



Internship Report
On
Query Management Activities of Magnito Digital LTD.

Submitted to:

Rahma Akhter
Lecturer
BRAC Business School
BRAC University

Submitted By:

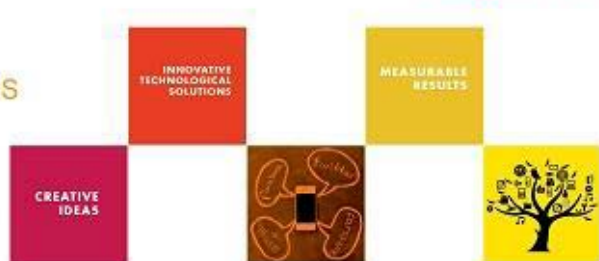
Shahrukh Anjum Akash
ID: 12304070
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BRAC Business School
BRAC University

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Letter of Transmittal

17th April, 2017

Rahma Akhter
Lecturer
BRAC Business School
BRAC University

Subject: Submission of Internship Report on “Query Management Activities of Magnito Digital LTD.”

Dear Mam,

With due respect, I am presenting my internship report on the topic “Query Management Activities of Magnito Digital LTD.” While setting up this report, I have taken after your directions and rules and in addition those given by my organization's manager.

This report is a fundamental piece of my internship course and I have attempted my best to take a shot at it deliberately and earnestly to make the report educational. I have put my genuine push to give this report a satisfactory shape and make it as instructive and exact as could reasonably be expected. I trust they will be very useful to brilliant my future profession and learning also.

I might want to express my appreciation to you for your tedious exertion for me which gave to finish this venture. Much obliged to you for your kind thought. Ultimately It would be appreciative at the end of the day on the off chance that you please give your reasonable counsel on exertion.

Sincerely yours,

Shahrukh Anjum Akash
ID: 12304070
BRAC Business School
BRAC University
Email: shahrukh.anjum9@gmail.com
Contact: +8801675506401

Acknowledgement

First of all, I like to thank almighty Allah, without his blessings it would have been difficult for me to make this report. I am also great full to my parents without them it was impossible. They always supported in in every situation of my life. Without them it would have been difficult for me to accomplish my goals.

I would also like to acknowledge some people who have also helped me by giving guidance to complete the report.

At the very first I would like to thank my honorable Faculty Adviser, Rahma Akhter, who has guided and bolstered me with earnestness and persistence all through the entire work. Without his direction, setting up this report would not have been conceivable.

I am also so much thank full to my job supervisor, Noor-E-Habib, Manager of Content Department and Khawar Saud Ahmed, CSO, Magnito Digital, by the help of them I have completed my internship successfully. They were exceptionally liberal and inviting with me. I am significantly grateful to them. It was their support, tolerance and profitable criticism that empowered me to finish this report.

Nevertheless, I want to thank are Mr. Arif Rahman, Account Manager, Magnito Digital, Mr. Mazharul Elahi, Strategic Planner, Magnito Digital and Mr. Tashrif Khaled, Senior Content Executive, Magnito Digital. They have guided me to understand the work and had given me chances.

Executive Summary

This report that I have made is all about the term of 3 months that I worked on Magnito Digital in Query Management Department from (01/01/2017 to 31-03-2017), to fulfill my internship in University this report was needed. This report holds the idea of my activities, learning and performance during that period.

At the very 1st chapter I have given the introductory part. It contents the background and the objective of the report. In the second part I have stated company overview, profile, department and their competitive advantages. I have also mentioned the SWOT Analysis. In the next chapter I have described about my department where I have worked and my overall experience. I have analyzed my learning that how it had helped to learn the practical works and also to take instant decision while working on. Afterwards I have elaborated my difficulties that I have faced while working in that organization and also how I have overcome them. At the very last part I have given my findings and also recommendations by stating that what corrections should be there while I was in my internship.

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Chapter-1

Introduction

An internship is an offer to the employees from the organizations to work for them for a limited period of time to know about the organization how it works. This is really a very important phase of a student as because they came to know how the theoretical knowledge are being used in practical works and this is a valuable experience for anyone in the CV.

Thus, it benefits the students to relate their procured information with expert vocation. The prime target of the entry level position program is to work under authoritative condition so we can turn up ourselves as experts with genuine encounters and can get a chance to accommodate the hypothetical information with genuine circumstance.

This report is the outcome the completion of my internship from a leading Digital Marketing Agency of the country “Magnito Digital”. Magnito Digital is currently working with companies like Telenor, GrameenPhone, Marico, A2i, City Bank, BRAC etc.

Objective of the Report

The purpose of this report is to visualize my understanding of the assignments that I have done in my tenure and about those experiences that I have experienced while doing internship. The main intension is to find out the effectiveness of the learning experience what was in preparing an individual to face in real job life. As a result, this report is the outcome of those things that will reflect my learnings and knowledge about that period of time.

Chapter- 2

Company Overview

Internet marketing is growing very fast in Bangladesh. With the help of social media lots of people are connected together and this is the main reason of successful internet marketing. And in Bangladesh it is happening. As a result, all the Brands are going online to do their marketing to get more exposure. In digital marketing what we do is we markets every brand by stating their own story Magnito digital is a Digital Marketing agency which provide B2B service to its clients. They give marketing solution and also marketing research for the clients.

Company Profile of Magnito Digital

Address	3rd Floor Road-23/B, House-7 Gulshan R/A Dhaka 1213 Bangladesh
Telephone No.	+88 02 9821812
Email	info@magnitodigital.com
Website	Magnitodigital.com
Year of establishment	2013
Total Employees	60+
Prime Service	Social and Mobile marketing
Key Clients	Telenor, GrameenPhone,WowBox,Apollo Hospital, A2i, Rupchada, SS Stealetc

Management Directory

CEO	<u>RiyadShahir Ahmed Husain</u>
CMO	Amer Khan
COO	Vicky Khawar Ahmed
Director of Finance	SamadMiraly
Director of Projects	FayazTaher
Director of Creative	Kowshik De

Goal of the Organization

Its goal is to meeting the expectation of its clients and also provide better service too. By offering them better quality of service they ensure their exposures in the industry and also the service marketing.

Strategic Objectives

1. Acquiring competitive advantage by giving better service to their clients in low cost than its competitors.
2. Creating top market position by fulfilling the demand.
3. Use of higher technology.
4. Creative a strong hold brand position in local and international market.
5. Creating good rapport with the customers.
6. Giving total support to the clients.

Marketing Management Orientation

Production Concept: Magnito digital, an online marketing agency in a B2B company. Their business is basically service related. As a result, in production concept they use attractive promotional tools and creativity. As and marketing agency it's very much important to use advanced promotional tools to make its products look attractive and also creativity is also needed.

Product Concept: Their product is mainly service. They have designed their service providing policies maintaining effective online advertising and also online marketing research for the clients.

Selling Concept: Their selling concept is their creative contents. They believe that creative contents are the things that help to sell more of their services in the market.

Marketing Concept: Their Marketing concept is service marketing. They provide services to their clients and through that they actually do their marketing. Better service quality ensures better recognition to the industry. So that, they are focusing on service marketing.

Societal Marketing Concept:In this concept Magnito Digital prefers to use most advance and recent trends to do marketing. As they are online marketers and do most of their marketing in social media they focus on trendy ways to set their societal marketing concept.

Competitive Advantage

As an online marketing agency Magnito digital has competitive advantages over its competitors. It has already been best digital agency in South Asia once in 2015 and 2nd best in 2016. They are well known in the industry already in a small period of time. Their working environment is also a big advantage. Good friendly working environment is very much needed for the employees to work on. Effective output comes when the workers have the environment to work. People are willing to work for magneto for those reasons. And I think those are the competitive advantages that differentiate Magnito Digital from its competitors.

SWOT Analysis

Strength

- Technologies
- Corporate reputation
- Quality Service
- Strength of Brands

Weaknesses

- Knowledgeable Workforce
- Employee Motivation
- Stability
- Demotivation
- Lack of digital infrastructure.

Opportunity

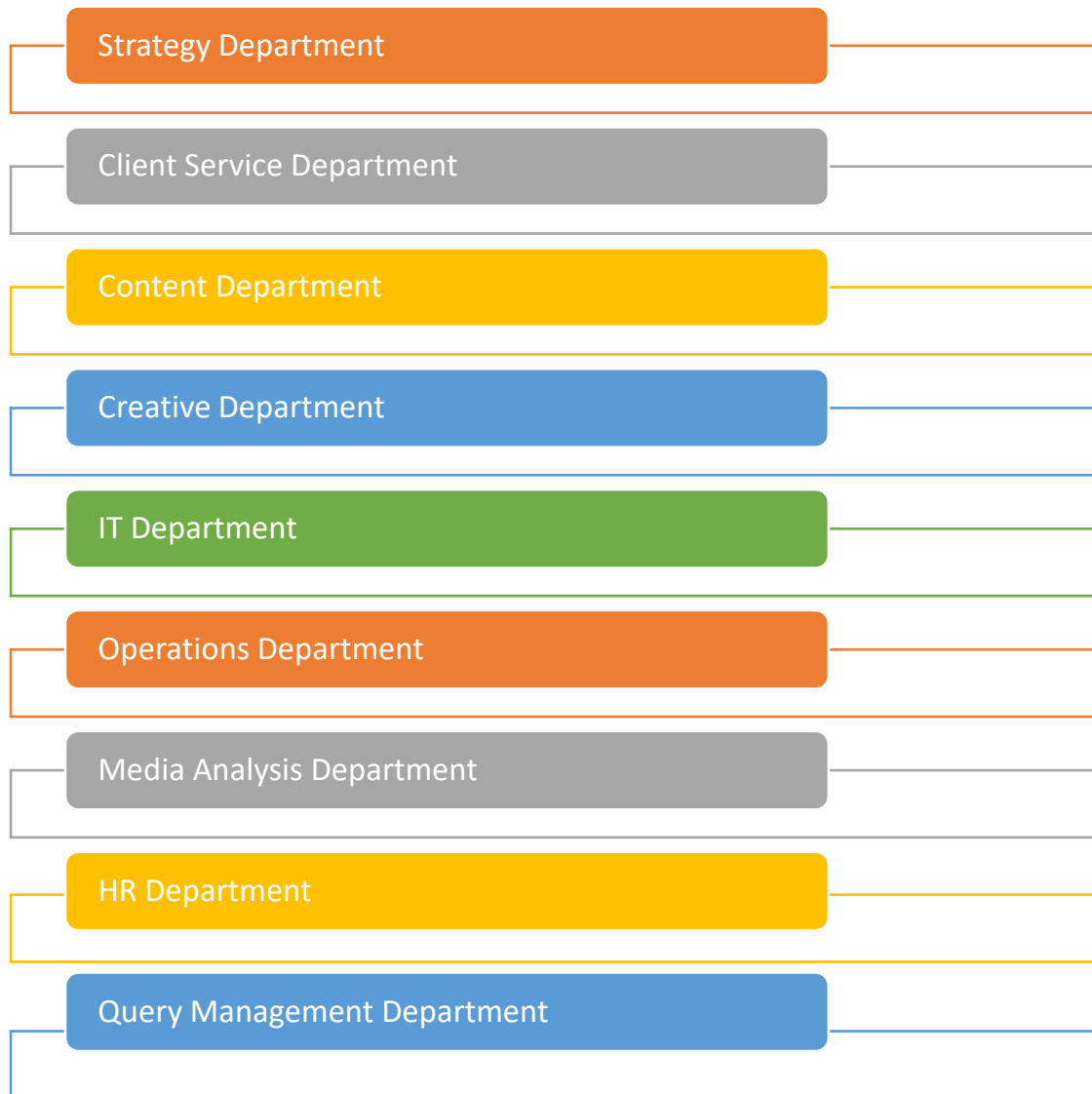
- Growing industry
- New social trends
- New ad concepts

Threat

- New agencies
 - Employee turnover
 - Government policies
-

Departments of Magnito digital

Magnito is one of the top marketing agencies of Bangladesh. It works by dividing its works in department to do it more effectively and efficiently. All the departments are being looked after by the top management. To get the job done magneto has these departments.



Responsibilities of Different Departments

HR Department

Human resource department (HRD) works for the recruitment part of employees, training and employee relation. It's also helps to keep track of daily to daily meetings with clients.

Content Department

Content department works for developing creative contents for the clients. They keep track of the customer's expectation of what they want to advertise and what they want to convey. Depending on that they work on developing the main content post.

Strategy department

It is most important department for Magnito. It can be say the backbone of the company. They work for the research work for the clients. Creating marketing ways for the clients to give them a framework. Moreover, they also give company direction about how to work on. They set up goals and make strategies to overcome them.

Client service Department

This department always works with the client. They are directly involving with them. Their work is to talk with the clients and set up the advertisement what it should be how it should be. They set up the connection between clients and the other departments of magneto. All the works that comes to magneto through them. They get brief from the clients after that they make contents from content department and then again they send it to the client to get their feedback.

Design Department

This department works for the creatives. That we see in the Facebook page. After getting the information from the clients CS department comes to design department to make them the creatives. They get all the info from CS team. They always work together. The designers of Magnito are good in their works. They know what they are doing. To make it more attractive they also need to do research. They make videos photos Gif etc. for the clients.

Media Analysis Department

This department works for the analysis of proper use of budget. It starts from the post boost to get the insights. After wards doing the KPI analysis to find out all things about the page advertising. They also work for analyzing the financial sites and take necessary steps.

Web Department

This Department are full with website developers who makes websites for the clients. They also make mobile app for the clients.

Query Management

Magnito Digital has a team of Query management who makes customer query responses of the pages that we handle.

Our Clients



Chapter-3

Overview of My Internship Department

The Query Management Department of digital marketing agencies are for providing service through social media sites. This sector mainly works for developing customer relationship and makes a good loyal customer base.

The Query management department of Magnito Digital helps the customers by answering their queries and solver their problem. They also create a bridge among the client and the customers.

This department also works for creating pitch works for the companies those who wants to do marketing online. This team also help in planning the content pf the clients. Their main duty is to find different ways to serve the customers. For examples, how many post creative should be there and is it will be video or GIF etc.

My Assignments and Contribution to the company

In these 3-months of internship period my tasks were to help my department and my team members to complete their work in given timing. I supported them as much as possible to help them with the workload. I was there to asses all the works and also learn something in process. I was actually among Content team, Creative team, Strategy team and query management team. Most the works that I have done in Query management team, in supportive way I have worked in other department too.

At very early, there was not so much work load. I was told to observe other to know how they are working how the works get done in here. Then I knew about the organization and its culture I got settle up a bit in new environment. I came to know about the departments and how those works. After few days I got works of my own, I was assigned some of the pages to work on. At the same time, I worked in other department. My main work was to help my seniors with their work.

In my tenure, I have always tried to work hard and help others as much as possible. My goal was to create positive impression towards my seniors. My desire was that after I complete my

internship they will feel the need of me. Moreover, I want to add that I have learned a lot from this internship program.

Working Environment

According to world renowned psychologist Frederick Herzberg, working environment is very much important for an employee to give his input. This helps a lot for the workers for doing their job. A good job environment helps the employee to work more efficiently and lessen employee turnover. Magnito Digital mainly known for its job environment and its working environment is simply the best.

Assessment of organizational culture

In the corporate world, nobody can accomplish his/her coveted accomplishment without having a sound connection with associates, and a similar thing is additionally material for an understudy moreover. Being an assistant, I have constantly attempted my level best to keep up a sound connection with my chiefs and associates. In Magnito, the working climate was nice to the point that each time at whatever point I confronted any kind of challenges or issues right away they bailed me out from that circumstance. Quite, all individuals from the division helped each other to make the more prominent hierarchical progress. They were profoundly proficient, prompt, and committed regarding their everyday movement. As an assistant, I have likewise attempted to demonstrate my polished methodology, timeliness, and commitment towards the work. At whatever point I needed to speak with any worker of the division, I have dependably taken after the expert method for correspondence.

Assessment of works done & behavior of coworkers

On top of that, every one of the workers of Magnito are benevolent in nature. At first I was minimal stressed that how I would function with such a large number of individuals who are

more established than me and in view of that reason I was somewhat hardened in my beginning days of entry level position. Yet, inside the main week my partners facilitated me up. Also, inside no time I felt some portion of the immense Magnito family. We frequently used to eat together and furthermore hanged out after the available time. The treatment I got from them was especially valued.

The general population inside the office used to make the division enthusiastic. Beginning from the supervisor to alternate representatives, everybody used to make jokes and share occurrences which used to make the place a great deal more alive than alternate divisions. The physical condition too was brilliant. Every division had numerous work spaces with PC for their representatives. With adequate lighting and completely aerated and cooled division makes the workplace a great deal more charming. Subsequent to judging every one of the elements, I needed to concede, the workplace is amazing at Magnito Digital.

Activities done by me

AT Magnito, I was directly involved with the following projects and products where I had to do different types of activities like advocating the brand on social networks, create my own social persona, created FAQ and strategies on how to spread the awareness of the programs in the social media networks and also worked in Pitch work. Online marketing research

Apollo Hospitals Dhaka

Activities:

1. Giving information about the service.
2. Customer query response.
3. Direct communication with the doctors.
4. Creating job opportunities.
5. Emergency medical response.

My Contribution:

1. Query response of the customers.
2. Content making f marketing.
3. Client Management.

Rupchanda-The Daily Star Super Chef

Activities:

1. Advertising about the program
2. Giving updates about the episodes.
3. Viewer Engagement.
4. Getting customer feedback.

My Contribution:

1. Query response.
2. Winner Selection.
3. Contact with them.

Organization Wide

WowBox

Activities:

1. App Promotion.
2. Brand promotion.
3. Customer query response.
4. Creating customer engagement.

My Contribution:

1. Response to query
2. App development.
3. Giving feedback to Pakistan WowBox by making weekly report.
4. Winner selection.
5. Contact with them.
6. Customer feedback through mobile calling.

Problems Observed in the Organization

1. The intern does not give any laptop or personal computer to work on. They have to bring their personal laptops. So I always had to carry my laptop. As I live in Mirpur, it was really difficult for me to carry the laptop bag every day in the office.
2. The work hour is not limited. Everyone have to work 9-10 hours and even in home. In weekend they also have to work.
3. The Work space is small for the employees. Many of the time I had to work without a table or a chair. We the interns does not have any fixed desk. SO I had to reach office early to get a desk.

Chapter-4

Lessons Learnt from Internship Experience

An intern's genuine wish is to taste the embodiment of corporate flavor alongside some viable learning of genuine working situation. Being an assistant, my desire was not all that diverse. Over the time of my entry level position, my objective was to accumulate thoughts regarding particular undertakings as well as increase some learning about hierarchical culture. In this way, the lessons that I have obtained from my temporary job program ranges from authoritative culture to particular undertakings, where each of those lessons bear an equivalent weight regarding significance. Some of those key lessons are clarified beneath.

Practical Knowledge about the Operation of an Organization: Amid the undergrad thinks Amid the undergrad considers, we were educated about the operation of various organizations, for example, offices, bank, articles of clothing and budgetary organizations however we barely found the opportunity to visit any of those for increasing useful learning. However, internship program gave me the chance to get a look at the operational systems of an advertising office.

Different Organizational Skills: I have found out about various hierarchical abilities all through of my internship program, where follow-through, meeting due dates, multitasking, arranging, setting and achieving objectives and time administration were the conspicuous ones. Since my supervisor used to give me number of tasks for a specific day, I needed to deal with those tasks by applying the previously mentioned aptitudes without compromising nature of my work.

Communications and Interpersonal Skills: In the internship time, I needed to speak with various gatherings of individuals, where some were laborers and others were the representatives of the association. As I was given the chance to work with various groups, normally I needed to manage numerous colleagues in regards to their diverse undertakings and duties. By the course of my work, I have learned diverse relational abilities, similar to great verbal correspondence aptitude, non-verbal relational abilities, listening expertise, basic leadership abilities, confidence and so forth.

Analytical Skills: Expository expertise incorporates both the capacity to utilize great thinking in breaking down a circumstance and take care of the issue intelligently. It likewise incorporates seeing the contentions on both sides of an issue, regardless of the possibility that one doesn't concur with other, and having the capacity to break down the benefits of every contention. Remarkably, my movement on group administration Team did not require any critical scientific aptitudes, but rather I have obtained some of these abilities from the operation of showcasing offices.

Personal development: Step by step instructions to work under weight was one of the key learning of my internship program. There was time when I needed to deal with numerous assignments at once under extreme weight and strict due dates, which showed me how to organize my workload and function successfully by keeping my nerve quiet.

Learning about digital marketing and their implication:I have found out about digital marketing agencies and their business exercises. How they are taking brief from clients, how they execute the concise, how to oversee customers, winning income, about organization's chain of command, pay dissemination framework. Distinguishing legitimate client and keeping up the association with that specific client to develop contract is critical issue in this division.

Difference between Expectation and Experience

I have always thought of how my internship organization will be. There was expectation and perception about this. As a student of Marketing, I have always wanted to do my work in my area of marketing. And after joining Magnito I have found out that there are some differences in expectation and reality.

- ✓ **Theories vs Practical Work:** Academic lessons are especially not the same as experiential learning. Amid my class time, we have just taken in the speculations and the terms identified with the fields. In any case, in down to earth, it is important to be innovative and being refreshed with the data about the business you are working in. Advertising courses were in a perfect world of incredible help to me. These Courses helped me a considerable measure as I gained the fundamentals of Microsoft Excel amid the Marketing Projects. Be that as it may, I felt that MIS Courses were not sufficiently powerful. MIS courses ought to have presented understudies to more specialized parts of various programming. Henceforth, our courses ought to be outlined in a more down to earth way with the goal that understudies don't confront issues amid his/her expert profession.
- ✓ **Work in a Team:** At first I thought working harder, faster, and quickly is the key in an organization. But from my experience, I found that it was not the case. Working smartly is the key to do better. Working faster and quicker than everyone else is not the ideal deal here. Rather from my experience, I think working with full coordination of resource and team work helps to do the work properly while keeping everyone else happy. When different people are involved, the work is done easily with less effort. It is similar to group works in my BRACU life. In addition, if you work faster it will definitely work in your advantage but it can also create a disadvantage. The disadvantage was that if you work faster than it will raise one's expectation. Thus an individual should not try to outperform others ruthlessly by giving their full 100%; rather s/he should work better than others by working together. It will also reduce the conflict among team members.
- ✓ **Formal vs. Informal Work Life:** One exceptionally striking key point is that, I was expecting that in the association, everybody ought to dependably wear formal dress, talk formally, and act as hard as could be allowed. Yet, I found from my experience that custom is required in a few circumstances yet we ought to be more easygoing.

Easygoing dresses and easygoing conduct were invited progressively and a strict office hour was infrequently kept up. In Magnito, working hour is 10.30am-7pm. The greater part of the circumstances, my colleagues would remain at office till 8pm or 9pm and finish their work before going home. Here and there it would extend to more than 9 pm. So it was very adaptable and inverse to my desires. We just expected to utilize convention in some particular cases. Everybody is enabled to do their work uninhibitedly here. Working under various pioneer and office additionally conveys an incentive to work and it thusly enhances the profession.

Importance of Job Experience:What I comprehended while doing this internship program was involvement in employment is considerably more important than scholastic learning. There were numerous choices taken just on the premise of understanding. There were times when I saw the examiners were not giving requests for generation despite the fact that the customers had great bank explanation and insurances. Those choices were made just on the premise of past learning and experience which can't be educated by anybody. Through this temporary position involvement, I have discovered that genuine experience and scholastic learning are not generally comparative. Genuine circumstances are much more commonsense and delicate to various variables, and these circumstances every now and again are alterable. Be that as it may, scholastic learning can be extremely useful in managing genuine issues and can give us an appropriate rule.

So one might say that genuine experience and scholastic learning are not comparative dependably. Genuine circumstances are significantly more viable and delicate to various elements and these circumstances every now and again changes. Be that as it may, on the off chance that we shape our scholastic learning as per the requirements of genuine application, this scholarly information can be exceptionally useful in managing genuine issues and can give us a rule as I was aided over the span of my internship program.

Chapter-5

Influence of Internship on My Future Career Plan

I have done Major in marketing. I have always wanted to work on an industry that has a good future in growth. After working in the agency sector I must say I have learnt many things and I can build my career here. There are many people out there those who says that agency has no future in the marketing industry. But according to my experience if you can find peace in your job and if it is fun and work with good surroundings and better people then it is surely effective and that's what I have got in Magnito.

Motivational factors

I have perceived how mindful and reliable workers are with regards to serve their prospects. Taking care of business dependably gets most extreme need. Everybody dependably put concentrate on meeting their due date of submitting and finishing work. Be that as it may, in the meantime, there is a well-disposed condition and everybody is helping each other. This workplace dependably mitigates a man and they feel that they have a place there and they are not outcasts which occurred with me moreover.

In this internship period I have understood that this kind of environment is suitable for me. I will always look for this kind of environs to choose my Work. I adored the liberality with which my associates guided me all through my trip. They continually spurred me and showed me diverse things about working in this part. I additionally loved that there is dependably a levels of leadership in the association and each choice takes after a similar rule and is managed most extreme care. If I ever faced any problem my supervisor and my colleagues always helped me overcome it. Agency job is not easy. There was always pressure of work. Keeping up with pressure and meeting deadlines are what

Recommendations

1. Magnito should provide laptop to the interns. As it is difficult for them to carry it every day.
2. They have a team of 60+ members and their working space is less than what it should be. So they need to move to a bigger office as many of them face difficulties to work.
3. They don't have a proper work schedule. Everyone has to work unlimited. And that's kind of not right. Every organization has a fixed time for its employee, in emergency cases it can be done but not always. They should have a limited time schedule for the workers.

Recapitulation

After finishing my internship period at Magnito, I have realized that I was very much lucky that I worked in the one of the top marketing agencies of the country. As an intern working with the Magnito family was always a pleasure. Moreover, the learnings that I have acquired through my internship program will always be remembered for me. This internship will help me to build my career in the future. The experience that I got from Magnito will surely help to enrich my CV and it will add a lot of value. While writing this report I have known about my writing skills and weakness and as a result I got scopes to improve those. I have learnt a lot from the Query Management department. I have faced problems while doing those works also I have learnt to solve them. In my Internship tenure, I have surpassed my expectation level as I have got many things from Magnito.

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