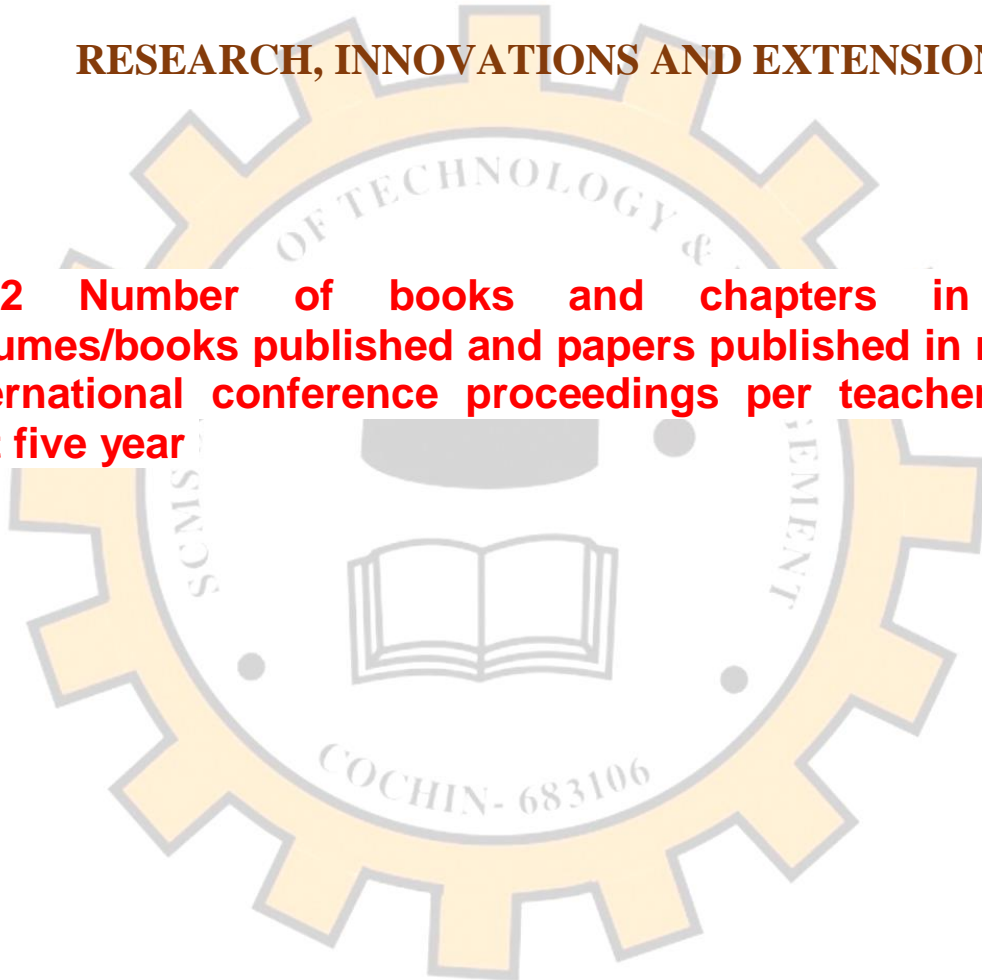




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#### **RESEARCH, INNOVATIONS AND EXTENSION**

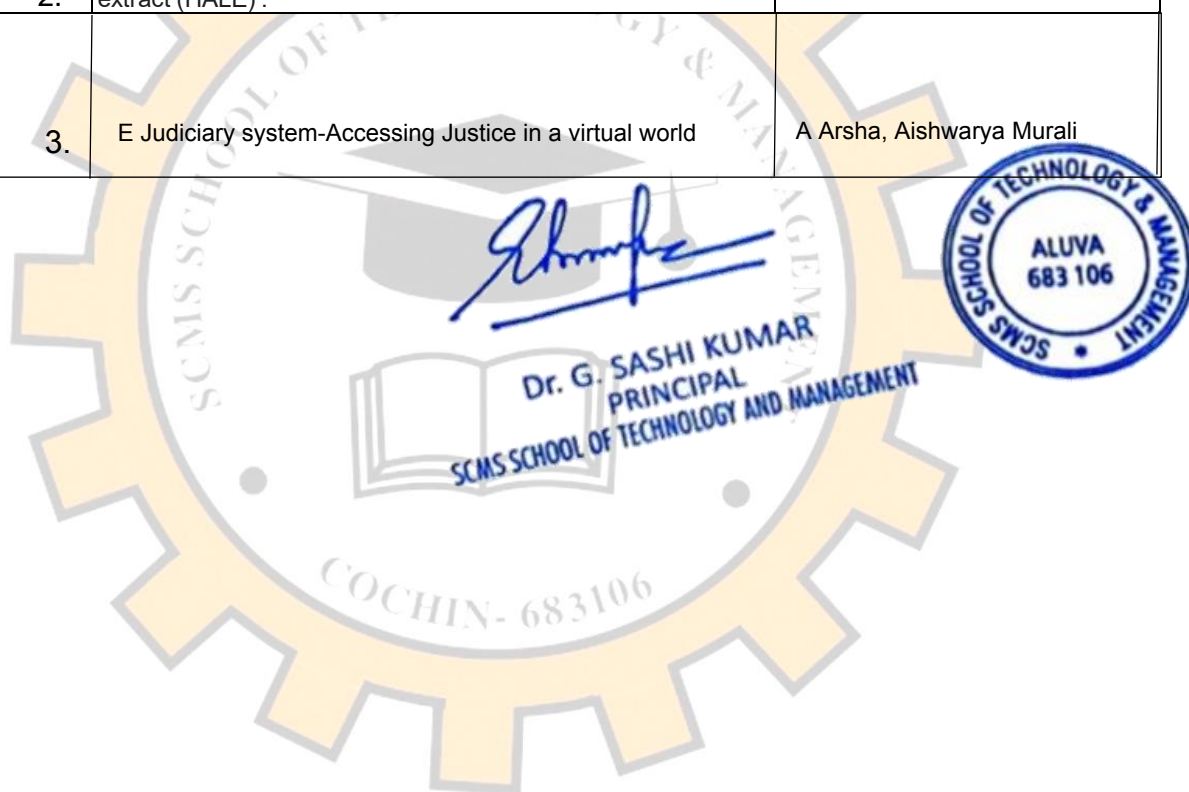
**3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/international conference proceedings per teacher during last five year**



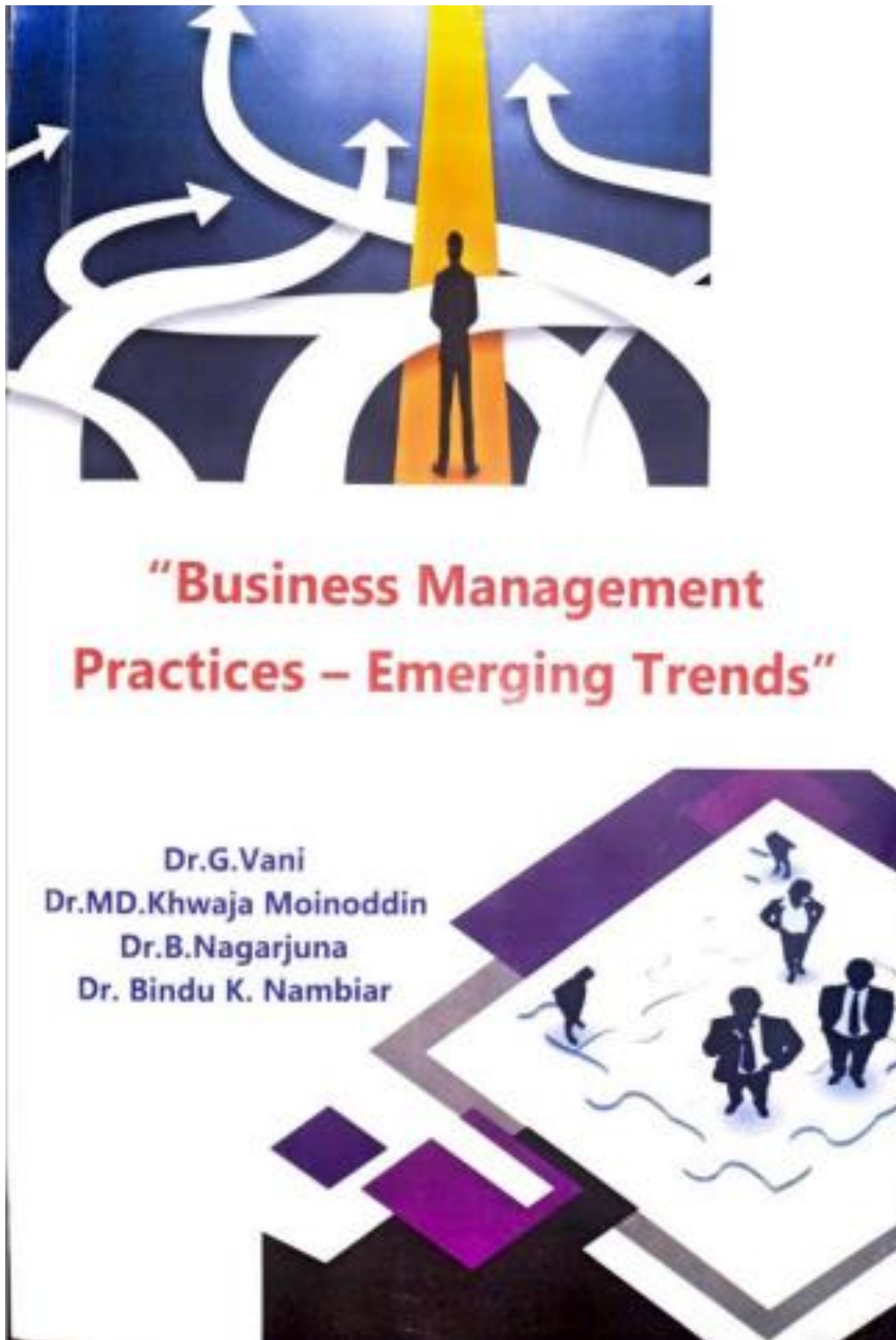
**3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/international conference proceedings per teacher during last five year**

**2020-2021**

Sl. No.	Title of the book/chapters published	Name of the teacher
1.	"Buisness Managemnet Practices- Emerging Trends (Co-authored a chapter in the book)	Dr Dulari S. S.
2.	'The Role of PAI 1 gene in wound closure of scratch wound models under the treatment of <i>Hemigraphis alternata</i> leaf extract (HALE)'	DIVYAA SREEKUMAR
3.	E Judiciary system-Accessing Justice in a virtual world	A Arsha, Aishwarya Murali



1. Dr. Dulari SS: Book Chapter titled – Online Education opportunities and challenges –For an edited book entitled “Management Education Post Covid Dr. Dulari S : - Business Management Practices- Emerging Trends 19” bearing – ISBN "978-93-90153-00-8", Bestow Edutrex International, Mumbai



**BUSINESS MANAGEMENT PRACTICES -  
EMERGING TRENDS**

**Editors**

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## **EMERGING TRENDS IN OMNICHANNEL RETAILING- A FUTURISTIC PERSPECTIVE**

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Manju Meenakshy**

Associate Professor, SCMS School of Technology and Management, Prathap Nagar,  
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### **Origin of Omnichannel strategy**

The genesis of Omnichannel started along with the arrival of online retailing. The online retailers gave the advantages of low pricing, convenience, deep assortment, personalization etc. (Ganesh et al 2010). Technology advancements coupled with online retailing resulted in the emancipation of the retail consumer. The new-age customer started using different channels for different stages during the purchasing of a product. Verhoef et al (2007) used the term 'Research shopping' to indicate the consumer behavior of obtaining information from one channel and then purchasing from another. Showrooming, which involves researching a product at the showroom and then purchasing it online to take advantage of low prices was a trend seen in many categories like books and electronic goods. The brick and mortar stores had to bear the cost associated with customer service without earning the rewards of the final sale (Rapp et al 2015). To address the disruption and the resultant customer churn caused by the growth of e-commerce, many brick and mortar retailers added online channels as a defense strategy.

Online retailers also had their own share of problems. Consumers had their apprehensions to buy products without touch and feel. The experience that physical stores could give was extremely valuable for the customers and online retailers lost out on that account. Moreover, the brick and mortar stores used price-matching and exclusive merchandising to compete with the online threat (Mehra et al 2009). The converse of showrooming known as Web rooming, which involves research online and purchase offline gained prominence in categories like cosmetics, clothing, etc. Hence online retailers invested in physical stores to offer value to their consumers. Bonobos, a men's wear online retailer opened guide shops to help its customers find their right sizes and fit, which they could then shop online. Bonobos through its CRM data realised that the customers who visited the guide shops, purchased more frequently and were profitable. According to Kellar et al (2010), Channel strategies have direct and indirect effects on consumer brand equity and organizations should invest in a combination of the channel and communication tools to attain maximum profitability.

Even as consumers got multichannel access, companies operating these had explicit demarcation between their offline and online channels. Often the newly created channel would be managed as a separate department with little or no integration with the existing channel. In some extreme cases customer channel migration would result due to cross channel competition existing within the same brand. Pricing, promotion, inventory management, etc were not integrated. Also, companies with more than a single channel operation were struggling to get a cohesive picture of the customer, whereas the customers when they interact with a brand via multiple channels got frustrated as it was the first contact all over again each time they interacted.

Eventually the retailers realized the potential of integrating the varied channels. A channel strategy is said to be well-integrated when the consumers of the target market are completely taken care of by addressing their individual needs. Adaptation to smartphones coupled with technological advancements enabled the companies to correlate the customer data emanated from varied channels thus providing them a consistent experience which they relished about the brand. Retailing has taken a



revolutionary turn in recent years, where we can see an overlap or an integration of these two channels. Customers prefer to stick on to a brand that allows them to shift from either channel seamlessly.

Thus, the true essence of an omnichannel strategy is to deliver a seamless, hassle-free, and integrated customer experience across channels using various devices which the customers use to interact with a company. Sephora, a popular cosmetic brand offers both online & offline presence to deliver a superb omnichannel experience. They allow the customers to shop their favorite beauty products with ease, discover latest beauty trends, new releases, check offers etc., all through a mobile app called Sephora: Buy Make up & Skin care. Besides, it also enables the user to try on products virtually through the app to see how it suits her before buying it. And in case if the shopper likes she can add to her cart and later pick it up at one of their brick and mortar stores. That is not all; the website has the "Store Locations" feature which allows the shoppers to find the nearest store. The shoppers can find in-store services like makeovers and free services from the website along with the "Happening in Store" page to know the details about classes and events that are happening near them. The merging of the digital and physical stores (Phygital, as the brand Sephora calls it) was an inevitability that has been a long time coming.

UK's leading retailer Tesco introduced a concept of 'virtual stores' when they entered South Korea. A virtual store is essentially a digital display of their store merchandise on the walls of metro stations and bus stops. The time starved shoppers could scan the QR codes of the products through their tesco app and place an order. The order would reach them by the time they reach home. This unique model gave the feel of shopping at a store while the convenience of an online channel. Tesco captured a good share of the market by adapting their channel according to the lifestyle of the population of the country.

D-Mart, one of the most profitable retail chains in India has a hybrid model, where the customer can order through the app and collect the items through a D-Mart ready store, which is a small size store operating on a click and collect model to hand over merchandise to the customers on the go. Amazon has revolutionized physical retailing by using technology to give the customer a walk-through experience in its cashier less Amazon Go stores.



A Tesco 'virtual store' in South Korea.

### Types of Channels

A channel denotes a customer contact point or a medium through which the company and the customer interact. According to Dholakia et al (2010) Channels can be divided into purchase and informational; physical and virtual; mobile and stationary; synchronous vs asynchronous; etc. Beck and Rygl (2015) have identified lacunae in academics that no formal categorization existed to differentiate the diversity of different channels. Based on this finding they proposed a taxonomy which classified multiple channel retailing based on two dimensions: (1) whether the channel interaction is triggered by the customer or controlled by the retailer (2) how many and what channels are considered. Thus, multi-channel retailing is where the retailer offers more than one channel without the possibility of the customer to trigger interaction, nor the possibility for the retailer to control integration. Contrary to this, in cross channel retailing the customer can trigger partial interaction and /or the retailer can control partial integration of the channels. When it comes to omnichannel retailing, the customer can trigger full interaction and the retailer controls full integration of all channels. Thus, the customers can return merchandise regardless of where they bought it from, and the retailers if they can share customer, pricing, and inventory data across all channels, i.e. the channels are fully integrated.

### Segmenting Omnichannel Users

The pivotal element of omnichannel retailing understands the customers completely. Customers come with different needs, perceptions, and experiences. According to Sands et al (2016), omnichannel users can be grouped into two broad categories - Research Online Purchase Offline (ROPO) and Internet focused group. There are many subcategories indicating that there is no one-size-fits all approach in case of omnichannel users. Customers also choose channels based on their changing situational motives. They purchase online for deals, visit physical stores for urgent purchases and when trials are required, use telephone for placing customized orders and catalogs for gifting.

### Benefits of Omnichannel Strategy

There are 5 potential synergies that are created while using multichannel integration - Cross channel communication and promotion, leveraging cross channel information and market research, setting reference prices, spreading fixed costs across channels and digitization of product information and manuals free up staff (Zhang et al 2016). Omnichannel offers critical benefits to both the brand and the customer. Sopadjevic et al. (2017) in an article in HBR has revealed the findings of their study conducted in 46,000 shoppers that many of the customers preferred using multiple channels in their shopping journey. Moreover, it was quite interesting to note that as the consumers did prior online search of information, the higher was their in-store purchases or the order value. Yet another major revelation was that shoppers who engage with omnichannel retailers make purchases more often. This led the retailers to count on an omnichannel strategy. Omnichannel customers also preferred using retailers' touchpoints in multiple devices and places.

It is a pertinent fact that those organizations who move in adapting to an omnichannel could cut an edge over its competitors, especially as this now being identified as the need of the hour. The companies are rolling out umpteen numbers of customized products each day and serve more than a million customers daily. Operating at this scale requires generating a large volume of data and also to arrive at meaningful, actionable insights. All these activities need integration of data and also too operating at multiple channel structures. Omnichannel thus enables the retailer to generate a comprehensive set of customer data. This facilitates the company to craft processes to create enduring customer engagement.

Customers also prefer brands that could offer omnichannel as it provides them with consistent, impactful, and positive customer experiences. By deploying an

omnichannel strategy coupled with technological convergence, can the company's desire to become a digital, data-driven organization come true. Thus, by offering consistent experiences across online & offline transforms customers into brand loyalists.

Omnichannel retailers' strategy is to encourage shopping across channels so that consumers shop from multiple channels simultaneously. A study by a research team led by Xueming Luo, identified the fact that encouraging online customers to visit a store increased profits, but incentivizing in-store customers to shop online decreased it. The reasons include chances are that customers will buy more if they shop in stores, due to impulse purchase. They try experiential goods and hence willing to buy more and they are less likely to compare prices. Thus, the winning strategy for those retailers having omnichannel is to induce online shoppers to visit the stores where they will be inclined to spend more. Retailers like Home Depot, Macy deploy coupons, promotions to woo these types of customers. This realization could be one reason that prompted online retailers to invest in brick and mortar stores thereby keeping the privilege of omnichannel facility-wide open.

#### **Present Scenario -Omni Channel in the age of Social Distancing**

Like any other industry, the retail scenario across the globe is also being redefined by the pandemic. This made the relevance of omnichannel in helping the society more than ever before. Retailers are busy evolving business models bringing in a change in their operations like shifting business hours, fluctuating supply chains, protecting front end employees while simultaneously ensuring public health. Google is helping retailers adapt to this ever-changing environment. The following examples will reveal how companies have gone above and beyond to assist consumers at times of uncertainty.

Retailers at every stage in the supply chain ensure that their products are safe both for their employees and customers. The retail majors like Target, Safeway, and Whole Foods who arrange for the "Essential services" dedicate time and resources specifically for Seniors, Pregnant women, and people with disabilities.

Best Buy has observed that there is a surge in demand for products which people require during lock down to learn or work from home. To match this requirement, they started adjusting their operations and shifted to curbside delivery concurrently giving choice to customers to order online or on the app.

Crate and Barrel, furniture, and home décor retailer, enable their customers to switch easily from device to device when shopping thereby providing a seamless omnichannel experience.

Thrive market, an e-commerce membership retailer proactively informs consumers that they have enhanced the stock of high demand categories including cleaning, immunity, pantry staples and they will not engage in surge pricing.

In India, retailers like Central, Brand factory, Tanisha, Great Eastern retail etc. have tied up with residential associations and adopted mobile stores so that consumers can buy right at their doorstep during lockdown.

#### **Conclusion**

The distinction between physical stores, online, mobile vans, apps, social media etc. is fast blurring and it is about being present to the customer where he wants and making shopping hassle free. Amazon has rolled out voice powered shopping through Alexa in India, which gives the customer the ultimate convenience in shopping. Given the uncertainty surrounding the pandemic and global recession, cost saving is also a priority while delivering an omnichannel experience. The concept of 'Dark stores' (back end stores), which act as centers for storing, sorting and handing over pickups is an emerging trend which is cost effective. In such models' customers can be given a



full view of the products and information through online channels. Ultimately it is about embracing change to grow, adapt and win in the retail business.

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2. The Role of PAI 1 gene in wound closure of scratch wound models under the treatment of *Hemigraphis alternata* leaf extract (HALE)' – Dr DIVYAA SREEKUMAR



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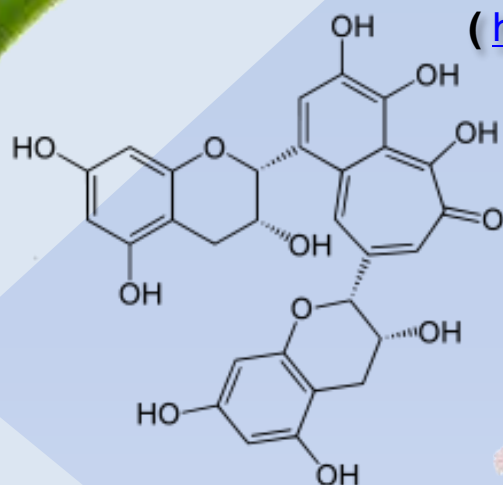
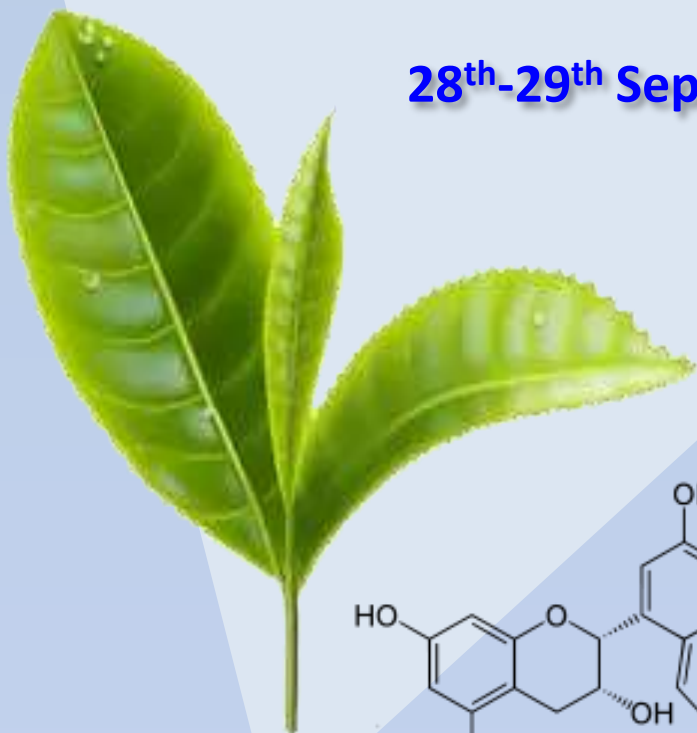




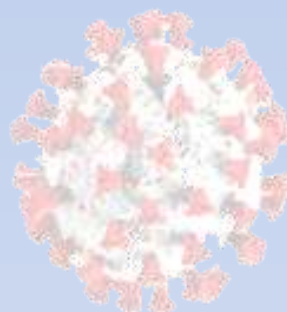
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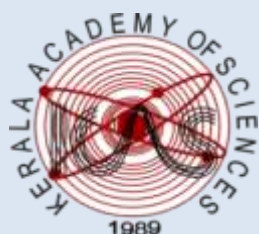


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**Chair:** Prof. (Dr.) A. Gangaprasad, Dean, Faculty of Science, Uty of Kerala, Thiruvananthapuram and  
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**The Role of PAI 1 gene in wound closure of scratch wound models under the  
treatment of *Hemigraphis alternata* leaf extract (HALE)**

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**Abstract**

*Hemigraphis alternata* the potent exotic herb is used widely in folklore medicines as an effective wound healing drug. The result of the present study demonstrates the molecular mechanism of the wound healing effect of scratch wound model cell line cultures (myoblast L6 cells) by treatment of HALE. Histological changes on the cells were observed for 3 days after the treatment with HALE at an interval of 24 hrs. The parameters like antiinflammatory activity by membrane stabilization of RBCs, protein and proteinase denaturation, and antioxidant property by NOX assay and DPPH assay were determined. Cell viability in the presences of HALE was examined by MTT assay. The qPCR data further support the histological and phytochemical observations. It's obvious from the data that HALE showed a higher efficiency in inducing the expression of PAI 1 gene which in turn indicates its wound healing efficacy. At molecular level, effect of the marker gene PAI 1 gene in wound healing was revealed by quantifying the gene copy number in HALE treated scratch wound cells by qPCR. A higher level of PAI 1 gene copy was observed in HALE treated cells than the control i.e. without HALE. The gene quantification data further supports the wound closure observed in scratch wound models treated with HALE. To the best of our knowledge, this is the first report showing the wound healing effect of HALE with molecular evidenc



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## A COMPARATIVE STUDY ON CONSUMER PROTECTION ACT OF 2019 AND 1986

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**Abstract:** *Consumer* refers to any person who purchases some goods for a consideration that has been either paid or promised to pay or partly paid and partly promised.

The consumer protection Act 2019 provides for the protection of interest of consumers and to establish authority for timely and effective administration and settlement of consumer disputes. The Act has been enacted by the parliament in the 70<sup>th</sup> year of republic of India and received the assent of the President on 9<sup>th</sup> August 2019 thereby repealing the Consumer Protection Act 1986. In the modern era of marketing where consumer sovereignty exists this Act plays a significant role. The various lacunae created by the provisions of Consumer Protection Act 1986 stipulated the need for redesigning and forming a new Act with more strict and stringent rules which finally led to the Consumer Protection Act 2019. In this paper we will be making a comparative study on the provisions of Consumer Protection Act 2019 and Consumer Protection Act 1986. The paper will also highlight the role played by different consumer protection councils in dealing with the issues of consumer.

**Keywords:** Consumer, Protection, Councils.

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**Introduction:** "A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so" - Mahatma Gandhi.

The existence of a business is solely dependent on the consumers. They are the in the forefront in all aspects business. Consumer Sovereignty is the lime light in this era of globalization. The key motivation for the production units to run smoothly are the demand for the consumers. The consumer is an individual who pay for buying goods and availing services. They play an important role in the chain of distribution.

*Consumer* refers to any person who purchases some goods for a consideration that has been either paid or promised to pay or partly paid and partly promised.

To protect the interests of consumers in 1986 the landmark legislation of Consumer Protection Act was enforced from 1986. It provides all round protection to consumers and safeguards against various types of exploitation. The act ensures simple speedy and inexpensive machinery for redressal of consumer grievances at district, state and national level. The agencies had jurisdiction to adjudicate the complaints received from consumers against any defect in the goods purchased or deficiencies in the services availed or any other trade practices. The Act is applicable to all goods, services and unfair trade practices unless exempted by the Central Government under all sectors-Private, Public or Co-Operative.

Consumer Protection Act 2019 replaced the Consumer Protection Act 1986 and aims at protecting at strengthening the rights of consumers by establishing authority imposing strict liabilities and penalties on product manufacturers, electronic service providers, misleading advertisers, and by providing additional settlement of consumer disputes through mediation

The following are the major findings

**Consumer:** Section 2(1)(d) of CP Act, 1986 "Consumer means any person who buys or avails of any service for a consideration which has been paid or promised or partly paid and partly promised under any system of deferred payment etc"

Section 2(7) explanation (b) of the Consumer Protection Act, 2019

"consumer" is defined as a person who "buys any goods" and "hires or avails of any service" for consideration but does not include a person who obtains goods for resale or goods or service for any commercial purpose.

**Product Liability:** As per Section.2(34) of Consumer Protection Act, 2019 The concept of "product liability" is defined is as the responsibility of a product manufacturer or product seller of any product or service to compensate for any harm caused to a consumer due to defective product manufactured, sold or deficiency in services relating thereto.

**"E-commerce" and "Electronic Service Provider":** As per Section 2(16) E Commerce means buying or selling of goods or services including digital products over digital or electronic network. The Central Government in accordance with the Act prescribes rules for preventing unfair trade practices in E Commerce and direct selling. Section 94 of the Act refers to the prevention of unfair trade practices in e-commerce and direct selling and also deals with protection of interest and rights of consumers.

As per the provisions of the Act an Electronic Service Provider refers to any individual who provides technology or processes to enable a seller in engaging of advertising or selling goods or services to a consumer and includes any online marketplace or online auction sites. Inclusion of these provisions broadened the scope of the Act rights of the e-consumers and also enables them to proceed against the e-commerce websites in the event of any infringement or violation.

**Central Consumer Protection Authority (CCPA):** The Act introduces the establishment of a Central Consumer Protection Authority (CCPA) by the central government. as a regulatory authority and shall be empowered to impose penalties, recall goods, cause withdrawal of services, provide refunds and investigate into matters. It shall also be responsible for protecting the rights of consumers as a class and shall further ensure that no person engages in unfair trade practices and that no misleading advertisements are made. The Act provides for establishing an investigation wing which shall be headed by the director general who shall be appointed by the central government for conducting investigations as per the order of the CCPA. Further, the Act also introduces electronic mode for filing complaint for unfair trade practices or false or misleading advertisements to the district collector, the commissioner of the regional office or the CCPA

**Consumer Dispute Redressal Commission:** The Act provides for setting up of a Consumer Dispute Redressal Commission (CDRC), which shall be set up at the district, state and national level (Commissions). The CDRC is empowered to resolve complaints with respect to unfair and restrictive trade practices, defective goods and services, overcharging and goods which are a hazardous to life and safety.

The pecuniary jurisdiction of the Commissions has been enhanced in comparison with the Consumer Protection Act, 1986. The district commission now has the jurisdiction to entertain complaints where the value of the goods or services paid as consideration (Consideration) does not exceed INR1 crore.

The state commission shall have the jurisdiction to entertain complaints where the Consideration exceeds INR1 crore but does not exceed INR10 crores and the national commission shall have the jurisdiction to entertain complaints where the Consideration paid exceeds INR10 crores. The jurisdiction in which the complaint is to be filed is now based on the value of the goods or services paid unlike in the earlier Act, where it was on value of the goods or services and the compensation, if any, claimed.

Further, the Act has inserted a crucial aspect with respect to the jurisdiction of the district commission, i.e., Section 34(2)(d). This section categorically states that the complaint can now also be instituted in a district commission within the local limits of whose jurisdiction the complainant resides or personally works for gain, apart from filing in the jurisdiction where the other side actually or voluntarily resides, or carries on business, or has a branch office or personally works for gain.

**Mediation:** The Act has introduced a new chapter on mediation as an alternate dispute resolution mechanism, in order to resolve the consumer dispute faster without having to approach the Commissions. The dispute can be resolved either in whole or in parts.

Thus, in the event, the mediation is successful, the terms of such agreement shall be reduced into writing accordingly. Where the consumer dispute is settled only in part, the Commission, shall record the settlement of the issues which have been settled, and shall continue to hear the remaining issues involved in the dispute. In the event the mediation is not successful, the respective commission shall within seven days of the receipt of the settlement report, pass a suitable order and dispose the matter accordingly.

**Offences and Penalties:** The Act has introduced a separate set of penalties with respect to misleading advertisements, ranging from INR10 lakhs with an imprisonment for up to two years to INR50 lakhs) with an imprisonment for up to five years. Any failure to comply with the directions of the CCPA for recall of goods, withdrawal of services shall attract an imprisonment for a term which may extend to six months or with a fine which may extend to INR20 lakhs.

On the basis of comparison of both the enactments we can say that the Consumer Protection Act of 2019 is the need of the time.

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