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A STUDY ON SERVICES DELIVERED BY NORTH EASTERN KARNATAKA ROAD TRANSPORT CORPORATION



M.Suratkumari¹ and Srinath Shahapure²

1.INTRODUCTION:

Public Transportation is a transport system that transports general public at a pre-determined and set fare. The most important and widely used public transport by a human being in his or her day to day life is Bus Service. Public Transport services when used efficiently and effectively can contribute heavily to the growth of the country. It is in the hands of the Government to provide safe and affordable transportation services. "To assume Public Transport as a Public Utility service is the most fundamental thing for any country".

Of late, Bus transportation services have been trying to fulfill the basic needs of common man i.e. basic transportation needs in his day to day life. Most of the Bus services in India are under Government control especially, State Government and is facing huge challenges not

ABSTRACT

Transportation can be identified as the movement of people and goods from one place to another. Since civilisation, humans are trying to develop improved modes of transportation. Concentration of people and transportation are closely related to one another. People have travelled much in the past and will continue to do so in the future. As long as this travelling continues, the world's cultural and traditional structure will be affected. In this regards it becomes necessary to understand the role played by Public transportation companies especially run by the Government.

KEYWORDS :Commuter, NEKRTC, Public, Services, Transportation.

only from Private Players and Auto Rickshaws but also from ever changing customer needs. Hence, it becomes necessary for the Government to live up to the customer expectations by playing a major role in fulfilling these changing needs.

Objectives of the study

1. To know the different transport services provided by North Eastern Karnataka Road Transport Corporation.
2. To analyze the satisfaction level of commuters.
3. To know the factors affecting the satisfaction level of the commuters.
- 4.To study the commuter perception towards different facilities provided by the organisation.

METHODOLOGY:

The study has made use of both the

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primary and secondary source of data. The primary sources include data collected through questionnaires; personal observation and formal discussion with the passengers and the transport operators. The secondary source includes transport policy of the Government, reports of the committees, journals, magazines and pamphlets brought out by the transport companies.

Sampling: For the study, a stratified random sample of 100 customers/ bus users from different classes of people are selected which are detailed below:

Status	No. of Respondents
Student	100
Salaried Employee	100
Businessman	100
Agriculturist	100

REVIEW OF LITERATURE:

Several studies have been undertaken on “Services Marketing”, the most prominent among them are listed below:

- Aqua Management Consulting Group (2009) - a premier advisory and execution group committed to delivering superior supply chains and maximizing business value to their clients have examined the transportation system in India and have advised a Technical and Software related Transportation system in order to provide better transportation services to the Indian Commuters.
- Committee on Public Transportation Marketing and Fare Policy under the Chairman: Daniel K. Boyle reflects a general sense of the committee regarding developments in the new millennium and has found that Marketing efforts targeted toward each group are obviously different, yet all invoke a sense of “value” of public transportation. The report also reflects the key components required to increase the “value” of public transportation are Convenience, Comfort, Sense of making Smart choice, Affordability and Reliability.

- Ministry Of Road Transport & Highways Government of India (September, 2011), provides an insight to the barriers and problems faced by road transportation in India, especially by the Interstate public transportation. It also recommends the ways to overcome these problems.
- The emergence of the new service marketing: Nordic School Perspectives Evert (2012) by Gummesson, Stockholm University School of Business, Stockholm, Sweden, and Christian Gronroos, Hanken School of Economics, Helsinki, Finland reflects that Making clear that Marketing Management and Mix Theory could not be directly applied to service as it is rooted in B2C mass marketing and mass manufacturing of goods. Long term interactive relationships and networks rather than transactional exchange are considered the core of research in marketing as well as in marketing practice.
- Management Control Systems in Public Transport: An objective Study of Karnataka State Road Transport Corporation by Shri D. B. Prabhu and Shri Sateesh Hegde have analyzed Karnataka State Road Transport Corporation's control systems and has concluded that Karnataka State Road Transport Corporation's core belief is customer- centric and employee-centric administration.
- Growth and Pattern of Bus Service In Punjab (2012) by Sawinder Kaur and Dr. Navkiranjit Kaur conclude that following liberalization, the share of SRTUs has declined with the entry of private operators to meet the incremental passenger traffic demand. The share of the private sector in the total number of buses has increased. It also reflects that the SRTUs should be innovative in their approach and use modern technologies to provide better service.
- Understanding the Indian on-road transport customer (2012) by Christian Andersson and Nikhil Puranik concluded in their study that the National Highways still don't give the transport companies unhindered passage through many cities, India has various submarkets rather than

a single market due to lack of tax reforms leading to many complex problems like state border stoppages, police harassment, corruption and red tape.

Services Marketing:

The Industrial revolution of the 18th century involved changes not only in production, but also in financial structures, transportation and communication networks. Without the emergence of the two biggest services sector namely banks and railroad, the economic benefits of large scale production could never realized.

Since the Second World War there has

been a steady decline in the traditional manufacturing goods, their place has been taken over by service based enterprises. This shift has been so significant that some refer to it as "The Second Industrial Revolution", with individuals spending greater portion of their income in travel, entertainment and leisure, communication services on one hand, the growing complexity of banking, insurance, investment and legal services on the other hand indicated the expansion of the service sector.

The following table gives a brief idea of the changing trend and emerging service market to cope up with those trends:

SI No.	Environmental Trend	Service Market
1	Consumer Affluence i.e. increase in disposable income	Dine out habits, travel, clubs, entertainment, dry cleaning, domestic services, banking and investments.
2	Working Women	Domestic services, travel, nurseries, fast food centers, financial services, retailing, marriage counseling and personal care.
3	Greater Life Expectancy	Hospitals, nursing homes, banking, insurance, travel resorts, spas, investment and savings.
4	Complexity of life	Travel, legal aid, tax consultancy, professional services, airlines, courier services, banking and insurance.
5	Youth	Entertainment, leasing, fast food centers, travel, picnic resorts, educational institutes, tutorial aids, counseling and retailing.
6	Corporate Crowd	Hotels, advertising, legal services, recruitment services, management counseling, healthcare, airlines, travel booking, courier services, insurance, banking and marketing research.
7	Product Innovation	Repair servicing services, training, education and sharing services.
8	Growing Product Complexities	Expert advice and specialist services.

DEFINING SERVICE:

According to Philip Kotler : " A service is an act of performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product ."

According to Humanitarian Scientists "Services are human effort which provides succour to the needy".

According to Regan "Services represent

either intangibles yielding satisfaction directly (transportation, hospitals) or intangibles yielding satisfaction jointly when purchased either with commodities or other services".

Services can be paraphrased in terms of their generic key characteristics as given below.

1. Intangibility

Services are intangible and insubstantial i.e. they cannot be touched, gripped, handled,

looked at, smelled, and tasted. Thus, there is neither potential nor need for transport, storage or stocking of services. Furthermore, a service can be sold or resold, but it cannot be turned over from the service provider to the service consumer. Solely, the service delivery can be commissioned to a service provider who must generate and render the service at the distinct request of an authorised service consumer.

2. Perishability

Services are perishable in two regards

- The service relevant resources, processes and systems are assigned for service delivery during a definite period in time. If the designated or scheduled service consumer does not request, an empty seat on a plane never can be utilised and charged after departure.
- When the service has been completely rendered to the requesting service consumer, this particular service irreversibly vanishes as it has been consumed by the service consumer. Example: A bus passenger who has been transported to the destination and cannot be transported again to this location at this point in time.

Thus, services cannot be stored or preserved like goods. Unutilised services are like waste. This makes it essential that decision makers by using their professional skills minimise the economic waste.

3. Inseparability

It focuses on the fact that services are not of separable nature. Generally, the services are created and supplied simultaneously, according to Donald Cowell "Goods are produced, sold and then consumed, whereas services are sold, produced and then consumed". It is inseparability that makes the marketing task difficult for services. Additionally, service consumer is inseparable from service delivery because he is involved in it from the time of requisition of the service up to the consumption of the benefits being rendered. Example: In case

of airline service, the service consumer must sit in the plane seat; correspondingly, the pilot must be in the same plane for delivering the service. Hence, it can be deduced that consumer is a part of production process in service.

4. Simultaneity

Services are like hot cakes, i.e. services are consumed as soon as they are produced. As soon as the service consumer has requested the service (delivery), the particular service must be generated from scratch without any delay and friction and the service consumer instantaneously consumes the rendered benefits for executing his upcoming activity or task.

5. Heterogeneity

The quality of services cannot be standardised. The same type of services cannot be sold to all the customers, even if they pay the same price. Each service is unique and is typically modified for each service consumer or each new service is consumerised. Example: Subscribers of Airtel may use different Postpaid and Prepaid Tariffs, which may differ from one another.

6. Ownership

The goods are sold and transferred from one place to another, the ownership is also transferred and this provides the buyers an opportunity to resell. In case of services, the users have just an access to the service. In other words, a consumer can just use a service and make payment towards the usage of that service, but cannot own it.

7. Quality Measurement

Quality cannot be measured in terms of services. It is very difficult to rate or quantify the total purchase. Example: Food served in a hotel can be quantified and measured, its taste and the way it is served cannot be quantified and measured on any metric scale, but one can only

say whether the taste and the way of serving the food is good or bad.

Marketing Mix of Services:

Marketing of services is rather difficult as compared to marketing of products. Till recently services marketing were not known to many, it is only now that the customers have become attentive and the demand for services is increasing. Since 1985, Services Marketing has been developing, but marketing personnel have not been able to identify the correct way of marketing the services. Moreover, as compared to products, marketing of services becomes more difficult. Since products are tangible, they constitute of 4Ps in the marketing mix i.e.

- 1.Product
- 2.Price
- 3.Place
- 4.Promotion

As services are intangible, it becomes necessary for the marketers to make the customers feel the presence of a service, for that sake experts have come up with three extra Ps in the marketing mix i.e.

- 1.People
- 2.Process
- 3.Physical Evidence

The 7Ps of Service Marketing Mix are as follows:

A. Product in Services:

According to Philip Kotler, "a product is anything that can be offered to market for attention, acquisition, use or consumption that satisfy a need or want and includes physical objects, services, person, place, organisation and ideas".

American marketing Association defines services as "activities, benefits or satisfaction which are offered for sale or are provided in connection with sale of goods".

These definitions indicate that customers do not buy product for its tangibility but for the services associated with those products. Hence,

Philip Kotler has categorised the services into following types:

1.Pure Tangible Goods:

Such as shoes, clothes and soaps; services are not associated with these goods, except their benefits and values.

2.A Tangible good with accompanying services:

Example: Pagers, Mobile Phones, Computers, Automobiles and so on.

3.A major service with accompanying minor goods:

Example: Staying in a luxury hotel or resort.

4.Pure Service:

Like teaching, consultancy and so on.

B. Price in Services:

Pricing decision plays a significant role in determining the 'value' for the customer. Price is instrumental in building the image and can influence the customer's perception of quality of service. If the price is too high, it may be seen as poor value for money. At the same time, if price is low, the service is considered to be inferior.

Example: Customers will generally perceive that a tourist hotel charging less will be offering lower quality service. Pricing is the element that generates revenue for a firm. It is defined as "the art of translating the value of a product or a unit of a service to customer into quantitative terms".

Pricing decisions are influenced considerably by the characteristics of the services. The intangibility component usually identifies low price is always used as a substitute for high quality.

C. Promotion of Services:

A business firm cannot keep its products and services to itself. It needs to be created and that's where promotion comes into picture.

Promotion can be in any of these forms i.e. Advertising, Sales Promotion, Personal Selling and Public Relation.

D. Place Decision for a Service:

Intangibility of a service plays a very important role in its marketing and is also one of the difficult aspects of services marketing. Deciding on the distribution of services is a little bit difficult task because unlike products, services cannot be stored nor produced at a central location and then marketed elsewhere; as the customer is a part of the production process.

Even a number of services do not allow the use of intermediaries as in case of products. Example: A surgeon or a barber cannot use an intermediary to provide services. They need to go for personal selling.

E. Service Process:

Service process consists of a lot of inter-related activities, which needs to be carried out properly in a coordinated manner in order to provide better service, due to the fact that customer is a part of service production process, in other words he is the initiator of any service and if anything goes wrong in any of the supporting units, the whole firm would be subjected to his anger. Example: Connection to a particular telecom number starts only when the requisition from a customer is received by the firm. Here one unit of the firm manufactures the sim card, the second unit sells it, the third unit activates the number and a fourth unit provides after sales service to the customer. So it can be said that all these units must work together in order to provide a better service or else it may lead to customer dissatisfaction. Usually in a service production process, two kinds of people are involved.

F. People in Service:

Involvement of people in service is required more than in products. A customer can buy a product just by reading the information

present on the product, but personal selling is important in services marketing. In turn motivation is required for people involved in marketing of services for the success of the firm. Usually, service firms invest a lot in the development of infrastructure facilities but fail to motivate their employees which may result in huge losses. Example: Bad behavior of a waiter can create a bad impression of the hotel in the eyes of the customer. Employees are the key to a successful service delivery and this can happen only if the employees consider customers as the biggest assets. Hence, the employees should be encouraged, inspired and supported appropriately.

G. Physical Evidence in Services:

As the products can be touched, seen, smelt and tasted, they do not require any evidence to prove that they really exist, whereas it is different in case of services i.e. it is necessary for a firm to prove that a service exists in reality in order to attract customers, which is very difficult, since in case of services the customer just pays for the services and do not receive any tangible thing in return, if received it might be after certain time period like in the case of Life Insurance and Mutual Funds. Hence the service provider should realize the potential importance of using physical evidence in the delivery of services. These physical evidences are categorised in two ways:

- The supporting facility such as a building for a hotel, bus for public transportation, office in case of a bank and other investment services constitute the major component of physical evidence.
- The second category consists of facilitating goods or peripheral proof such as ATMs, Kiosks and Lockers (showing security to money) in a bank, good quality seats in a hotel and a bus; and always available telecom network with a wide coverage.

Commuter opinion towards services Transport Corporation delivered by North Eastern Karnataka Road

Table No. 1: Commuter opinion towards the facilities provided by NEKRTC in Buses and Bus Stations

Facility	No. of Respondents				
	Very Good	Good	Average	Poor	Very Poor
Seating	24	139	143	83	11
Luggage Space	10	131	140	101	18
Speed	11	194	162	28	05
Safety	42	187	120	38	13
Ventilation	19	159	178	36	08
Bus Condition	19	128	116	109	28
Drinking Water	35	140	127	63	35
Waiting Space	35	165	150	47	03
Toilet	25	143	119	76	37
Enquiry Counter	66	217	90	19	08
Announce of Bus Timings	56	180	105	45	14
Display of Platform Numbers	46	210	91	34	19
Security	56	178	83	52	31
Refreshments	32	157	137	56	18
Reservation Counters	76	183	87	32	22
Parking Area	51	193	99	34	23
Waiting Rooms	39	187	115	38	21

Source: Field Investigation

Table No. 2: Commuter opinion towards the bus fare

Opinion on Bus fare	No. of Respondents
High	228
Moderate	159
Low	13

Source: Field Investigation

Table No. 3: Commuters opinion towards the new technology used by NEKRTC

New Technology	No. of Respondents		
	Good	Average	Poor
Ticketing Machines	348	52	00
Online Reservation	297	86	17
Automated Announcement System	305	88	07
Electronic display in buses	157	37	94

Source: Field Investigation

Findings:

•Although majority of the commuters prefer to

travel by NEKRTC buses, they feel that the ticket fare is high as opined by 228 (out of 400) respondents.

•The seating facility inside the buses found to be average, which means there is still scope for improvement in the seats provided inside the bus as opined by 143 (out of 400) respondents..

•Even there is a scope for improvement in the luggage space being provided inside the bus, as majority of the passengers found it to be average as opined by 140 (out of 400) respondents.

•The speed maintained by NEKRTC buses is good, which helps the customers to reach their destination on time as opined by 194 (out of 400) respondents.

•The commuters felt safe while travelling by NEKRTC buses because the buses have a speed lock, which avoids rash driving as opined by 187 (out of 400) respondents.

•The ventilation inside the buses is average,

NEKRTC should avoid over crowding of the buses, which affects the ventilation inside the bus as opined by 178 (out of 400) respondents.

- NEKRTC maintained good condition of their buses as opined by 128 (out of 400) respondents.

- NEKRTC bus stations and bus stands are equipped with good and clean drinking water facility as opined by 140 (out of 400) respondents.

- There is a huge waiting space available in bus stations and bus stands for not only to the commuters as opined by 165 (out of 400) respondents

- NEKRTC has maintained good, clean and hygienic toilets in their bus stations and bus stands for well being of the commuters as opined by 143 (out of 400) respondents.

- The bus stations are provided with good enquiry counters as opined by 217 (out of 400) respondents.

- Good announcement system available at different bus stations and bus stands has made it easy for the commuters to know the scheduled departure of their bus as opined by 180 (out of 400) respondents.

- The newly erected platform number display of good quality allows commuters to easily identify their respective platform even from a long distance as opined by 210 (out of 400) respondents.

- The commuters did not feel unsecured at various NEKRTC bus stations and bus stands, which show that the security is good as opined by 178 (out of 400) respondents.

- The NEKRTC bus stations and bus stands have a large number of refreshment centres inside their premises which provide good, tasty, healthy and hygienic food stuff as opined by 143 (out of 400) respondents.

- NEKRTC has advance booking counters at various bus stations and bus stands, which provide good services with the help of advanced technology as opined by 157 (out of 400) respondents.

- For the convenience of the commuters, good

parking space for their vehicles managed by private individuals is provided at various NEKRTC bus stations and bus stands according to 193 (out of 400) respondents.

- Good waiting rooms are available for female commuters at various bus stations and bus stands as opined by 187 (out of 400) respondents.

- As opined by 348 (out of 400) respondents the ETMs i.e. Electronic Ticketing Machines being used by the conductors to issue tickets inside the buses.

- NEKRTC provides good facility for online reservation for the commuters, who can book their ticket in advance by sitting at their home according to 297 (out of 400) respondents.

- The announcement in city buses provides good information about the current and next stop of the bus, which is helpful for a person who is travelling in those buses to be ready to get off the board as soon as his or her stop arrives as expressed by 305 (out of 400) respondents.

- The electronic display in certain buses is average in their clarity as expressed by 157 (out of 400) respondents.

CONCLUSION:

Although NEKRTC caters to the transportation needs of the various class of the society, still there is a scope for improvement. The level to which the commuter needs and expectations are satisfied reveals the ability of the service provider to satisfy their customers with their transportation services through various ways.

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