time" (Hulme, 2017) [9]. A brand must be fruitful if keeps up a solid connection between a client and an organization McKenna (1991) [10]. Individuals

require an ever-increasing number of levels of personalization Garnett (2017) [11]. AI and brand specialists concurred that an association conveys on their guarantee when, they do what they say they are going to do" (Garnett, 2017) [12]. Hulme (2017) contends this is to a great extent because of the operational proficiency that AI empowers - "You improve utilization of your assets; you can enhance consumer loyalty" [13]. Current situation likewise centers around the "Sensory marking" which is a sort of promoting pertinent to all detects in connection to the brand It utilizes the faculties to relate with clients on an enthusiastic level. Brands can produce passionate relationship in the clients' psyches by speaking to their faculties. A multi-tactile brand encounter produces certain convictions, emotions, contemplations and conclusions to make a brand on picture in the purchaser's brain and the fundamental use for tangible marking is to speak to the customers detects. It is additionally used to comprehend the feelings and encounters of the customer while being attracted to, acquiring or utilizing the item, infiltrate and command piece of the overall industry, increment productivity and to guarantee introductory and rehash buys. [14]

III. OBJECTIVES OF THE STUDY

- To study the effectiveness of using Artificial Intelligence in e-commerce business to build consumer – brand associations.
- To study the effectiveness of using Artificial Intelligence in e-commerce business in to build product – brand associations.
- To study the effectiveness of using Artificial Intelligence in e-commerce business to satisfy consumer expectations
- To study the effectiveness of using Artificial Intelligence in e-commerce business to create brand loyalty.

IV. HYPOTHESIS

- H0: Consumer believes that in future the buying through online will not be automated using Artificial Intelligence according to consumer preferences.
H1: Consumer believes that in future the buying through online will be automated using Artificial Intelligence according to consumer preferences
- H0: Using Artificial Intelligence in e-commerce business a better consumer - brand associations cannot be built.
H1: Using Artificial Intelligence in e-commerce business a better consumer - brand associations can be built.
- H0: Using Artificial Intelligence in e-commerce business a better product - brand associations cannot be built
H1: Using Artificial Intelligence in e-commerce business a better product - brand associations can be built.
- H0: Using Artificial Intelligence in e-commerce business a better brand loyalty cannot be built.
H1: Using Artificial Intelligence in e-commerce business a better brand loyalty can be built.

V. RESEARCH METHODOLOGY

Sample design: - Sample size should be convenience sampling with 95%



confidence and 5% margin of error.

Data Collection: In view of this questionnaires were sent to 50 respondents and the inquiries were asked where their responses are noted. Participants were fifty employees as well as consumers working in Artificial intelligence companies. Only fifty were taken because of time confinement and the questionnaires were distributed by hands on guide.

Tool used for Analyzing Data: The data gathered was analyzed using Percentage analysis, Correlation and Regression analysis, Chi-square, Mean, Variance, p one tailed, p two tailed, t test and Error analysis has also been done. Analysis test was done using Microsoft Excel.

Note: Here “r” is Correlation coefficient, tc is Test of significance, df is Degree of freedom

VI. DATA ANALYSIS AND INTERPRETATION

The present examination centers around for the most part 9 factors: Preference, Perception, Exposure, Positioning, Identification, Recognition, Expectations, Loyalty, Association, Motivation, Flexibility and Reliability. These factors are chiefly taken in view of which an estimation of a brand and consumer loyalty is resolved. From the (Fig. 1 - a), most of the respondents solidly agree that they lean toward an innovation which fulfills their desires for making an online buy extremely basic and programmed by firmly consenting to the way this is conceivable just through improvement of a trend setting innovation which comprehends or filters our five detects Most respondents agree to the way that the progression of this innovation would assist each brand with positioning its own character Most respondents agree to the reality an innovation which could comprehend the five faculties of people at the time buy can create mark affiliations. Most respondents agree to the reality an innovation developed using Artificial Intelligence helps in easy recognition of products and services for consumers at the time of buying. From the (Fig. 2), most respondents agree to the way that the proposed innovation using artificial intelligence helps each brand in better delivery of services and also the proposed innovation makes a decent notoriety and impression among purchasers regarding items and administrations. Most respondents agree to the way that the proposed innovation using artificial intelligence helps each brand to create a better association due to their better service delivery thereby motivating each consumer for online purchase and by far the greater part of the respondents relentlessly agree that this innovation is possible only by developing a machine which analyses our five senses where for the most part Sight (vision), hearing (try out), taste (gustation), smell (olfaction), and contact (sensation). By far the vast majority of the respondents relentlessly agree that this innovation can make a solid connection between a client and a brand on the off chance that it comes into winning. From the (Table. 1), we can interpret: Preference, Perception, Exposure, Positioning, Identification, Recognition, Expectation, Loyalty, Association, Motivation, Flexibility and Reliability are the factors taken: Result is quantifiably imperative at $P < 0.05$ we can state invalid hypothesis gets rejected saying that in future obtaining and offering trusts that in future the purchasing through online will be computerized utilizing Artificial Intelligence as per customer inclinations and according to their wants and tendencies and utilizing Artificial knowledge in internet business a superior purchaser mark affiliations and

item mark affiliations can be assembled. Result is quantifiably imperative at $P < 0.05$ we can state invalid hypothesis gets rejected saying that utilizing Artificial Intelligence in web-based business a superior shopper - mark affiliations can be fabricated. Result is quantifiably imperative at $P < 0.05$ we can state invalid hypothesis gets rejected saying that Using Artificial Intelligence in web-based business a superior item - mark affiliations can be assembled. Result is quantifiably important at $P < 0.05$ we can state invalid hypothesis gets rejected saying that utilizing Artificial Intelligence in web-based business a superior brand dependability can be manufactured

A. PERCENTAGE ANALYSIS

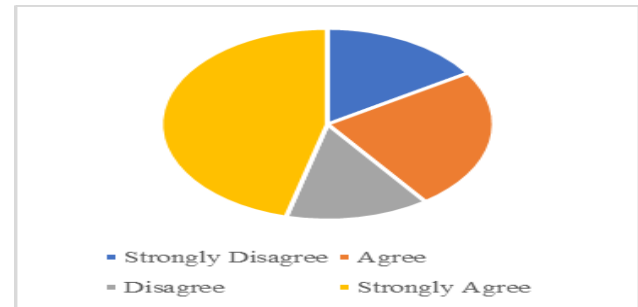


Fig. 1 - Respondents response for variables preference, perception, exposure, positioning, identification and recognition

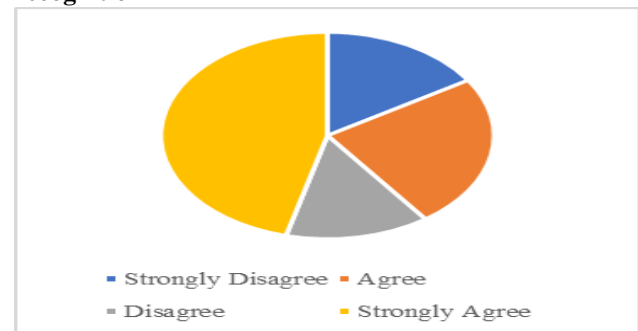
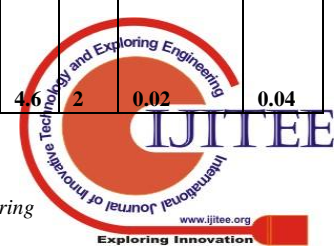


Fig. 2 - Respondents response for variables expectation, loyalty, association, motivation, flexibility and reliability

B. RESULTS OF VARIOUS TESTS

Table 1: Correlation and regression, chi-square test, mean, variance, p one tailed, p two tailed, t test, standard error and deviation

Variab les	Resp onde nt	r	r2	t	Df	p one tailed	p two taile d
Prefer ence, Percepti on	Q1& Q2	0. 9 9	0.99 3	16. 38 7	2	0.0019	0.003 7
Prefer ence, Percepti on	Q1 &Q3	0. 9	0.81 1	2. 92	2	0.04	0.09
Prefer ence, Percepti on	Q1 &Q4	0. 9 5	0.91	4.6	2	0.02	0.04



Preference, Perception	Q1 & Q5	0.87	0.77	2.5	2	0.06	0.07
Preference, Perception	Q1 & Q6	0.96	0.93	5.5	2	0.01	0.03
Preference, Perception	Q1 & Q7	0.88	0.77	2.6	2	0.05	0.07
Exposure, Positioning	Q8 & Q9	0.06	0.44	1.2	2	0.1	0.3
Exposure, Positioning	Q8 & Q10	0.08	0.66	1.9	2	0.05	0.08
Identification, Recognition	Q11 & Q12	0.07	0.58	1.6	2	0.11	0.23
Identification, Recognition	Q11 & Q13	0.07	0.05	0.09	2	0.46	0.93
Identification, Recognition	Q14 & Q15	0.05	0.9	4.3	2	0.02	0.04
Expectation, Loyalty	Q16 & Q17	0.09	0.99	20.1	2	0.001	0.002
Expectation, Loyalty	Q16 & Q18	0.09	0.92	4.9	2	0.01	0.03
Association, Motivation	Q19 & Q20	0.09	0.95	6.5	2	0.01	0.02
Association, Motivation	Q19 & Q21	0.08	0.6	1.8	2	0.1	0.2
Association, Motivation	Q19 & Q22	0.08	0.8	0.7	2.2	2	0.04
Flexibility	Q23 & Q24	0.09	0.9	0.9	5.4	2	0.01
Flexibility	Q23 & Q25	0.08	0.8	0.6	2.1	2	0.06
Reliability	Q26 & Q27	0.09	0.91	0.84	3.2	2	0.04
Reliability	Q27 & Q28	0.09	0.9	0.8	3.6	2	0.03

Table 2: Correlation and regression, chi-square test, mean, variance, p one tailed, p two tailed, t test, standard error and deviation

Chi square test	Slope	Y intercept	Mean	Variance	Std Error	Std Deviation
11.2 & 12.53	1.124	-1.55	12.5	53.6 & 68.33	3.5% & 4.1%	7.7 & 8.2
6.4 & 4.8	0.944	0.698	12.5	53.6 & 59	3.6% & 4.8%	7.7 & 7.6
7.8 & 6.4	0.88	1.39	12.5	53.6 & 46.3	3.6% & 3.4%	7.7 & 6.8
5.6 & 5.3	0.84	1.94	12.5	53.6 & 49.6	3.6% & 3.5%	7.7 & 7.0
9.21 & 7.01	0.9	1	12.5	53.6 & 48.3	3.6% & 3.4%	7.3 & 6.9
5.99 & 5.3	1.5	-7.45	12.5	19 & 62.3	2.1% & 3.9%	4.3 & 7.8
4.6 & 2.4	1.5	-6.3	12.5	19 & 96.3	2.1% & 4.9%	4.3 & 9.8
5.9 & 5.0	1.5	-7.4	12.5	19 & 73	2.1% & 4.2%	4.3 & 8.5
9.02 & 2.9	0.63	4.5	12.5	61.6 & 43	3.9% & 4.2%	7.8 & 6.5
1.5 & 0.1	0.04	9.3	12.5	61.6 & 30	3.9% & 2.7%	7.8 & 5.4
7.8 & 6.4	0.7	3.3	12.5	99.6 & 51	4.9% & 3.8%	9.9 & 7.6
13.82 & 12.43	0.9	1	12.5	59 & 49	3.8% & 3.5%	7.6 & 7.0
9.21 & 7.0	0.8	1.6	12.5	59 & 48.3	3.8% & 3.4%	7.6 & 6.9
9.21 & 7.8	1.2	-3.09	12.5	35 & 57	2.9% & 3.7%	5.9 & 3.7
4.6 & 3.2	0.99	0.11	12.5	35 & 53	2.9% & 3.6%	5.9 & 7.3
6.4 & 3.7	1.1	-2.2	12.5	35 & 68	2.9% & 4.1%	5.9 & 8.2
9.21 & 7.01	1.2	-3.21	12.5	35 & 59	2.9% & 3.8%	5.9 & 7.6



5.6 & 3.66	0.96	0.4	12. 5	35 & 46	2.9% & 3.4%	5.9 & 6.8
6.4 & 5.0	0.906	1.1	12. 5	49.6 & 48.3	3.5% & 3.4%	7.0 & 6.9
7.0 & 5.6	0.57	5.2	12. 5	49.6 & 19	3.5% & 2.1%	7.0 & 4.3

VII. CONCLUSION

According to the title this work was basically pointed in separating and describing in utilizing Artificial Intelligence for making a brand esteem and consumer loyalty in E-Commerce business which is conceivable just by building up an innovation which examinations the five faculties of individuals and through this paper am instituting a name for this innovation and can be called "Vosag Technology". This Vosag Technology is the abbreviation from the 5 senses of human beings and its shortened form is indicating our five faculties for the most part Sight (vision), hearing (try out), taste (gustation), smell (olfaction), and contact (sensation). This was word was coined by Nazim Sha S the corresponding author of this paper. If this AI technology comes in the future vosag will be the name given to it. This is possible by working up a PC framework utilizing Artificial insight system which recognizes the five resources of individuals fundamentally separating our touch and feel structure. Prerequisite for this advancement is per the need of a customer which influences your obtaining through online straightforward and the moment they to consider a thing or an organization it should appear on your chase page as shown by their tendency. A portion of the time, buyers feel that the time is wasted on marking in an explicit online store, filling in your inconspicuous components till the portion methodology. It is sure that through the progress of this advancement it can make a characteristic web file action that adherents into arrangements and leads and besides through this each brand get an opportunity to altogether upgrade its reachability with respect to things and organizations thusly it can position its own esteem. Knowledge engineering could be a core part of AI analysis. Machines will usually act and react like humans given that they need luxuriant info concerning the planet. computer science should have access to things, categories, properties, and relations between all of them to implement data engineering. Initiating sense, reasoning and problem-solving power in machines could be a troublesome and tedious task. Machine learning is additionally a core part of AI. Learning with none quite a management needs a capability to spot patterns in streams of inputs, whereas learning with adequate management involves classification and numerical regressions. Classification determines the class AN object belongs to and regression deals with getting a group of numerical input or output examples, thereby discovering functions facultative the generation of appropriate outputs from various inputs. Mathematical analysis of machine learning algorithms and their performance could be a well-defined branch of theoretical computing usually mentioned as a process learning theory. The upside of this advancement is that it is possible to isolate the things and organizations in light of the tendency of the purchaser and moreover each brand would have the capacity

to recuperate the information about its things and organizations thusly Creates a rousing perspective and feeling among customers at the period of acquirement on account of less time use. Through the progress of this advancement generally comprehensive encounters, for example, sense, affiliation, acting and feeling happen when one comes into contact with brands. This development is to be grasped by each online store for a nice purchase experience and is conceivable to rouse and make a better than average joint effort with customers in regards to things and organizations and the purchaser truly agrees to this reality that this advancement makes an OK contribution to the extent things and organizations establishes a not too bad reputation and connection. For the most part, with the occurrence to Vosag development it very well may be without a lot of a stretch go up against the opponents to the extent a versatility in obtaining process and would be a better than average strategy passing on right information to the right target social affair of individuals at the ideal time. This is another headway as speed is the new money for business (Frain, 2016) [15] and besides the utilization the Vosag development using the AI can make a brand regard and satisfaction among buyer to the extent things and organizations. Vosag development makes a strong association between a customer and a brand through progressively essential personalization. Right now, we have Artificial knowledge innovation executed by google and different brands for discourse acknowledgment, forecast and so on utilizing machine learning and computerization. Vosag is a trend setting innovation as far as machine learning and robotization and is conceivable just through of Artificial knowledge and the brand embracing this have the more prominent chance to enhance their reachability as far as items and administrations and this advancement makes a natural internet searcher traffic that changes over into deals and leads and this innovation received encourages each brand to recover the data about its items and administrations and in addition positive inclination is made towards a brand because of adaptable administration and furthermore makes an uplifting demeanor and feeling among shoppers at the season of procurement because of less time utilization and great buy encounter made. This advancement received in web-based business causes each brand to contend with the rivals regarding an adaptability in purchasing process and a more noteworthy dimension of personalization in purchasing will happen on building up this innovation.

VIII. SUGGESTIONS

This innovation will be successful only by developing a machine system which understand and scans our five senses at the time of buying and is possible only by developing a computer programming language which understand and scans our five senses which converts human senses into machine language in the way computer system understands.



XI. LIMITATIONS OF THE STUDY

Questionnaire method was used to collect data from different people. There were difficulties faced in terms of time limitation and while collecting data there were lot queries which need to be addressed in terms of questions prepared for collecting data. Since the topic was related to a new concept being addressed as an application to Artificial intelligence, they were very clear in giving correct responses to the question asked. Just 50 representatives were taken because of time confinement and for perfection in analysis.

X. FUTURE RESEARCH

This examination told another idea called Vosag Technology which could be produced for recognizing the five faculties of individuals in light of which the buy through online can be made less demanding. Artificial Intelligence and is an adaptable, solid and is a responsive idea of promoting methodology in catching client. The paper demonstrates that shopper anticipates that the item will show up on the pursuit page right now the consider it and this innovation is one of the utilizations of AI. Future research ought to investigate to develop a machine system which can understands the five senses of humans and also the research would be to develop a computer programming which converts human senses into machine language in the way computer understands. Future researchers should research more on vosag technology an word coined in this paper which can be the future of AI technology as there is a concept behind vosag from this the word has been coined as mentioned in this paper.

REFERENCES

1. Zerega, B., AI Weekly: Google shifts from mobile-first to AI-first world, 2017.
2. Merleau-Ponty, Maurice. 1964. The primacy of perception: And other essays on phenomenological psychology. Evanston: Northwestern University Press
3. Ries, A., 2014. Having a Better Brand Is Better Than Having a Better Product. [Online] Available at: <http://adage.com/article/al-ries/a-brand-a-product/294829/>
4. Kotler, P. (2012). Marketing Management. US: Pearson American Marketing Association (1960). Marketing Definitions: A Glossary of Marketing Terms, Chicago, American Marketing Association.
5. Chernatony, L. d., 2010. Creating Powerful Brands. s.l.: Routledge.
6. Wood, L., 2000. Brands and brand equity: definition and management. Management Decision, 38(9), pp. 662-669.
7. Kotler, P., Armstrong, G., Saunders, J. & Wong, V., 1999. Principles of Marketing. 2 ed. London: Prentice Hall Europe
8. Lambin, J.-J., 1996. Strategic Marketing Management. s.l.: McGraw-Hill.
9. Chernatony, L. d., 2010. Creating Powerful Brands. s.l.: Routledge.
10. Yoganarasimhan, H., 2014. Search Personalization using Machine Learning. Washington: s.n.
11. Hulme, D., Impact of AI on brand [Interview] 2017
12. McKenna, R., 1991. Marketing Is Everything. Harvard Business Review
13. Garnett, J., Impact of AI on brand [Interview] 2017.
14. Garnett, J., Impact of AI on brand [Interview] 2017
15. Hulme, D., Impact of AI on brand [Interview] 2017
16. Sensory Branding, Wikipedia, 2018.
17. Frain, M., Speed is the new currency, Spend it wisely, 2016.
18. Sha S, Nazim and M, Rajeswari, Creating a Brand Value and Consumer Satisfaction in E-Commerce Business Using Artificial Intelligence (March 13, 2019). In Proceedings of International Conference on Sustainable Computing in Science, Technology and Management (SUSCOM-2019), February 26 - 28, 2019, Amity

University Rajasthan, Jaipur, India. Available at
SSRN: <https://ssrn.com/abstract=3351618>

AUTHORS PROFILE



Mr. Nazim Sha S, Research Scholar, School of Management, Hindustan Institute of Technology and Science, Chennai, Tamil Nadu, India. He has completed BE in Mechanical engineering from Noorul Islam University and has completed M.B.A from VIT University after that he has worked for 1 year as a Corporate Trainer in a leading MNC. He also worked as an internee in Puthiyat halaimurai news channel and is right now doing Full Time - P. h. D in Hindustan University, Chennai. He situated himself as an author through a few Research distribution in Scopus Indexed and UGC Recommend Journals and has received the Best Researcher Award for 2018 from IJRULA and the Best Researcher Award for 2019 from GRABS. Best Paper Award from Pondicherry University for one of his research publications. He also has published a book. During his college days he worked as a Publicity and Marketing organizer in gravitas2K15 (A worldwide technical symposium in VIT University). He was the only one out of 200 M.B.A students from his batch who got this great exposure. He along with his teammates did a song for UNICEF in association with VIT University. He is also a playback singer.



Dr. M Rajeswari, Associate Professor, School of Management, Hindustan Institute of Technology and Science, Chennai, Tamil Nadu, India. She has completed her M. Com in the year 1997, M.Phil. in the year 2007, M.B.A in the year 2009 and Ph.D. in year 2015. He situated himself as an author through a few Research distribution in Scopus Indexed and UGC Recommend Journals and has received the Best Researcher Award for 2018 from IJRULA and the Best Paper Award from Pondicherry University for one of her research publications. She has total 18 years of experience with 5 years of industrial experience and 13 years of teaching experience