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20.Title	Impact of Order Management Cycle in Seamless Steel Tube Manufacturing Company: A case study. Innovations in Management Practices pp. 37-44
Conference	September 10-11, 2007 at Gurukul Kangri University, Haridwar
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Abstract	Customer satisfaction (CS) is one of the most effective tools of modern management practice. Research has investigated the role of perceived value of product and service, competitive cost, customer focus, etc. in generating customer satisfaction in various contexts. Some study has been done on role of order management cycle (OMC) along with product portfolio, on CS. There has been little investigation done about the role of OMC on CS, in isolation that too in Indian context. Using the data from one seamless steel tube manufacturing company, this research aims to study the impact of (1) transactional aspect of order management cycle (OMCTA) and softer aspect of order management cycle (OMCSA), on CS and (2) also to study the relationship between OMCTA and OMCSA; and impact of combined effect of OMCTA and OMCSA on CS. Data from 12 direct customers in this case study indicates significant positive impact of OMC on CS in business-to-business marketing.