

Service Quality - Life Insurance Industry Perspective



Dr. Chirag K. Sidhpuria

:: Publisher ::

**J. Z. Shah Arts & H. P. Desai Commerce
College, Amroli - Surat**

Service Quality - Life Insurance Industry Perspective

✧ **Author** ✧

Dr. Chirag K. Sidhpuria

(M.B.A., Ph.D., NET (Management & Commerce))

Assistant Professor (Commerce)

J. Z. Shah Arts & H. P. Desai Commerce College, Amroli - Surat

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PREFACE

Life Insurance Play on important role in the welfare of human well-being by providing protection to millions of people against life risks such as uncertain death or accident. Since the competition in India Life Insurance industry is getting intense day by day and to gain a competition advantage over competitors, improving service quality can play an importance role.

Service quality is considered to be one of the most relevant constructs to improve customer service. There is a relationship between service quality and customer satisfaction, customer satisfaction and customer bonding, and customer loyalty and company's profitability and sustain ability. So quite obvious, studding the construct of service quality in the context of the life insurance industry can help companies in a long way, which can ultimately felicitate the customer with improved services.

The book is divided in to six chapters:

- Chapter-1 : Includes the introduction about the Indian life insurance industry and focuses on the evolution, regulatory regime and present status of the industry.
- Chapter-2 : Gives details about review of literature which contains the relevant studies undertaken by various researchers from time to time.
- Chapter-3 : Gives a conceptual framework on service quality, service quality models, and assessment techniques, customer perception and satisfaction.
- Chapter-4 : Includes about research methodology. It contains objectives, hypothesis, and source of data, analytical techniques, significance and limitations of the study.
- Chapter-5 : Gives details about data analysis and interpretation.
- Chapter-6 : Contains major findings, suggestions and conclusion.

Acknowledgment

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Dr. Chirag Kishorkumar Sidhpuria**

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**Dr. Chirag K.
Sidhpuria**

Dr. Chirag K. Sidhpuria (M.B.A, Ph.D, NET (Commerce & Management) is working as Assistant Professor at J.Z.Shah Arts & H.P.Desai Commerce College, Amroli Surat. He has more than 15 years of total experience in academics as well as corporate financial market. He is certified financial trainer of financial literacy program. He is certified Resource Person of Securities & Exchange Board of India (SEBI), National Centre for Financial Education (NCFE), Indian Institute of Corporate Affairs, Ministry of Corporate Affairs for Investor Education and Protection Fund (IEPF) Authority. He has participated, presented and published many research papers in various national and international conferences. He has organised and coordinated many national webinars, international conferences, faculty development programs.



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