



Anandibai Raorane Arts, Commerce and Science College, Vaibhavwadi
Department of Library
Activity Report

Academic Year	2020-21
Activity No.	Library Activity No. 01
Name of the Activity	One Day Online International Conference on Research Methodology in Library Science, Social Science, Pure Science & Management in Higher Education System in India
Date	27 May 2021
Time	10.00 AM to 7.30 PM
Venue	Online Mode Zoom Meeting Software Anandibai Raorane Arts, Commerce and Science College, Vaibhavwadi
Organized by	Library Department
Co-ordinator	Asst. Prof. Kishor M. Waghmare
Activity for College/ Class/Group	All Teachers & Ph. D. Scholars of Higher Education System in India
Number of Beneficiaries	220
Nature	One Day Online International Conference on Research Methodology in Library Science, Social Science, Pure Science & Management in Higher Education System in India
Objective of the Activity	To Conduct One Day Online International Conference on Research Methodology in Library Science, Social Science, Pure Science & Management in Higher Education System in India & purvey platform of Peer Reviewed International Publication Opportunity for All Teachers & Ph. D. Scholars of Universities & Colleges of Higher Education System in India
Brief information about the Activity	In this Conference total 205 participants were attended, presented PPT and read the research papers. All research papers were published in "Research Journey International Multidisciplinary Indexed Review Journal ISSN 2348 - 7143 with impact factor 6.625". The One Day Online International Multidisciplinary Conference on Research Methodology in Library Science, Social Sciences and Commerce was held on 27th May 2021 to bring us back to where we started that is the focus on research activities. This was the Second International Multidisciplinary Conference that Anandibai Raorane Arts, Commerce and Science College is organized Second time in the College behalf of Library Department and IQAC with Media

	Marketing & Publicity Supported by Shri. Waghmare Brothers NGO (Media & Publicity Partner in India and Abroad). The online journal articles of One Day Online International Multidisciplinary Conference on Research Methodology in Library Science, Social Sciences and Commerce are also available online with following link of Research Journey International Peer Reviewed Journal. http://www.researchjourney.net/admin/uploads/special_issue/20190108092456.pdf YouTube Link of Conference is https://www.youtube.com/watch?v=RI6TEx8ZZKU
Outcome	In this Conference total 205 participants were attended, presented PPT and read the research papers. All research papers were published in "Research Journey International Multidisciplinary Indexed Review Journal ISSN 2348 – 7143 with impact factor 6.625".
Feedback Analysis	Google feedback link have been filled by all Participants
Supporting documents	Photograph, Report, Research Paper Publication in International Journal

Convener

Mr. Kishor M. Waghmare

Kishor M. Waghmare
Librarian

Anandibai Raorane Arts, Comm. & Science College
Vaibhavwadi, Sindhudurg

Principal

Anandibai Raorane Arts, Commerce & Science
College Vaibhavwadi





ONE DAY INTERNATIONAL CONFERENCE ON DATED 27 MAY 2021. THE CONFERENCE ORGANIZED ...



16:39 / 5:26:19

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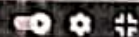


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International Conference - 27 May 2021



List of Participants

S. No.	Name of Participant	Address
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2.	Hudhaifa Adamu Buba	University of Maiduguri, Borno State.
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20.	Ajita S Nair	NSCB, Govt. Nursing college Jabalpur Madhya Pradesh
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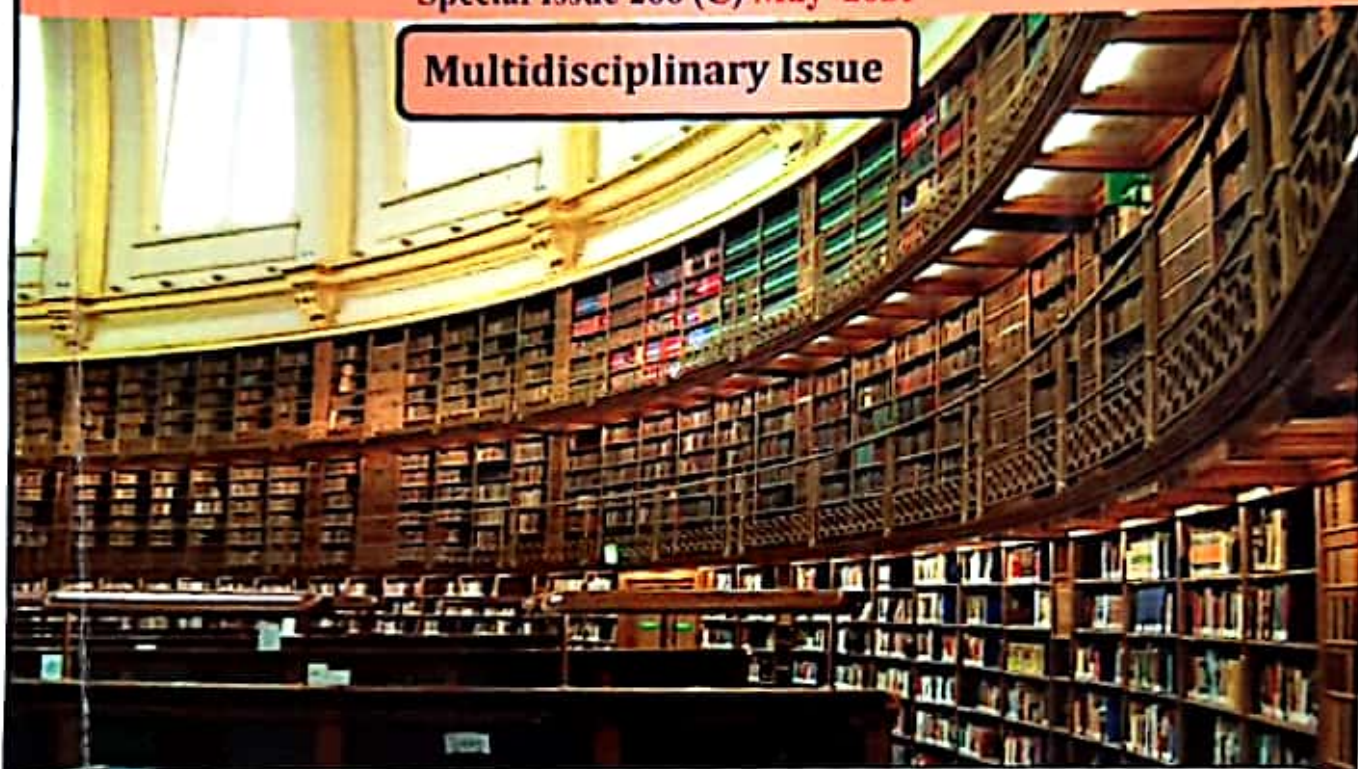
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Customer Satisfaction Towards Service Quality of Nationalized Banks in Nagappattinam District

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Abstract:

Service quality has become a competitive strategy in the public sector banks. In this backdrop, a study on customer's perception about service quality in digital environment the mind of customers and an analysis will provide banks to meet the customer's expectations. In this study how customers satisfied with the service provided by the banks and the effect of service quality on customer satisfaction. Hence, in the present study is to analyze the effect of service quality on customer satisfaction towards digital environment in public sector banks in Nagappattinam district of Tamilnadu. Based on the major findings of this study, the researcher has made several recommendations to the public sector banks to increase digital service quality and enhance customer satisfaction. The result of the study shows that the customers have low perception about digital services, therefore, it is suggested that the public sector banks should be more conscious of the customer's need of latest technology facilities to enhance customer satisfaction.

Keywords: Perceived Service Quality, Customer satisfaction, Digital services

Introduction:

Many research activities on service quality has been conducted our worldwide. Now a day's banks provide a variety of services ranging from opening a savings account, granting loans to selling insurance, providing locker facilities to transferring money abroad through internet banking and mobile apps. Customers ranging in the society from illiterate farmers to multinational corporations having its business activities all around the world. The banks have to satisfy all the customers belonging to different social groups in the digital era. The banking has therefore become more complex and now it requires specialized skills. The public sector banks have responded to customer needs by paying more attention to enhancement of service quality in order to retain its market position. Now, public sector banks are increasingly facing more competition, whereas foreign and private sector banks are trying to win customer satisfaction, loyalty, and commitment by providing them better quality services.

Review of literature:

Suzana markovi, et al (2000)⁵ examined customers' perceptions of service quality in the Croatian hotel industry. The aim is to assess the perceived service quality and to determine the factor structure of service quality perception.

Amber Abrahim Shlath Mohammad, et al (2001)⁸ examine the level of service quality as perceived by customers of commercial bank working in Jordan and it's affect customer



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