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DECLARATION

I, **V.Thiruppathi Vasagan**, bearing **Registration Number Ph.D/2263/13**.
Dated: 03 /04 /2013 hereby declare that the thesis entitled, “**A CRITICAL STUDY ON INTERNAL MARKETING PRACTICES IN RESPECT OF ‘MANAGEMENT EDUCATION SERVICE PROVIDING ORGANISATIONS IN ASSAM’** is bonofide work submitted by me under the guidance and supervision of **Prof. Amalesh Bhowal**, Department of Commerce, Assam University, Diphu Campus, Diphu.

I further declare that the contents of thesis did not form the basis for award of any degree to me or to anybody else to the best of my knowledge. The thesis has not been submitted in any other university/Institute.

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PREFACE

Indian Education is the third largest education system in the world. But none of the education institutions of India falls under the category of top 200 institutions of the world. The recent researches identify lack of quality service delivery to the end customer was a reason for its failure. Hence, Quality Service Delivery is significant.

A new avenue in employment for management professionals all over the world has created high demand for management education. Management education service providing organizations have come up with various features in delivering quality services, which are intangible in nature, to attract more students to generate sufficient income. HR wing, established by them in this regard to provide quality service, has taken responsibility to develop internal inputs on one hand; marketing wing has taken responsibility to attract external customers. They have given due importance to HR & Marketing rather than to internal capabilities. This is how they have finely commercialized their services. The initial research taken by the scholar found that HR Practices are no more supporting internal capabilities to develop their standard up to the required level. A strong sustained mechanism or a tool is required to develop internal capabilities i.e. employees. The development of knowledge in the field of management education has come up with the new concept of Internal Marketing Practices which aimed to attract, develop and retain internal customers through internal marketing.

This is a novel attempt because very few research works has been done in this field. Applying Internal Marketing Practices in Management Education and their impacts on delivering quality service to the external customer as well as to the development of management education providing organizations have rarely been studied. The present study has endeavored in that direction.

Thus, the most questions was whether management education service providing organizations will have to adopt internal marketing practices for the benefit of not only for the Internal Customers and External customers, but for the entire stakeholders of Management Education Service Providing Organization to achieve **vision of Success**.

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LIST OF ABBREVIATIONS USED

Abbreviations	Full Form
AIM	Assam Institute of Management
AIU	Association of Indian Universities
AU	Assam University
BBA	Bachelor of Business Administration
BBM	Bachelor of Business Management
DBIM	DonBosco Institute of Management
DU	Dibrugrah University
GIMT	Girijananda Institute of Management and Technology
GU	Guwahati University
KU	Kaziranga University
MBA	Master of Business Administration
MESPOs	Management Education Service Providing Organizations
NERIM	North Eastern Regional Institute of Management
PGDM	Post Graduate Diploma in Management
RSM	Royal School of Management
SPSS	Statistical Package for Social Sciences
TNG	Times News Group
TOI	Times of India
TU	Tezpur University
UK	United Kingdom
USA	United State of America