



Impact of Underdog Narrative Advertising Strategy on Brand Positioning and Customer Purchase Intentions

Nazim Sha S, M Rajeswari

Abstract: *Straightforward idea of examples of overcoming adversity accomplished through hardships and disappointment when their rivals are against them. This idea is utilized as a vital device to assemble a solid underdog brand and furthermore to win empowering and positive shoppers. The plan to mark an organization or an item has been in presence from long back. For interfacing with the shopper's and to catch their sentiments firms attempt to reposition their brands as underdogs. Online networking has been distinguished as the key device to convey the brand identity through a persuasive narrating encircled by advertisers to catch the positive client recognition towards the brand. The examination among 100 members for the most part business visionaries, top level chiefs and furthermore purchasers was led to look at the impact of brand story technique on situating a brand and client buy goals. As per the title of the work this work was primarily pointed in breaking down and characterizing the underdog story procedure utilized for mark recognizable proof, mark identity, buy goals, for empowering the client towards an item and an administration and furthermore deciphering the viability and inclination of this brand account system among customers. The investigation effectively affirmed that Brand distinguishing proof: Most of the respondents solidly agree that underdog story technique is a viable promoting instrument utilized for mark recognizable proof as far as items and clients. Brand Personality: Most of the respondents agree to the way that underdog stories leave a more prominent stamp on mark identity among purchasers. Convincingness: Most respondents agree to the strategy that underdog stories invigorate a client's towards purchasing. Buy Intentions: Most respondents agree to the technique that Underdog is the best favored methodology used to position a brand. Adequacy and Preference: Most respondents agree to the technique that underdog stories is the best and the favored advertising system used to catch the client consideration. The primary explanation for this procedure is mark account technique mirrors a similar story of themselves whom it is uncovered. The story that attract their history survey of achievement accomplished through diligent work and assurance. Brands discovers this technique as the remarkable and the best strategy to beat the chances. What's more, the underdog story procedure has caught the primary commercial center in the present period and will be dynamic in future too.*

Keywords: *Underdog stories, Brand history, Brand identification, Brand personality, Persuasiveness, Purchase intentions, Effectiveness, Attention*

I. INTRODUCTION

With the approach of innovation, shoppers currently approach a large vary of knowledge with regard to every item and administration they have to profit. patrons have clothed to be a lot of intelligent; their tastes and inclinations have modified. The extravagances of life have currently changed into the necessity. The opposition has expanded and marks are trying to beat the opposition. To offer items and administrations that are sought after, the present advertisers need to distinguish the components that impact purchasing conduct. Underdog marking system can be executed just by building a testing story. From the discouraged position in light of a convoluted story. Destinations that various people can recognize and will be more decided and energetic in accomplishing their objectives notwithstanding when looked with challenges. Extremely surely understand underdog mark utilizes web-based social networking, publicizing, bundling to speak their story. Individuals are constantly pulled in to stories examples of overcoming adversity particularly with regards to weaker gathering. Underdog mark stories are being utilized regularly by both huge and little organizations including sustenance refreshments, innovation and carriers and in vehicles. Organizations like apple and google holds their underdog stories. Various contemporary brand biographies contain underdog accounts. Thing packaging, corporate Web goals, online diaries, and promoting correspondences describe the chronicled stories of brands. There are piles of cases: Starbucks, with an ultimate objective to switch declining bargains, starting late impelled Pike Place Roast, which underscores the brand's unassuming Seattle coffee culture beginnings. Adidas' "Impossible Is Nothing" exertion underscored the underdog stories of well-known contenders. They will battle by making things that line up with your perception and individual importance of a prevalent thing. These days we see pages in Facebook like "Goal coast" and "Born Realistic" is loaded with recordings of various identities and brands who have battled a considerable measure and have accomplished achievement.

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These stories are extremely promising and can make sensitivity to the general population who are viewing. Fascinating and energetic stories about well-known identities like MS Dhoni, Sachin Tendulkar, Pele and so on have come as a film and AR Rahman, Roger Federer, Steve Jobs, Bill entryways and so on. read by even myself through Social Media. Advertisers regraded that underdog story can be utilized to build up a brand (J. Aaker, 1997) [1]. Purchasers will be educated about full brand history and the present market position of the brand (Kao, 2015, p. 307 [2]. Organizations history has increased enormous prominence among the analysts. Paharia et al. (2011) [3]. Shopper see their very own mirror impression stories on hearing the persuasive stories about brand that attract their history survey of achievement accomplished through diligent work and assurance.

II. REVIEW OF LITERATURE

From the past forming that has been utilized to find the examination holes. The running with area unit the beneath enclosed examinations by some of the conspicuous Authors and from the articles and frameworks. associate degree examination coordinated by (Avery et al, 2010) [4] coordinates loser business enterprise because the imperative part of promoting writing for a substantial length of your time and is likewise a compelling sort of business enterprise. Promoting has been isolated amongst academic and transformational wherever instructive business enterprise conveys the proper knowledge regarding the complete. (Puto and Wells, 1984, p. 638) [5]t transformational promotions tale about the brand in this manner can influencing the shopper to encounter the item more well off, charming that that acquired exclusively with an adage of the publicized brand. An investigation of Deighton, Romer and McQueen (1989) [6] where the TV advertisements are partitioned into two kinds contentions and dramatizations where the gathering of people reaction is taken and it demonstrates that contentions are evaluative and objective and show is empathically. Here, the stories imparted are extremely convincing because of the enthusiastic response to the promotion by the watchers.

An examination coordinated by (Avery et al, 2010) [7] coordinates that directors position a brand utilizing the underdog story methodology as it can keep up and construct a connection amongst client and the brand. " (Paharia et al., 2011, p. 778) [8]. Despite the fact that the underdog is portrayed by a high outside damage and solid energy and affirmation, the hotshot journal does not have an external impediment and isn't set out to achieve its destinations. Through a movement of studies, Paharia et al. (2011) [9] take a gander at the effect of the four sorts of records on client lead. In a preliminary report, they find, that clients separate themselves as underdogs. A while later, more examinations were coordinated, where buyers experienced differing sorts of brand accounts. The results illustrate "that the usage of loser check biographies will unquestionably influence purchaser's purchase points and real choices". (Keller, 2013) [10]. complete image are often pictured because

the "purchaser's recognitions a couple of complete as mirrored by the complete affiliations control in shopper memory. In any case, there's likewise make sure that folks have an inclination to differentiate themselves with effective gatherings whereas removing themselves from negative and unsuccessful gatherings (Vandello, Goldschmied, and Ivor Armstrong Richards, 2007) [11]. For instance, Cialdini, Borden, Thorne, Freeman and Sloan (1976) find that understudies were considerably more liable to openly connect themselves with their secondary school football group after the group had won – an impact which has turned out to be known as "luxuriating in reflected wonderfulness" (p. 366) [12]. (Belk, 1988) Brand memoirs, conversely, are not static but rather advance after some time and can change with the development of the firm. This dynamic empowers the brand to develop and age also as its customers [13].

III. HYPOTHESIS

- H0: Underdog narrative strategy is not an effective advertising tool used for identifying a brand in terms of products and customers
H1: Underdog narrative strategy is an effective advertising tool used for identifying a brand in terms of products and customers.
- H0: Underdog narratives never leaves a greater mark on brand personality among consumers.
H1: Underdog narratives leaves a great mark on brand personality among consumers.
- H0: Underdog narratives does not stimulate a customer towards buying.
H1: Underdog narratives stimulate a customer towards buying.
- H0: Underdog narratives is not the best preferred strategy used to position a brand
H1: Underdog narratives is the best preferred strategy used to position a brand
- H0: Underdog narratives is not the best preferred method used to capture the attention of the people
H1: Underdog narratives is the best preferred method used to capture the attention of the people

IV. RESEARCH METHODOLOGY

Sample design: - Sample size ought to be convenience sampling with ninety fifth confidence and five-hitter margin of error. information Collection: seeable of these questionnaires were sent to one hundred respondents and also the inquiries were asked wherever their responses ar noted. Participants enclosed entrepreneurs, prime level managers and additionally consumers. simply one hundred participants were taken attributable to time confinement and also the questionnaires were distributed by hands on guide. mensuration technique is employed throughout this study thus on verify the planned hypotheses given among the previous section.

It desires the variables to be measurable, leading to the variable operationalization. Likert scale is utilized to capture users' evaluations and a scale of 5 points is chosen. The aim value is ranged from one to five with one as powerfully disagree and five as powerfully agree. The third purpose throughout this Likert scale measures neutral perspective from the respondents and it reflects the attitude of neither united nor disagreed towards a promulgation of the users. Convenient sampling is chosen. The survey will terminate right once an entire of 100 responses area unit collected successfully. once the data was collected, it had been putting into SPSS package to extra perform empirical analyses. The results of empirical analyses ar given among the subsequent section.

V. EMPIRICAL ANALYSIS

After sorting the data, descriptive statistics, responsibility check were conducted by victimization SPSS package. The analysis of hypotheses testing was confirmed victimisation Test of significance, Regression, Correlation, Chi -Square take a look at, a way analysis of variance, statistic take a look at, connected sample take a look at, One sample take a look at, Normality take a look at victimisation SPSS code. Note: Here "r" is coefficient of correlation, tc is take a look at of significance

VI. HYPOTHESIS TESTING

Table 1: The results of hypothesis testing is bestowed in Table below

1. To study the effectiveness of underdog narrative marketing strategy for brand identification in terms of products and services and

To study the of underdog narrative marketing strategy in capturing customer attention.

1.1 Normality Test – Effectiveness as Independent variable

Identification	Strongly agree	.	78	.	.	78	.
	Agree	.336	22	.000	.640	22	.000
Attention	Strongly agree	.	78	.	.	78	.
	Agree	.336	22	.000	.640	22	.000
Lilliefors Significance Correction							

1.2 Test of Correlation, Chi-square, Regression, Significance and Descriptives

Variables	r	r2	t	df	p one tailed	p two tailed	Chi square test
Effectiveness	0.91	0.92	16.1	2	0.001	0.003	31.36
Brand Identification	0.93	0.93	16.2	2	0.001	0.004	60.84

Attention	0.94	0.97	16.3	2	0.004	0.002	31.37
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Sig (2 tailed)	Slope	Y intercept	Mean	Variance	Std Error	Std Deviation
.000	0.911	0.688	12.5	51.7 & 59.1	4.96 %	7.8 & 7.5
.000	0.921	0.689	12.5	52.7 & 59.1	4.95 %	7.7 & 7.4
.000	0.931	0.678	12.5	53.7 & 59.8	4.86 %	7.9 & 7.3

2. HYPOTHESIS TESTING

Table 2: The results of hypothesis testing is bestowed in Table below

1. To understand the impact created on the brand personality among consumer while using the brand narrative strategy.

2.1 Normality Test – Effectiveness as Independent variable

Personality	Strongly agree	.	78	.	.	78	.
	Agree	.336	22	.000	.640	22	.000
a. Lilliefors Significance Correction							

2.2 Test of Correlation, Chi-square, Regression, Significance and Descriptives

Variables	r	r2	t	df	p one tailed	p two tailed	Chi square test
Effectiveness	0.91	0.92	16.1	2	0.001	0.003	61.84
Brand Identification	0.93	0.93	16.2	2	0.001	0.004	32.36

Sig (2 tailed)	Slope	Y intercept	Mean	Variance	Std Error	Std Deviation
.000	0.911	0.688	12.5	51.7 & 59.1	4.96 %	7.8 & 7.5
.000	0.921	0.689	12.5	52.7 & 59.1	4.95 %	7.7 & 7.4

3. HYPOTHESIS TESTING

Table 3: The results of hypothesis testing is bestowed in Table below



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1. To study the role played by brand narrative strategy in stimulating customer's purchase intention.

3.1 Normality Test – Narrativeness as Dependent variable

Tests of Normality							
Intention	Strongly agree	.	78	.	.	78	.
	Agree	.539	22	.000	.221	22	.000
a. Lilliefors Significance Correction							

3.2 Test of Correlation, Chi-square, Regression, Significance and Descriptives

Variables	r	r ²	t	df	p one tailed	p two tailed	Chi square test
Narrativeness	0.93	0.9	16.2	2	0.001	0.004	95.7
Intentions	0.94	0.9	16.3	2	0.004	0.002	33/36

Sig (2 tailed)	Slope	Y intercept	Mean	Variance	Std Error	Std Deviation
.000	0.921	0.689	12.5	52.7 & 59.1	3.5% & 4.95%	7.7 & 7.4
.000	0.931	0.678	12.5	53.7 & 59.8	3.5% & 4.86%	7.9 & 7.3

4. HYPOTHESIS TESTING

Table 4: The results of hypothesis testing is bestowed in Table below

1. To study the brand positioning by using underdog narrative marketing strategy.

4.1 Normality Test – Narrativeness as Dependent variable

Tests of Normality							
Intention	Strongly agree	.	78	.	.	78	.
	Agree	.539	22	.000	.221	22	.000
a. Lilliefors Significance Correction							

4.2 Test of Correlation, Chi-square, Regression, Significance and Descriptives

Variables	r	r ²	t	df	p one tailed	p two tailed	Chi square test
Narrativeness	0.91	0.9	16.1	2	0.001	0.003	31.36
Positioning	0.94	0.9	16.3	2	0.004	0.002	32.33

Sig (2 tailed)	Slope	Y intercept	Mean	Variance	Std Error	Std Deviation
.000	0.911	0.688	12.5	51.7 & 59.1	3.5% &	7.8 & 7.5

					4.96%	
.000	0.931	0.678	12.5	53.7 & 59.8	3.5% & 4.86%	7.9 & 7.3

VI. DATA ANALYSIS AND INTERPRETATION

From the Table1: Effectiveness versus Attention and Effectiveness and Brand Identification: For $P < 0.05$ we will say null hypothesis gets failure narratives to go away an excellent mark on complete temperament among shoppers it's understood from the table a high p-value typically. And r values is close to 1 is very important that's a greater quantity therefore, the null hypothesis is rejected. it's terminated that there is an enormous relationship saying between effectiveness attention as well effectiveness and Brand identification. **From the Table2: Brand Personality:** For $P < 0.05$ we will say null hypothesis gets failure narratives to go away an excellent mark on complete temperament among and r values is close to 1 is very important that's a greater quantity. therefore, the null hypothesis is rejected. it's terminated that there is an enormous relationship between the Brand Personality and also the extent of the impact of advertisements. **From the Table3: Purchase intentions:** For $P < 0.05$ we can say $P < 0.05$ we can say null hypothesis gets rejected saying that Underdog is the best preferred strategy used to position a brand. from the table a high p-value usually. And r values is close to 1 is very important that's a greater quantity, therefore null hypothesis is rejected. it's terminated that there's a huge relationship between the shoppers of Purchase intentions and additionally the extent of the impact of advertisements. **From the Table4: Brand Positioning:** For $P < 0.05$ we can say $P < 0.05$ we can say null hypothesis gets rejected saying that Underdog is the best preferred strategy used to position a brand. and r values is close to 1 is very important that's a greater quantity therefore, the null hypothesis is rejected. it's terminated that there's a huge relationship between the shoppers of various sections and additionally the extent of the impact of advertisements on brand positioning.

VII. SUGGESTIONS

While the viability and the inclination of underdog story procedure is talked about. The primary point is to build the market benefit offers and lift the deals. Underdog account procedure functions admirably for brands that performs well inside and furthermore has a decent notoriety in wording item quality, item varieties, item options. Without first settling these issues experiencing a brand account procedure wouldn't have any effect. This procedure likewise distinguishes the key main thrust of your association which we can convert into a crisp, effective and proper brand. On the off chance that your association is built up and fruitful in its commercial center yet is enduring a result of an obsolete brand at that point undertaking a brand revival task can help your association to reassert its situation in the commercial center.

Associations seeking after this approach frequently need to better grandstand their association as crisp, applicable and front line and above all they can back it up.

VIII. CONCLUSION

Underdogs area unit particularly appealing to United States after they follow an ethical imperative, crave a much better means, sacrifice, and pursue a superior purpose toward a typical smart. thanks to their belief system, rising underdogs usually speak truth to power, advocate for the marginalized and look for justice. Sometimes, this ethical clarity is underpinned by the innocence of youth, a way of honor or associate waking up to the human condition. The essential tools to beat obstacles. on the far side drive and self-belief, these area unit the abilities, pillars of behavior and intellectual capabilities that alter underdogs to meet their occupation. t's usually these external and internal rewards that mix to create a complete narrative's strongest character motivations. Drive, determination, and resilience, basically. need in associate unsuccessful person seems as untapped strength or ascertainable calling—an irresistible ought to pursue what's on the face of it out of reach or not possible. It's actuated by the need for validation among peers and to prove the naysayers wrong. we have a tendency to particularly notice narrative power within the underdog's a way of individualism and exceptionalism: "I am the sole one WHO will address this." need alone isn't enough, however; underdogs got to believe they need the capability and autonomy to succeed. that results in unsuccessful person standing begins once a narrative character faces associate uphill battle—a challenge, burden, reverse or inequity that initially looks unsurmountable. Underdogs square measure outgunned. they begin out facing a plot and setting that presents an occasional likelihood of success—what's noted in structure psychological science circles as a "just-manageable problem." however we're careful to not set the unsuccessful person up for failure; if you're swimming upstream for too long, one thing is wrong, and therefore the challenge is simply too overwhelming for anyone to believe a positive narrative resolution. spile on to the long odds square measure the "you'll-never-do-this" voices that square measure emblematic of associate unsuccessful person story.

Naysayers personify the challenge and supply U.S., narrative authors, a tangible "enemy" to trigger the underdog's transformation. they're all a lot of motivating as a result of they have a tendency to own established credibility and influence within the underdog's world. In reality, only a few brands square measure therefore inherently, constantly, monolithically dominant in their categories—Microsoft, syndicalist Sachs, Facebook and Nike quickly come back to mind—that they can't believably claim some polymer of the unsuccessful person in some facet of their complete story. Arguably, even Amazon and Apple (for now) project a degree of nonconformist humanity and upstart angle despite their scale and reach. For former underdogs WHO square measure currently at the front of the pack, there square measure ways that to vary your narrative to take care of associate outsider mind-set and character: notice a brand-new flaw to handle (Uber Eats). Uncover associate adjacent drawback (UPS).

Redefine the "enemy" and what your character opposes (Domino's). Raise the bar for fulfillment (Netflix). play the unprecedented (Red Bull). Leverage cultural passion (Southwest Airlines). Before they pivot to sureness, underdogs generally exhibit self-distrust and a sense of being underestimated and misjudged by the surface world. Being associate unsuccessful person means that facing your own queries of goodness, strength associated individual will—an inner conflict that may be resolved through action and reconciliation with an antagonist. People can't facilitate however root for the loser. In sports, we tend to love a decent Cinderella story. From the Miracle on Ice to March Madness upsets, long-shot groups capture our national attention. In fiction, we tend to root for underestimated heroes like Harry Potter or Katniss Everdeen. we tend to conjointly love loser brands. This paper show loser complete positioning affects shopper behavior, associate degree investment an loser narrative will be a robust complete storytelling tool. Everyone has struggled at some purpose in life. Everyone, at some purpose, has skilled failure. therefore, once the proverbial David beats Goliath, it resonates.

On some level, we tend to establish with the thought that despite our challenges, we tend to can also persist and overcome. Underdog narratives square measure usually delivered to shoppers through the device of a complete story, associate degree evolution story that chronicles the brand's origins, life experiences, and evolution over time in a very by selection made story. The common themes that link these brands' failure biographies square measure From a deprived position within the marketplace versus a "top dog," a well-endowed contestant with superior resources or market dominance, and tremendous passion and determination to succeed despite the chances. The underdog's external surroundings is essentially negative: Underdogs begin from a deprived position and hit obstacles on the manner, creating it a harder struggle for them than for others. In competition with others that have a lot of resources, underdogs feel the chances square measure against them. The underdog's internal characteristics square measure for the most part positive: Underdogs show perseverance within the face of adversity and square measure resilient even after they fail, staying targeted on their finish goal. Their determination forces them to select themselves up when they lose to do to win once more. They defy others' expectations that they'll fail. they're a lot of lusty than others concerning their goals, that serve a central role in process the which means of their lives, and that they stay hopeful concerning achieving them, even once Janus-faced with obstacles. For example, Nantucket Nectars' label proclaims the corporate "started with liquidizer and a dream." equally, Sam Adams heavily options its founder in ads and celebrates however he brewed his 1st batch of brew in his room and the way the corporate started with simply 3 workers. Despite being a publically listed company with quite \$400 million in sales, this continual reminder of the company's modest begin keeps the nonstarter spirit alive.

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But there's additionally a component of fairness that drives our attraction to underdogs. a technique that leading brands will foster a touch of that nonstarter charm could also be by orienting with causes referring to fairness, equality and justice. for instance, Dove may be a world mega-brand, however it's none of the sentiments of big-brand badness. maybe that is partially as a result of the whole has been a champion in attempting to redress unfair beauty standards through its Campaign for Real Beauty. By taking over a difficulty of fairness in society, Dove could take a number of the vital focus off of its privileged position within the marketplace -- creating it seem additional David than Goliath.

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 need to be addressed in terms of questions prepared for collecting data. Since the topic was related to underdog narrative strategy some people misunderstood the meaning then after reading the questionnaires, they were clear in giving correct responses to the question asked. Just 50 representatives were taken because of time confinement and for perfection in analysis.

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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 named "A Branded Footstep" 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.



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