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<b>18.Title</b>	A Study of the relationship between Order Management Cycle and Customer Satisfaction in a Specialty Chemical Company
<b>Journal</b>	The ICFAI Journal of Marketing Management. Vol VI. No 3, August, 2007, pp. 22-37
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<b>Abstract</b>	Customer Satisfaction (CS), leading to customer loyalty is one of the most

unassailable concepts of modern management practice. Various research has investigated the relationship of some key factors like //perceived value of product and service, competitive cost, customer focus, customer feedback and involvement, competent employees, innovativeness, corporate social responsibility etc. and CS// in different contexts. Some study has been done on the effect of order management cycle (OMC) and product portfolio, and their relationship with CS. There has been little investigation done about the relationship of OMC and CS, along with product quality and product price in the Indian context. Using the data from a specialty chemical company, this research aims to establish the relationship of CS with (1) system & process aspect of order management cycle (OMC-SP,) (2) attitude & behavior of employees interfacing with customers while managing the order cycle (OMC-AB), and with (3) combined effect of OMC-SP and OMC-AB. Data from 25 direct customers in a pilot study indicate positive significant relationship of CS with OMC; it has also revealed that the s//atisfaction in product quality and price quality is necessary but not sufficient. Satisfaction in order management cycle could complement the satisfaction due to product quality and price quality and order management cycle can be a differentiating factor, thereby contributing to customer satisfaction.