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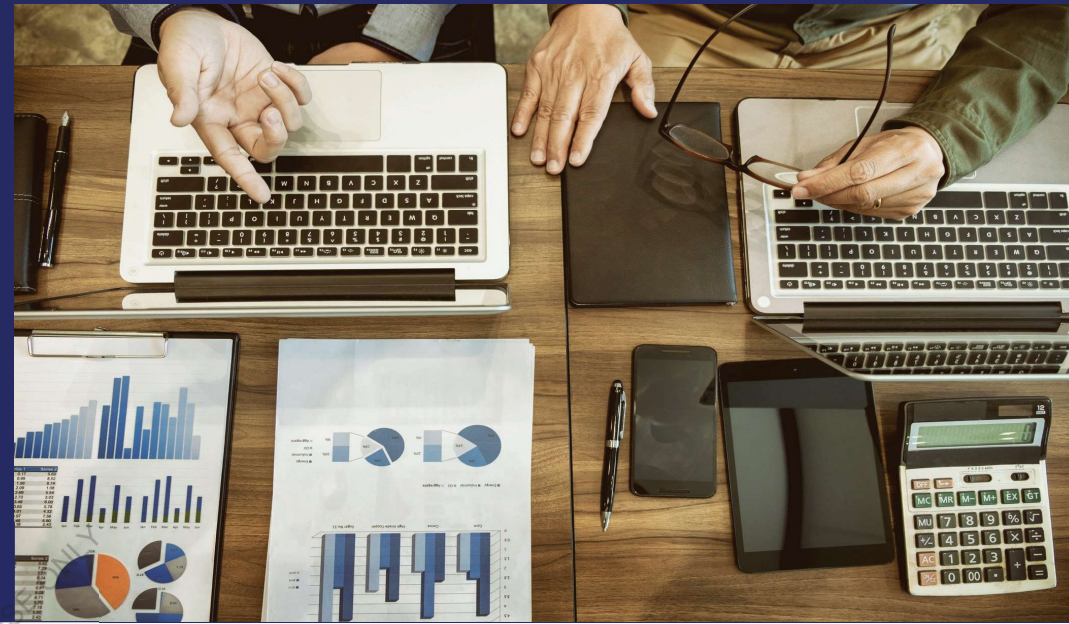
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Information Technology

Phanindra Kumar Katakam

Marketing of Financial Services - A Study focuses on the Marketing Strategies adopted by Banks in delivering their valued services to their customers. It is an evaluative study of the customer's expectations and perceptions of the customers through which a gap can be learned and those are highlighted in the form of suggestions to improve the service delivery quality. Product, Price, Place, Promotion, People, Process, and Physical evidence are the elements in Services Marketing Mix, which are highlighted in the study along with the methods and strategies adopted by the banks to increase customer base as well as to retain the existing customers. Technology has been the keen impact factor that is influencing the customer to select the service provider, digital applications of the banks are the major drivers for the success of the banks nowadays. It is observed that an effective marketing mix including traditional sources and modern methods are need to be implemented to attract customers.

Marketing of Financial Services - A Study



Phanindra Kumar Katakam

Marketing of Financial Services - A Study



Dr. Phanindra Kumar Katakam, currently working as Asst. Professor of Commerce & Business Management in University Arts & Science College, Kakatiya University, Warangal. He has done MBA, M.Com., PGDMM, Ph.D., qualified APSET (Management) and TSSET (Commerce). He has published 48 papers in reputed National and International Journals.

FOR AUTHOR USE

Phanindra Kumar Katakam



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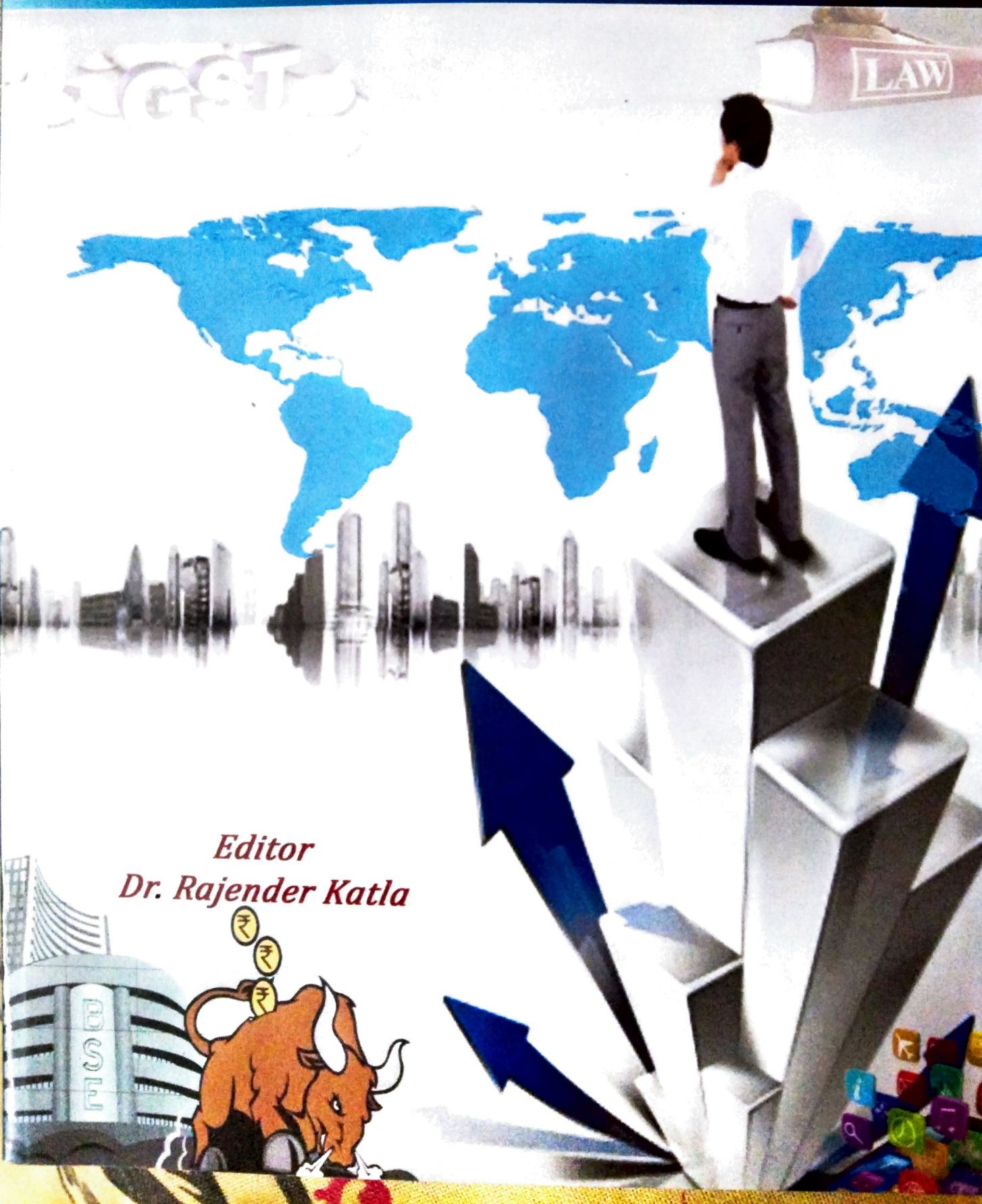
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Emerging Issues and Challenges in **COMMERCE AND MANAGEMENT**



Editor
Dr. Rajender Katla

Emerging Issues and Challenges in COMMERCE AND MANAGEMENT

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Dr. Rajender Katla born at Kothapally Gori of Warangal district in Telangana, has been working as an Associate Professor of Commerce & Business Management, Kakatiya University, Warangal. He did his M.Com., MBA., ICWA(I), Ph.D., Kakatiya University. He has been teaching in the areas of Accounting & Finance, Quantitative Methods, Operations Research & Operations Management.

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He has co-authored for various books viz., Entrepreneurship Development, Liquidity Management, Quantitative Techniques. He has also authored, co-authored and edited the study material for Post-Graduate courses for the students of School of Distant Learning and Continuing Education in Kakatiya University, Warangal. He served as NSS Program Officer, Course Co-ordinator for MBA (DM), Joint Director of University Hostels Kakatiya University Warangal, Controller of Examinations, University Arts & Science College (Autonomous) Kakatiya University, Warangal and Serving as Vice-Principal, University Arts & Science College (Autonomous) Kakatiya University Warangal.



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Health Insurance in India

Issues and Challenges



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Prof. D. Sakriya

Although India has a universal health care system, lack of coverage and infrastructure in the public sector means that many Indians turn to the private sector for healthcare needs. In fact the higher costs of the private sector, however, are out of reach of many Indians, generating demand for private health insurance in India. Employers, particularly large private companies and the government, are major providers of health insurance in India. General health insurance in India is also available, but is too expensive for most people. Consequently, over 90% of the population lacks any sort of health insurance. The government-operated General Insurance Company and its subsidiaries are the main providers of medical insurance in India.

This book contains well researched papers by budding as well as seasoned scholars on various aspects of health insurance in the context of India.

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Prof. D. Sakriya is a Professor of Commerce & Business Management, Kakatiya University, Department of Commerce & Business Management, Kakatiya University, Warangal. He has 35 years of Teaching Experience. He worked as a Lecturer in Commerce, SLNS College, Bhongir, Government College, Porumamilla, Kadapa Dist., and Government College for Men, Kumool. He also worked as a Lecturer in Commerce, SVU PG Centre, Kadapa of SV University, Tirupathi before joining Kakatiya University, Warangal. He has published 30 Articles in National & International Journals and published 4 books apart from guiding both M.Phil & Ph.D Scholars. His area of specialization is Finance & Accounting. He held various Administrative and Academic positions of Kakatiya University, and currently working as Head & Principal of University College of Commerce & Business Management, Kakatiya University, Warangal.



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RURAL INSURANCE IN INDIA - ISSUES AND CHALLENGES



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RURAL INSURANCE IN INDIA - ISSUES AND CHALLENGES

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The Political Economy of Demonetisation - Challenges



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CORPORATE SOCIAL RESPONSIBILITY IN INDIA -EMERGING ISSUES AND CHALLENGES



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CORPORATE SOCIAL RESPONSIBILITY IN INDIA EMERGING ISSUES AND CHALLENGES

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