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RAJGAD INSTITUTE OF MANAGEMENT RESEARCH AND DEVELOPMENT

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Mr. Ram Kate	Dr. Rohan Dahivale	A study of marketing strategies for branded hostels cum hotels
Mr. Atul Pnachal	Dr. Rohan Dahivale	A study of marketing strategies for branded hostels cum hotels
Ms. Pratiksha Warthey Ms. Rupa Rawal	Dr. Amol Nikam	A study of winning marketing strategies post pandemic with Reference to out of home (OOH) media :A Literature Review


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THE ROLE OF ORGANIZATIONAL BEHAVIOR

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INTRODUCTION

The study of Organizational Behavior (OB) is very interesting and challenging too. It is related to individuals, group of people working together in teams. The study becomes more challenging when situational factors interact. "Organizational Behavior is a field of study that investigates the impact that individuals, groups and organizational structure have on Behavior within the organization, for the purpose of applying such knowledge towards improving an organizational effectiveness". The study of organizational Behavior relates to the expected Behavior of an individual in the organization. No two individuals are likely to behave in the same manner in a particular work situation. It is the predictability of a manager about the expected Behavior of an individual. Managers under whom an individual is working should be able to explain, predict, evaluate and modify human Behavior that will largely depend upon knowledge, skill and experience of the manager in handling large group of people in diverse situations. Preemptive actions need to be taken for human Behavior forecasting. The value system, emotional intelligence, organizational culture, job design and the work environment are important causal agents in determining human Behavior. Cause and effect relationship plays an important role in how an individual is likely to behave in a particular situation and its impact on productivity. An appropriate organizational culture can modify individual Behavior. Recent trends exist in laying greater stress on organizational development and imbibing a favorable organizational culture in each individual. It also involves fostering a team spirit and motivation so that the organizational objectives are achieved. There is a need for commitment on the part of the management that should be continuous and incremental in nature.

Objectives of the study

To know the role of Organizational Behavior

Research methodology: -

Present research paper is based on secondary data, for this study various books, reference books; articles in newspapers are referred to be considered.

The scope of the organizational Behavior is as under:

- (a) Impact of personality on performance
- (b) Employee motivation
- (c) Leadership

- (d) How to create effective team
- (f) Individual Behavior, attitude and learning
- (g) Perception (h) Design and development of effective organization
- (i) Job design
- (j) Impact of culture on organizational behavior
- (k) Management of change
- (l) Management of conflict and stress
- (m) Organizational development
- (n) Organizational culture
- (o) Transactional analysis
- (p) Group Behavior, power and politics
- (q) Job design
- (r) Study of emotions

Elements of Organizational Behavior

The organization's base rests on management's philosophy, values, vision and goals. This in turn drives the organizational culture which is composed of the formal organization, informal organization, and the social environment. The culture determines the type of leadership, communication, and group dynamics within the organization. The workers perceive this as the quality of work life which directs their degree of motivation. The final outcome are performance, individual satisfaction, and personal growth and development. All these elements combine to build the model or framework that the organization operates from.

Models of Organizational Behavior

There are four major models or frameworks that organizations operate out of, Autocratic, Custodial, Supportive, and Collegial :

- Autocratic — The basis of this model is power with a managerial orientation of authority. The employees in turn are oriented towards obedience and dependence on the boss. The employee need that is met is subsistence. The performance result is minimal.
- A social system is a complex set of human relationships interacting in many ways. Within an organization, the social system includes all the people in it and their relationships to each other and to the outside world. The behavior of one member can

have an impact, either directly or indirectly, on the behavior of others. Also, the social system does not have boundaries... it exchanges goods, ideas, culture, etc. with the environment around it.

- Culture is the conventional behavior of a society that encompasses beliefs, customs, knowledge, and practices. It influences human behavior, even though it seldom enters into their conscious thought. People depend on culture as it gives them stability, security, understanding, and the ability to respond to a given situation. This is why people fear change. They fear the system will become unstable, their security will be lost, they will not understand the new process, and they will not know how to respond to the new situations.

Contributing Fields to Organizational Behavior

Psychology:

Psychology is an applied science, which attempts to explain human Behavior in a particular situation and predicts actions of individuals. Psychologists have been able to modify individual Behavior largely with the help of various studies. It has contributed towards various theories on learning, motivation, personality, training and development, theories on individual decision making, leadership, job satisfaction, performance appraisal, attitude, ego state, job design, work stress and conflict management. Studies of these theories can improve personal skills, bring change in attitude and develop positive approach to organizational systems.

Sociology:

Science of Sociology studies the impact of culture on group Behavior and has contributed to a large extent to the field of group-dynamics, roles that individual plays in the organization, communication, norms, status, power, conflict management, formal organization theory, group processes and group decision-making.

Political science:

Political science has contributed to the field of Organizational Behavior. Stability of government at national level is one major factor for promotion of international business, financial investments, expansion and employment. Various government rules and regulations play a very decisive role in growth of the organization. All organizations have to abide by the rules of the government of the day.

Anthropology:

It is a field of study relating to human activities in various cultural and environmental frameworks. It understands difference in Behavior based on value system of different cultures of various countries. The study is more relevant to organizational Behavior today due to globalization, mergers and acquisitions of various industries. The advent of the 21st century has created a situation wherein cross-cultural people will have to work in one particular industry. Managers will have to deal with individuals and groups belonging to different ethnic cultures and exercise adequate control or even channelize Behavior in the desired direction by appropriately manipulating various cultural factors. Organization Behavior has

used the studies on comparative attitudes and cross-cultural transactions.

Needful Components for organization & Management

People

People are the main component of any organization that has to be managed. Every individual has a personal goal to be achieved. Organizations must identify the need spectrum of individuals and take suitable steps for its fulfillment to enable them to perform effectively so that they complete their allotted task in time. Relationship between the workers, with subordinates and superiors should be established based on full understanding and complete faith based on mutual trust so that it is easy to communicate and understand each other's views. Work teams and Groups play a vital role in the organization. Individual may have to keep his personal interest aside if it conflicts with team or group goals. It is the team goals, accomplishment of which contribute towards achieving organizational goals. Apart from managing internal workforce, it is also important to manage customers who are the end person using organizations product/services.

Structure

There are two types of organizations, formal and informal. Informal organizations do not have a specified structure. Formal organizations are build based upon the objective set for it. Organizational structure in such organization is hierarchical in nature, with people at each level having their own objectives, which contributes towards fulfillment of over all organizational objectives. In such organization people at lower levels report to higher level managers. The tier system has the principle of unity of command inbuilt in it. The organization structure may depend upon the size, number of products/services produced, skill and experience of the employees, managerial staff and geographical location of the organization. An organization may have several levels and pyramid like organizational structure or flat structure.

Technology

Managing technology is an important job of any management. It is an important element of any unit. Selection of technology, procurement, installation, operational and maintenance important and no compromise should be made in procuring latest or advanced technology. Various systems and sub- systems should support technology that exists in an organization. Based on the technology, an organization should formulate job structure and resultant procurement of human resource so that they are complimentary to each other. Adequate attention is also be paid to service industry. For example, an appropriate drill, procedures are installed in hospital industry to ensure that the patients' record is maintained properly. On line operations of all systems relating to admission record, past treatment, drugs, availability of beds, schedule of operations maintained so that the level of patient's satisfaction is raised. Job is an assignment assigned to an individual. It encompasses various tasks within it. For example, Personnel manager wants to fill up twelve vacancies in production department within three months. Job will have various tasks inbuilt in it like designing of job specification, selection of media, advertising vacancies, scheduling of selection and recruiting process. Manager, therefore have to manage various tasks to accomplish a particular job. This may form a part of managerial functions.

Processes

Management of processes and its inter-dependence is very crucial to high productivity and higher job satisfaction. What is important for a manager is to ensure high morale of the work force. To ensure this, he must identify various managerial dictums. Select appropriate subordinates to carry out a job based on aptitude, personality traits, mental build up and attitude. He should also involve himself and lead subordinates by personal example. In defense services, it is the quality of leadership that motivates troops to achieve near impossible task where every thing appears to be going wrong. Various role models assist leaders in identifying as to which process, method or approach would be suitable to mold subordinates in suitable frame that may be required by any organization.

External Environment

External environment also plays an important role in managing the points discussed above. When we talk about managing people in the organization, what we have to study and manage is the influence of culture and its impact on the individual. A manager should examine as to how he is going to come up with the changes. Study of external environment is very wide and encompasses economic, cultural, social, government rules and regulations, legal aspects, political climate, demographics and its impact. This trend has an impact on what products or services are on priority in the society and indicates the Behavior of an individual. If the above factors are evaluated appropriately, a manager will be able to examine and predict human Behavior in the organization. It is therefore important to evaluate market situation, competitors, and availability of raw material, technology, availability of skilled, semi-skilled and non-skilled personnel. In addition, evaluate prevailing culture and how individuals are likely to respond to the call of the organization. Some factors like government rules, and political stability keep changing, the organizations must cater for such contingencies. Manager must therefore keep in mind the internal and external factors and make the best amalgam and work to achieve organizational effectiveness.

Conclusion:

Study of organizational Behavior is very interesting. It is the art on the part of manager in today's business. From the above information we say that the knowledge of management & organizational Behaviors is very important for every business

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A Study of Marketing Strategies for Branded Hostels cum Hotels

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Abstract:

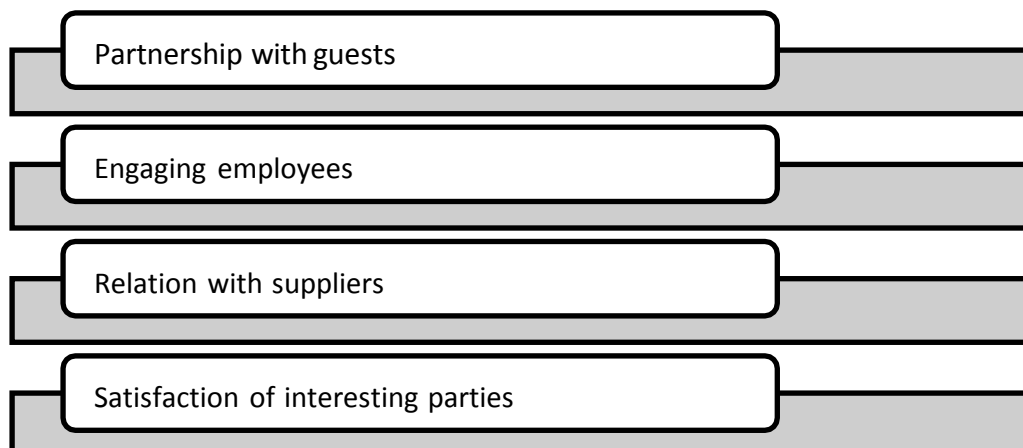
There is a need to analyze hotel and hostel marketing strategies because in this competitive world hotel industry is a one of the business which is growing fast. In this business firms can earn a lot of income. This paper analyzes marketing strategies of a branded hostel cum hotel. This is a pilot study so respondents are limited to 42. During the pandemic, hotel industry suffers lot of issues and has to develop some innovative strategies to survive.

Keywords: [brand, hotel, hostel, marketing strategies, tourism sector]

Introduction

The need of the hotel marketing study because in this competitive world hotel industry is a one of the business which is growing fast. In this business you can earn a lot of income. It offers great job and carrier opportunities for anyone who wants to get involved in the world of tourism. Hospitality education develops essential job skills for the future. A study of hotel management ensures that the student will have enormous job satisfaction and the carrier graph is skyrocketing exponentially.

Existing Marketing Strategies



Guest satisfaction is the most important thing for hotels and they try with our quality of services to exceed their expectations. Goal is to make every guest feel like at home and that for this reason customers choose hotel again for their accommodation facility. Hotels provide services at the highest level that will meet the needs and expectations of guests and will recognize their requirements through open communication, satisfaction monitoring and analysis of compliments and complaints. Purchase as one of the most important departments in the hotel requires a choice of reliable suppliers that allows us to provide the guest, who is the end-user of services, with highest quality and more adequate accommodation in the hotel. Hotels will improve the volume and structure of hospitality services, thereby satisfying the wishes and expectations of all parties: guests, business partners, travel agencies, NGO, government and sports institutions, employees, owners and suppliers.

Objectives of the Study

1. To compare the performance of the customer visited.
2. To calculate the efficiency of the company.
3. To identify and analyze the existing marketing strategies.

Marketing strategies

Following are the suggested strategies that may work after COVID

- Highlight Safety in Hotel Marketing & Guest Communication
- Increase the Emphasis on spare time
- Provide Value & Flexible Cancellation Policies
- Let B2B Clients Experience Your Hotel from a Distance
- Go Live With a Great Website
- Follow the SEO Staples
- Differentiate Yourself from the Rest
- Get Recommended by Real Authority
- Promote Yourself with Online Travel Agencies
- Get Savvy with Social Media
- Keep an Eye on Reviews and Recommendations
- Personalization Marketing

Data Collection: Primary Data (Structured Questionnaire)

Survey Period: December 2021

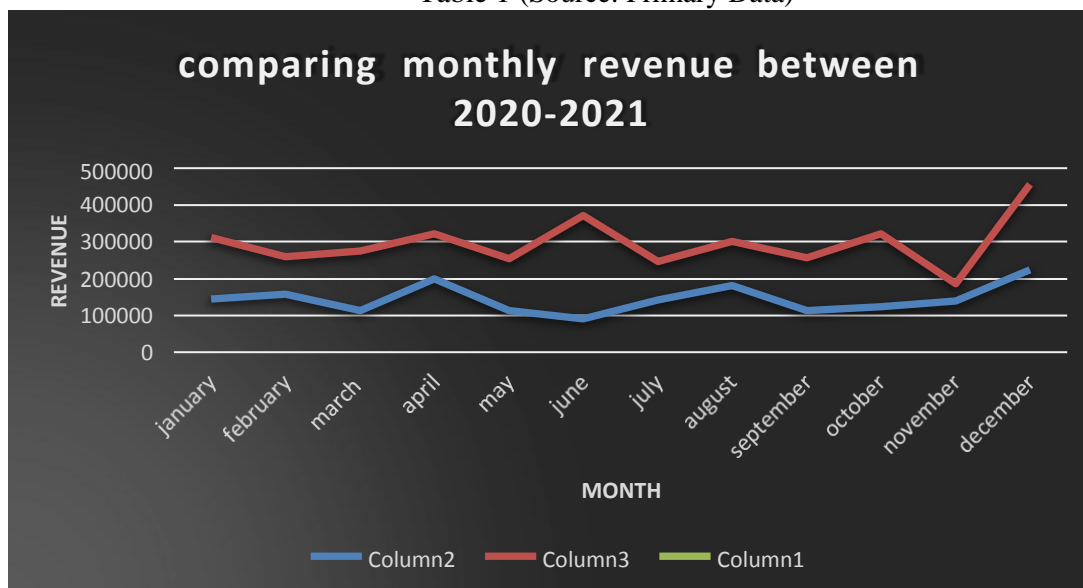
Sampling method: Convenient Sampling

Data Analysis & Interpretation

Revenue Comparison between 2020 – 2021

Months	Revenue (Rs)	
	2020	2021
January	145021	310212
February	158000	258948
March	112541	274749
April	199842	321452
May	112213	254785
June	90014	369874
July	141212	245875
August	179713	300211
September	112980	255874
October	123717	321564
November	138987	185471
December	223718	455878

Table 1 (Source: Primary Data)



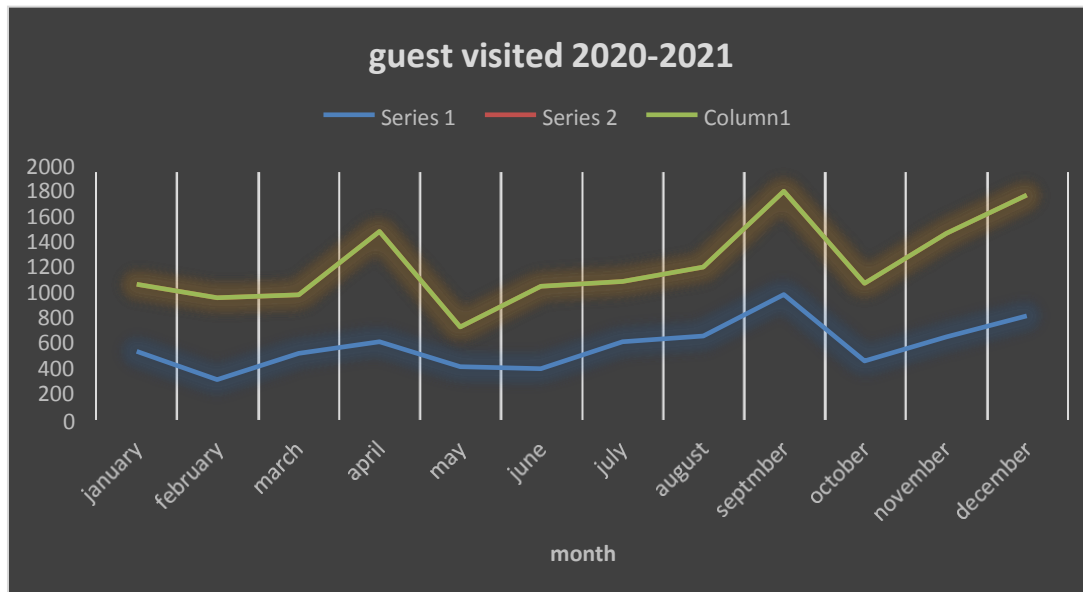
Graph 1: Comparing monthly revenue between 2020-2021

Yearly customer visited 2020 – 2021

Months	Guest visited	
	2020	2021
January	540	529
February	313	652
March	519	465
April	616	874
May	418	313
June	398	654
July	610	478
August	655	547
September	987	818
October	457	621

November	654	816
December	819	960

Table 2 (Source: Primary Data)



Graph 2: Guests visited in 2020 and 2021 comparison.

Features	Mean
Food Quality	3.54
Room Service	3.12
Environment	3.08
Staff Responsiveness	3.18
Cleanliness	3.17

From the survey researchers can interpret that, customers prefer food quality in the hotel most (mean 3.54) followed by cleanliness (mean 3.17)

Suggestions

- 1) Promotional schemes & offers should be launched like discount food, stay etc.
- 2) Company should do intensive marketing through hoardings, tele-calling, local news papers, banners, fm radio, for creating product awareness.
- 3) Complained and feedback should be taken care in well manner to create the loyalty and goodwill.
- 4) Company should give information to the customers through the marketing gimmick using database of the customers.

Conclusion

Business development defines the task and processes concerning analytical preparation of potential growth opportunities, and the support and monitoring of the implementation of growth opportunities. But it does not include decisions on strategy and implementation of growth opportunities. There is need more focus on social media promotions and marketing strategy need to implement.

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A STUDY OF WINNING MARKETING STRATEGIES POST PANDEMIC WITH REFERENCE TO OUT OF HOME (OOH) MEDIA:

A LITERATURE REVIEW

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Abstract:

Marketing isn't simply associated with income however it's far a method which attempts to regulate and enhance their performances in instances of crisis. The financial global nowadays in Covid 19 isn't simply suffering from monetary crisis, however additionally affected in phrases of income, marketplace percentage and profitability. During such time frame advertising managers are striving difficult to play a pivotal position withinside the submit –pandemic technology when you consider that it might be a exceptional global have been the out of doors marketing and marketing specially Out of Home (OOH) Media will lay emphasis on putting accept as true with and reliability on connecting with human beings while they're on move. The motive of this paper is to look at how Out of Home (OOH) Media will undertake prevailing advertising techniques withinside the new ordinary in submit pandemic a prevailing method if you want to raise human care, sustainability of surroundings and definitely win the current age.

Keywords: Marketing strategies, Post pandemic, Out of Home(OOH) Media.

Introduction:

Marketing method is a device and approach that is utilized by the enterprise to have long time effect and technique in an enterprise to gain a sustainable increase and gain with relation to customers' wishes and wants. Strategic making plans entails an evaluation and assessment of the way possible cowl up price and meets organizations profitability.

To goal all of the elements with impact to the organizations dreams and goals advertising makes use of the factors of 7Ps among its as promotional method performs a essential function in attaining centered customers. In the converting enterprise state of affairs new prevailing marketplace techniques at the side of out of doors marketing and marketing has grown to be a want of the day.

Marketing approach is a tool and technique this is used by the employer to have long term impact and method in a employer to benefit a sustainable growth and benefit with relation to clients' needs and wants. Strategic planning involves an assessment and evaluation of the manner feasible cover up fee and meets agencies profitability.

To aim all the factors with effect to the agency's goals and desires marketing and marketing uses the elements of 7Ps amongst its as promotional approach plays a vital characteristic in reaching focused clients. In the changing employer scenario new triumphing market strategies on the facet of outdoor advertising and advertising has turn out to be a need of the day. The characteristic of Out of Home (OOH) Media is playing empathetic characteristic in advertising and advertising in particular even as human beings are on flow into with media components like digital billboards, hoardings, canopies, and lollypops etc. which have started imparting viewership measurements to the employer clients and advertising and advertising groups to gauge their profitability. Though now the area is

beneath disasters and movers are a great deal much less nevertheless there can be a way to have a take a take a look at new normal again

Objectives of Study:

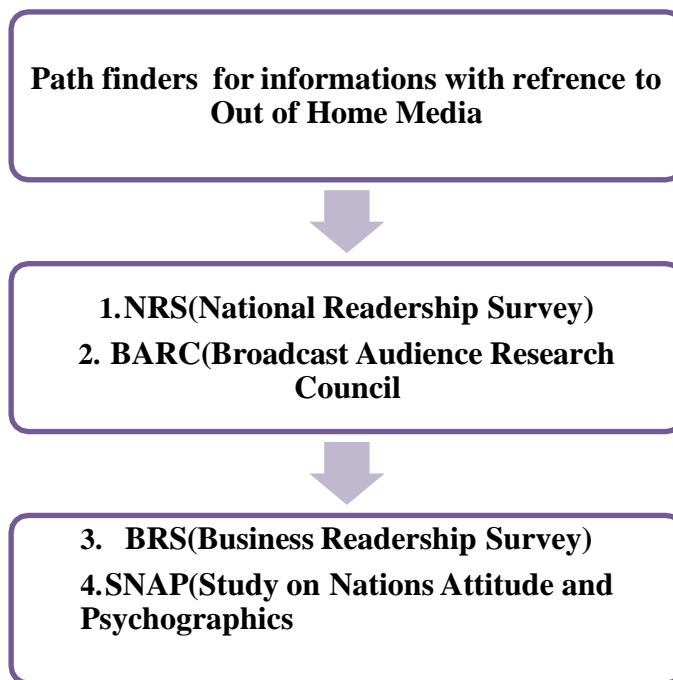
1. To study marketing strategies of post pandemic
2. To define and learn effects of Out of home (OOH) Media

RESEARCH METHODOLOGY:

It is a descriptive study in which secondary data is collected from various forms like journals, magazines, blogs, references which helped to understand the concept of marketing strategies used for winning in post pandemic situations with reference of Out of home(OOH) Media advertising. The researcher conducted review of literature to identify the factors impacting mind of consumers while on go through new tools and techniques applied in new normal again.

Definition:

“Out of Home media encompasses a broad and diverse array of communication platforms that can reach consumers at almost any point in their daily lives. It is the oldest form of branded communication that humans have, and has stood the test of time with the ever-changing media landscapes because of the simple truth, that it continues to be effective at reaching an audience”. Similarly, Out of Home (OOH) definition is identified by various agencies or universities based on their implications and applied characteristics these are summarized in the following



REVIEW OF LITERATURE:

1. (How OOH media advertising might play out Post-Pandemic May 22.2020 Hub Spot Co-Founder, Dharmesh Shah,)The studies have a look at famous that when the opportunity scene confronted after Covid 19 in post –pandemic tiers the sector could see an age of “revenge shopping “in addition as compared to different international locations that have skilled after lockdown and regulations had been normalized. The new techniques will circulate closer to adopting new visitors sector patterns. The network who've shifted could go back returned in authentic regions and geographical places. OOH Media will ought to

mark up new campaigns and studies how techniques been evolved shall cope up in converting mindset The new strategies will flow into in the direction of adopting new site visitors' area patterns. The community who has shifted ought to cross again back in proper areas and geographical places.OOH Media will need to mark up new campaigns and research how strategies shall cope up new situations

2. (E.consultancy blog,effective-ooh-advertising- Nikki Gilliland 20.10.2020)

The studies have a look at well-known shows in UK in past due summer (Acc.to new Covid rules) business enterprise Skoda felt a want to release a virtual out of domestic media (DOOH) marketing campaign for selling its SUVs. The marketing campaign become run through clean channel which become contact much less the clients ought to engage with the display screen show through gesturing palms on it, they may find out cars and have the privilege of take a look at pressure too. Digital conversation displays couldn't simply appeal to the commuters however could be improving protection measures too.The advertising marketing campaign grow to be run through easy channel which grow to be touch a whole lot much less the customers need to interact with the show display tgesturing arms on it, they'll discover automobiles and have the privilege of test stress too. Digital communique presentations could not most effective attraction to the commuters but may be enhancing safety measures too.



3. (Ibboline.comTug.12.2.2021blog.Marketingagency.London) the research study reveals once the pandemic would come under normal picture people would be moving off the street which will be usually observed in the coming times. The OOH Media will be applying strategies of digital campaigns to retarget commuters who are exposed to these outdoor advertising. The post pandemic will also help the OOH media to display on psychology and behavior of consumers. More displays will be seen on roadside billboards rather than on pipes since public would demand transits in cars than travel through any public transport. Out of Home (OOH) will need to chalk out the task by emphasizing on new spirit and winning reinforce.OOH Media might be utilizing strategies of digital campaigns to retarget commuters who are exposed to the ones outside advertising. The publish pandemic may also even help the OOH media to expose on psychology and behavior of consumers. More displays might be seen on roadside billboards in vicinity of on pipes for the cause that public may name for transits in vehicles than adventure through any public transport. Out of Home (OOH) will need to chalk out the undertaking with the useful resource of the usage of emphasizing on new spirit on consumers

4. (AdgullyBureau@adgully 5.5.2020Dr.K.Rajeshwari) The research findings reveals OOH Media will move towards innovation strategy for its work in fiction advertisements in post pandemic since health companies will take up decision for messaging and revealing safety on billboards for family health care products. It would be combination of costumer's mind and sense in belongings. OOH Media is quite flexible in advertisements taking the scenario into consideration. Taking other countries in the world after post pandemic scenes. There will be winning strategies coming up with new hope when public would move in around since outdoor advertisements senses people perception and emotional being personally. The industry will be adopting different combination method in retaining new practices.

5.(exchange4media.com23.3.2021staff updated) The study finds The Noida Metro Rail Corporation (NMRC) has invited tenders for OOH Media advertisers granting license, spaces, and rights at movable transit across metros. As per choice, design upload and activate their creativity to attract the passerby. This would help the OOH Media put impact in the minds of goer's post pandemic. OOH Media advertisers have been given granting of license, spaces, and rights at movable transit throughout metros. As in line with choice, layout add and spark off their creativity to draw the passerby. This might assist the OOH Media placed effect withinside the minds of goers publish pandemic.

6.(Increasing Importance of Out of Home Advertising Post-COVID-19: The New Normal by April KohMay 12, 2020) The research study reveals Post pandemic with new winning strategies will find way out to shine up the business in the appearance of OOH Media advertising as community will recognize the importance of being out of home. The OOH Media will activate and relate to online digital campaign and commitment to movers. The media shall show cast positive and comfortable thoughts maintaining sensitivity of people during the later stagesexamine famous Post pandemic with new triumphing techniques will discover manner out to polish up the enterprise in the arrival of OOH Media marketing and marketing as network will understand the significance of being out of home. The OOH Media will spark off and relate to on-line virtual marketing campaign and dedication to movers. The media shall display forged fantastic and cushy mind preserving sensitivity of human beings for the duration of the later stages



Research Findings:

The information and the findings which the researcher collected have given a brief understanding of the importance of winning new marketing strategies in post pandemic situations with Out of Home (OOH) Media modes. Business is totally depended upon customers it would be unimaginable without them it is only the relationships of all marketing mix which usually provides a blend in strategies adopted in market. Marketing managers usually track out new findings and ways to reach the public along with media. The post pandemic will totally move into new positive new normal again.

Research Gap:

The data and the findings which the researcher gathered have given a brief statistic of the importance of triumphing new marketing and marketing strategies in placed up pandemic situations with Out of Home (OOH) Media modes. Business is virtually depended upon customers it would be improbable without them it's miles nice the relationships of all marketing and marketing combo which usually offers a combination in strategies accompanied in market. The researcher needs to get connected more with sampling and primary findings in practice hence research gap prevails and there is more scope for further study.

CONCLUSIONS:

Review of past literature on winning new marketing strategies in post pandemic with reference to Out of Home (OOH) Media Advertising has helped me in the generation of idea & knowledge of how new strategies are adopted by the firms to adjust according to the changing scenario. There are many information and studies available on post pandemic strategies has brought in new sights and hope. The opinions shared by the experts, comments, helped to understand the gaps and design in research methodology for the study. There are various modes to identify the factors which might influence the consumers buying decisions on theremove. The researcher has studied various parameters which would be considered to regain the confidence of consumers in post pandemic situations. The researcher also analyzed the reasons behind foresee industries gearing up with fresh or minimal advertising plans and OOH will play an even bigger role in reaching their audiences. There is huge scope for further research to understand future prospects of study.

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