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NAAC SSR CYCLE - II

Criteria –III

METRIC 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**



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Criteria –III

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

S. No.	Year of the Publication	Page.No.
1	2022	3
2	2021	5
3	2020	6
4	2019	7

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Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	Mr D Victorseelan	Data Science and Visualization with Python				National	2022	978-93-94002-04-3	Scientific International Publishing House (SIPH)	Scientific International Publishing House (SIPH)
2	Mr D Victorseelan	Statistics for Management				National	2022	978-93-95468-41-1	AGPH BOOKS	AGPH BOOKS

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3	V.Sriharidevi	Cryptography and Network security				National	2022	978-93-94002-44-9	Scientific International Publishing House (SIPH)	Scientific International Publishing House (SIPH)
4	Mr Sivakumar P	Activity based learning Methods for Management Education				National	2022	938-93-91977-65-4	Trueline Publisher	Truline Academic & Research Centre
5	Ms. Sreeja S		Impact of work life balance of the faculty members in autonomous colleges at coimbatore district		Nehru International Conference on Management & Technology (NICOMT-22)	International	2022	978-93-93737-92-2	Nehru College of Management	Shanlax Publications, Vasantha Nagar, Madurai – 625003, Tamil Nadu, India

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6	Mr. Koushik R		A study on the level of influence done by the rural agro retailers to farmers		Nehru International Conference on Management & Technology (NICOMT-22)	International	2022	978-93-93737-92-2	Nehru College of Management	Shanlax Publications , Vasantha Nagar, Madurai – 625003, Tamil Nadu, India
7	Ms. Nandhini A		Review on - the next generation of iot-driven asset track and trace		Nehru International Conference on Management & Technology (NICOMT-22)	International	2022	978-93-93737-92-2	Nehru College of Management	Shanlax Publications , Vasantha Nagar, Madurai – 625003, Tamil Nadu, India
8	Dr. Sengaliappan		Medical diabetics prediction system using hybrid knn with aco algorithm		Nehru International Conference on Management & Technology (NICOMT-22)	International	2022	978-93-93737-92-2	Nehru College of Management	Shanlax Publications , Vasantha Nagar, Madurai – 625003, Tamil Nadu, India

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9	Dr. Moses Daniel		Impact of covid -19 on sports industry		Nehru International Conference on Management & Technology (NICOMT-22)	International 1	2022	978-93-93737-92-2	Nehru College of Management	Shanlax Publications, Vasantha Nagar, Madurai – 625003, Tamil Nadu, India
10	Dr. Krishnakumar P		Mergers are now bigger in india: a study on canara bank and syndicate bank amalgamation		Nehru International Conference on Management & Technology (NICOMT-22)	International 1	2022	978-93-93737-92-2	Nehru College of Management	Shanlax Publications, Vasantha Nagar, Madurai – 625003, Tamil Nadu, India
11	Dr. Karthikeyan		Potential role of infographics in digital marketing		Nehru International Conference on Management & Technology (NICOMT-22)	International 1	2022	978-93-93737-92-2	Nehru College of Management	Shanlax Publications, Vasantha Nagar, Madurai – 625003, Tamil Nadu, India

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12	Mr. Manoj Kumar		Review on internet of things in education industry		Nehru International Conference on Management & Technology (NICOMT-22)	International	2022	978-93-93737-92-2	Nehru College of Management	Shanlax Publications , Vasantha Nagar, Madurai – 625003, Tamil Nadu, India
13	Dr. Sengaliappan	“Tree-Based routing protocol for packet scheduling in wireless sensor networks				International	2022	978-93-91387-43-3,	Association of Global Academics and Researchers Publications, Tamilnadu	Association of Global Academics and Researchers Publications , Tamilnadu.
14	Dr.E.Chandra Blessie, Bindu George		“A Novel approach for Psychiatric Patient Detection and Prediction using Data Mining Techniques”		International Journal of Engineering Research and Technology (IJERT)	International	2019		Nehru College of Management	

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15	S Franklin John, R Swapna Kumari		A study on Perceived knowledge towards Organic Products		Internation al Journal of Managem ent, IT and Engineerin g	International	2019		Nehru College of Managem ent	
16	E. Chandra Blessie, A.Deepa		Input Analysis for Accreditation Prediction in Higher Education Sector by Using Gradient Boosting Algorithm		Journal of Theoretical and Applied Information Technology	International	2018		Nehru College of Managem ent	
17	Dr.E.Chandra Blessie, S.Gnanapriya		Feature Selection Using Modified Ant Colony Optimization Approach (Fs- Maco) Based Five Layered Artificial Neural Network For Cross Domain Opinion Mining		Journal of Theoretical and Applied Information Technology	International	2018		Nehru College of Managem ent	

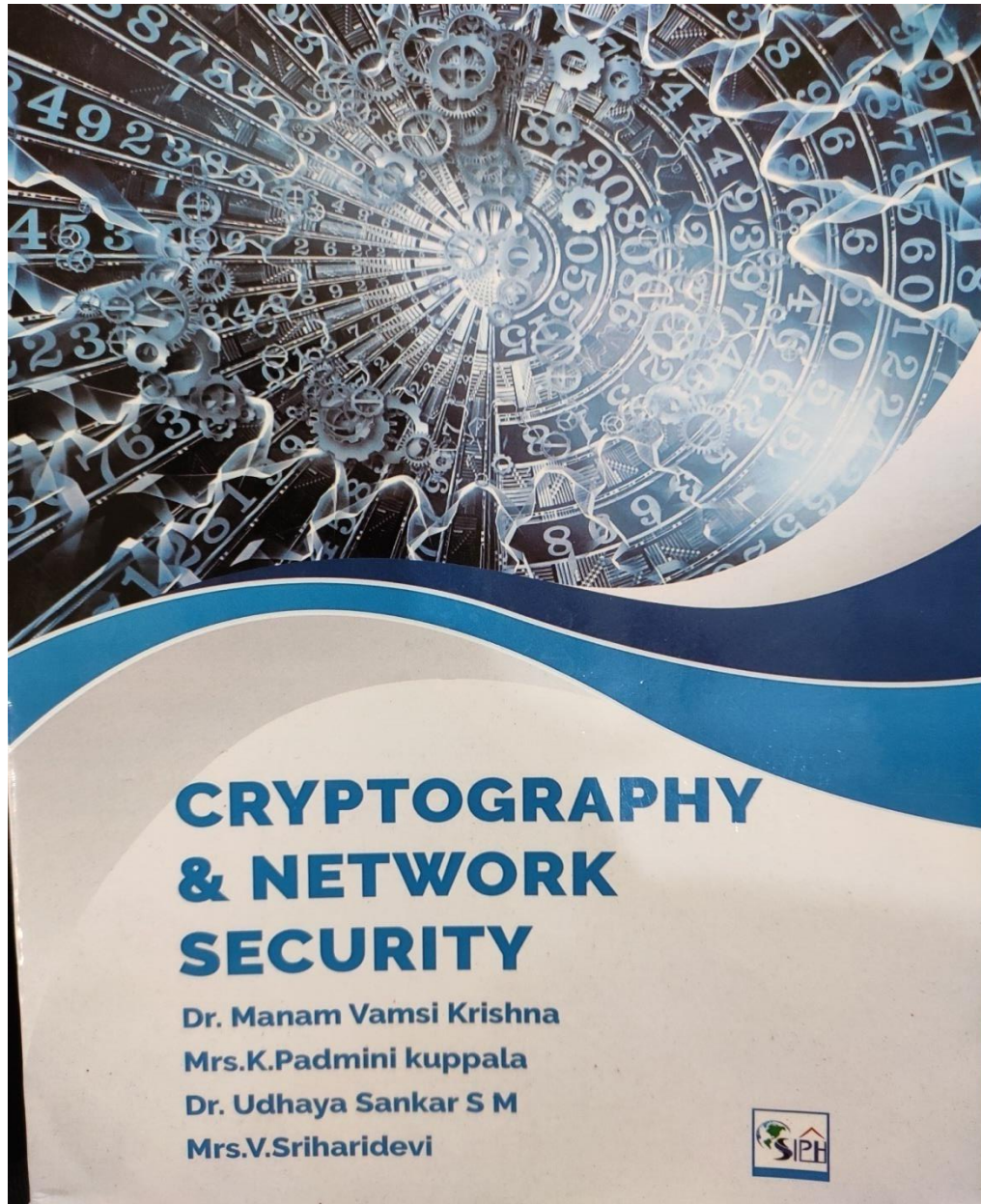
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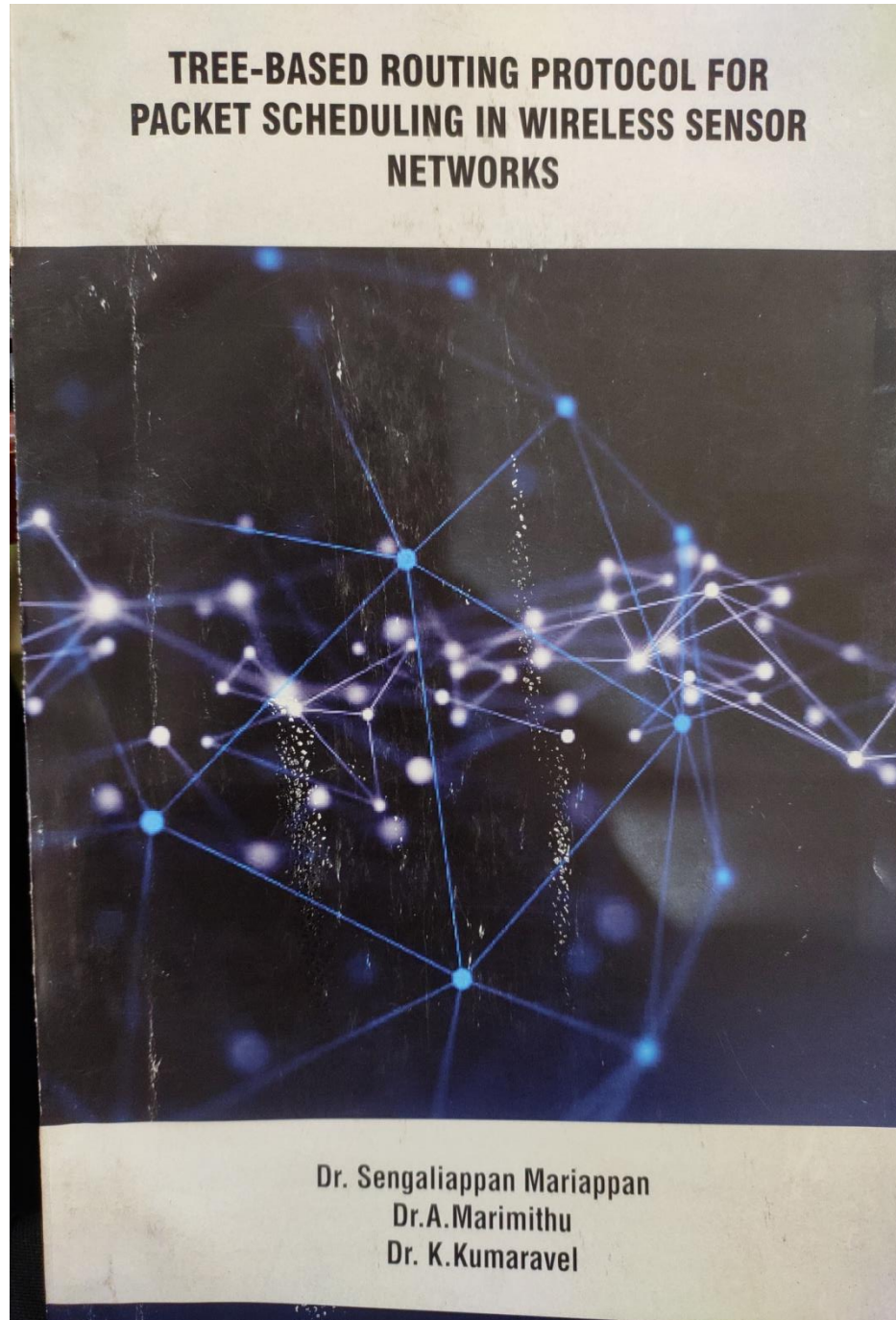
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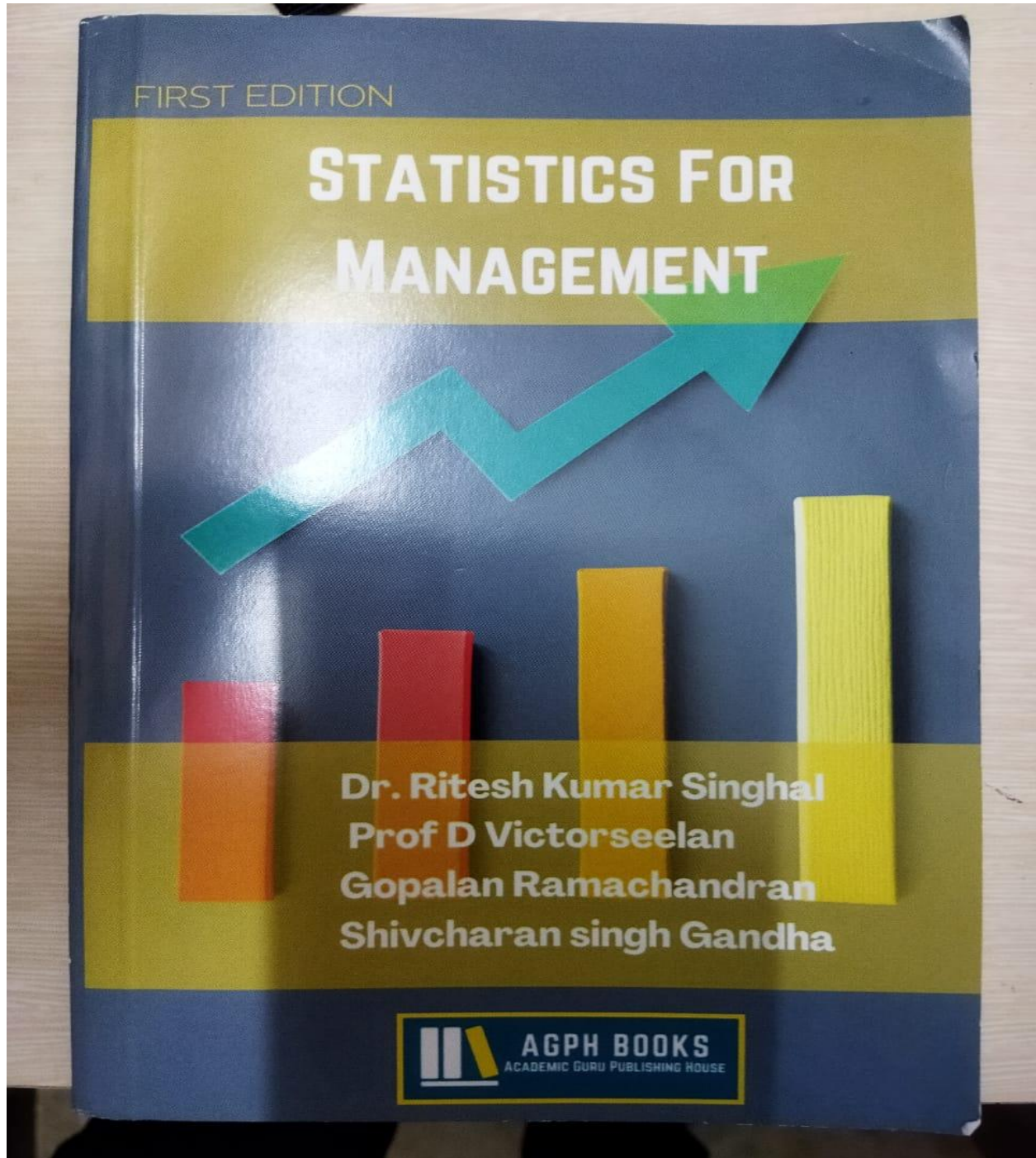
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AUTHORS PROFILE



Dr. N. Srikanth Reddy is working as an Assistant Professor in the School of Management at Presidency University. He is a doctorate in Management, from Visvesvaraya Technological University, Karnataka. His passion for technology and life fuels his work. He has published more than 25 Journal articles and 15 Conference papers which include ABDC, SCOPUS and UGC care Indexed journals. His areas of interest include Analytics, Digital Marketing and Indian Philosophy.



Prof D Victorseelan is at present Working as an Assistant Professor in Nehru College of Management, Coimbatore. He has a decade of experience and passionate towards teaching. He is Pursuing Ph.D. in the field of Biostatistics and Computational Statistics at Bharathiar University. He is one of the Leading Statistical Data Analysts and Consultant in the field of Academic research in Tamilnadu. More research scholars have been guided and benefited in acquiring their doctoral degrees with his accurate data analysis, interpretation and presentation of the thesis. He has represented as resource person in various workshops, seminars and conferences organized by various colleges. He has been instrumental in unlocking the hidden potential in the students and subsequently doing the follow-up and shaping their careers. His expertise includes SPSS, AMOS, Tableau, SmartPLS, Eviews and Zaitun etc. He has presented more number of papers in National and International Journals, Conference and Symposiums.



Dr. Bindu Krishnan is a Doctorate holder in Statistics with more than 20 years of experience in academics and research. She is currently working as Professor & Head of Department of Data Science, Computer Science & Information Technology in Jain University, Kochi, Kerala, India. She had achieved her PhD in Statistics from Bharathiar University and Master's Degree from Cochin University of Science and Technology. She had published the book entitled "Probability Distributions, Random Processes and Numerical Methods" under Wiley Publications and also published several research articles in reputed national and international indexed journals, including SCI, Web of Science and Scopus journals. Her major areas of research interest include Distribution Theory, Time Series Modelling, Data Science and Machine Learning.



Mr. P Srikanth Working as an Assistant Professor–Selection Grade in the Department of Systemics, School of Computer Science at University of Petroleum and Energy Studies, Dehradun. He received a Bachelor's degree (B.Tech) in Information Technology from JNTUH, Hyderabad, Telangana, India and a Master's degree (M. Tech) in Computer Science with Specialization in Parallel Computing from JNTUH, Hyderabad, Telangana, India. He is currently pursuing Ph.D. in Computer Science Engineering at University of Petroleum and Energy Studies, Dehradun, India. He has extensive teaching and academic experience and his main research interests' include Trust Assessment, social network, information security, Mobile Ad-hoc Networks and image processing. He has presented number of papers in National and International Journals, Conference, Symposiums. He has Indian, Australian and German Patents on his research.



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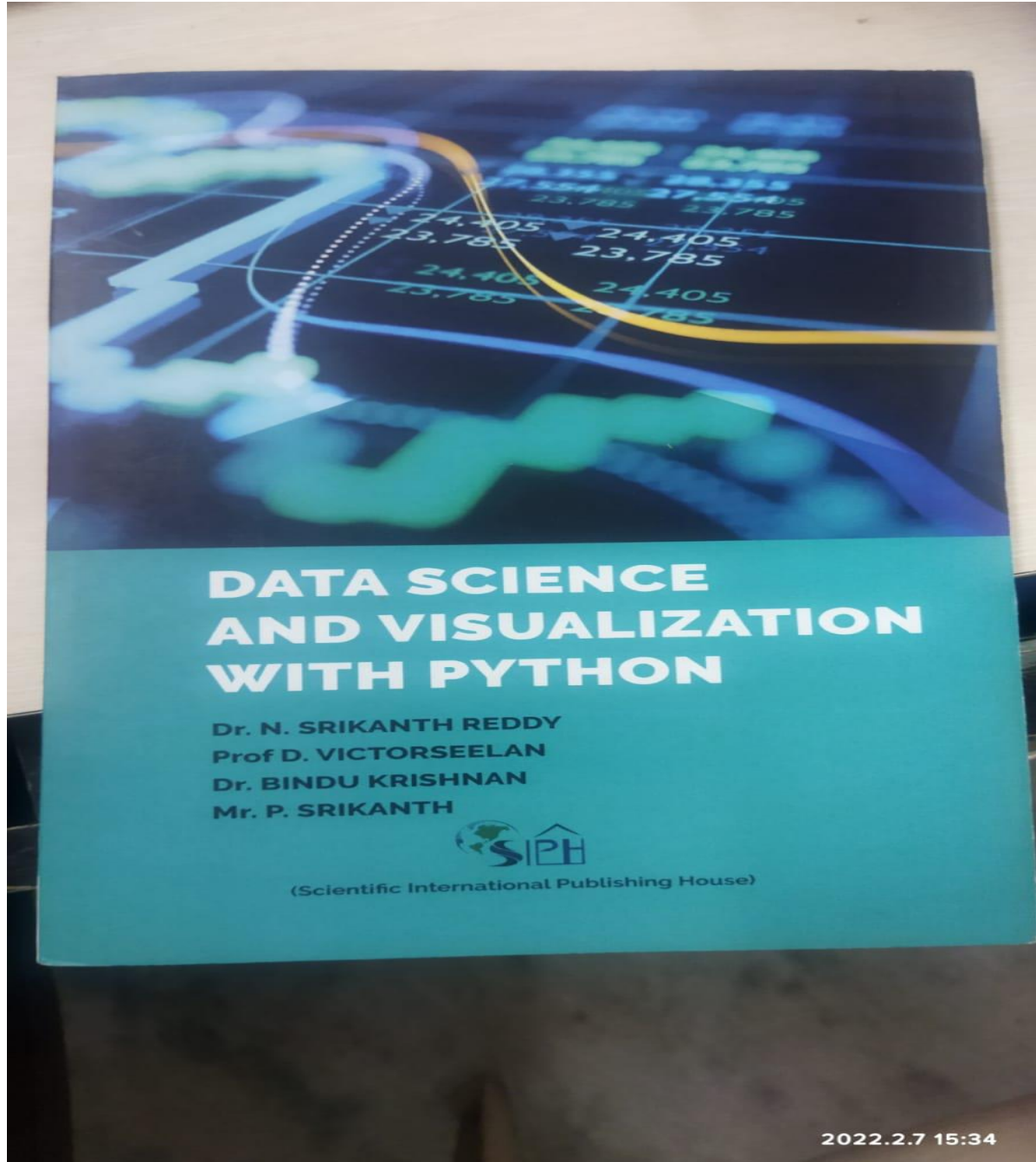
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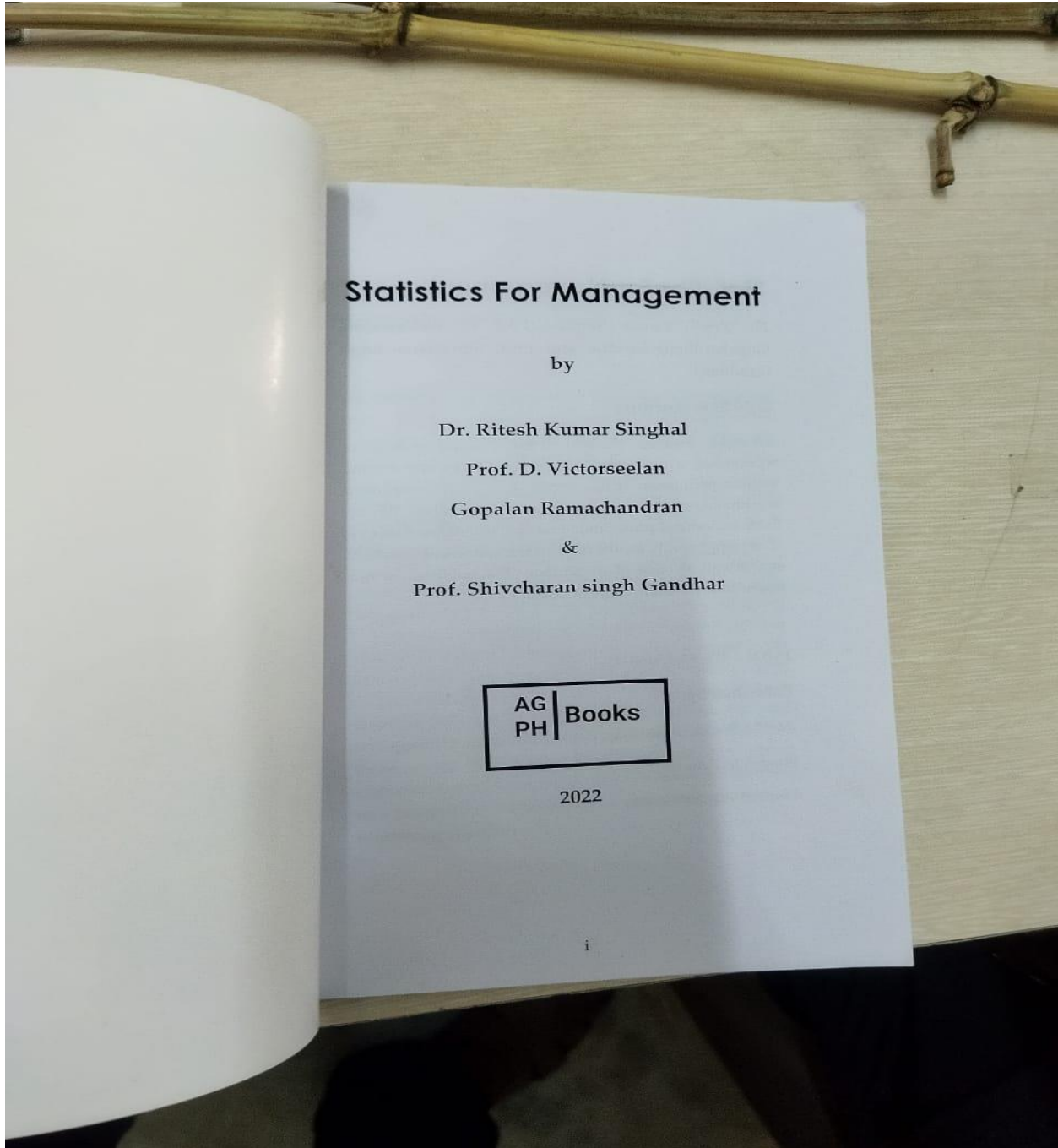
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Nehru International Conference on Management & Technology (NICM)

MERGERS ARE NOW BIGGER IN INDIA: A STUDY ON BANK AND SYNDICATE BANK AMALGAM


Research Scholar, Nehru College of Management

Professor, Nehru College of Management

ABSTRACT

With global participation and financial inclusion, the necessity of financial inclusion is a challenge not only for the Indian Banks, but the change is visible in the form an important part of our economic system and are crucial for a sustainable way for increasing the economy, by having latest up grade products and services. To make it globally competitive, the Government of India has adopted a big bank theory with its 10 public sector banks, to go for amalgamation of public banks. The amalgamation of Canara Bank and Syndicate Bank, the 4th largest public sector player in India in terms of assets. The amalgamation opens a wide market with hybrid technology, vast demographic coverage and scale of 3's size, scale and strength. The present study focuses on discussion of Canara bank and Syndicate bank, using key performance indicators. Keywords: Indian Banks, Big Bank Theory, Public sector player

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REVIEW ON ARTIFICIAL INTELLIGENCE

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ABSTRACT

The field and science of making the machines understand the world just like humans and attain human levels of thinking and decision making on their own is known as Artificial Intelligence. It is also a multidisciplinary field whose goal is to automate activities that presently require human intelligence. The system must automatically organize and utilize this information to solve the specific problems that it encounters.

Keywords: Artificial Intelligence, History, Approaches, Categories, Advantages, Disadvantages, Challenges, Current Trends



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MEDICAL DIABETICS PREDICTION SYSTEM USING HYBRID KNN WITH ACO ALGORITHM

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ABSTRACT

The fact that there are only about 7 qualified doctors for every 10,000 people in India highlights the multiple issues that the medical industry faces, including physician insufficiency, slower diagnosis, and timely medical aid for common people. In this situation, because clinical decision-making necessitates the highest level of diagnostic accuracy, physicians are faced with a time-consuming and difficult task. The above-mentioned issues can be addressed significantly by an automated system that assists clinicians in disease diagnosis. An expert system based on KNN and Ant Colony Optimization (ACO) is proposed in the proposed work. The ACO algorithm is used in this system to build fuzzy classification rules from training patterns. Artificial ants gradually build candidate fuzzy rules in search space. The ACO algorithm's stochastic behaviour helps the ants to find more precise rules. The fuzzy inference engine uses these refined rules to make decisions on testing patterns. By using 10-fold cross validation over Pima Indian Diabetes (Original) dataset, the proposed system achieves an average classification accuracy of 92.50% and a maximum accuracy improvement of 10% over the existing Machine Learning Algorithms.

Keywords: Pima Indian Diabetes, hybrid KNN with ACO, medical dataset, classification, machine learning algorithm.

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6

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Nehru International Conference on Management & Technology (NICOMT-22)

**A STUDY ON THE AWARENESS LEVEL OF REWARDS AND
RECOGNITION OF NON TEACHING STAFF IN PRIVATE COLLEGES**

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ABSTRACT

This study has been taken to understand the awareness level of Non-teaching staff of the private institution about the rewards and recognition schemes that are available for them. Further, the study also covers financial aid and support during COVID period by the college management to them. Coimbatore is being an education hub of Tamil Nadu, it has around 183 private colleges currently. For this study, we have considered private colleges located in Coimbatore west region. Each private college has HR department to take care of the HR functions. Rewards and recognitions is a part of HR functions. This study is especially to analyse the rewards and recognition for non-teaching staff in the private colleges. For the study the researcher will test the awareness level of covered cash rewards, paid holidays, team outing, bonus, increment, purchasing coupons under rewards and recognition for non-teaching staff as these are the common practices by HR's in Private colleges.

Keywords: Rewards and Recognition, R&R, Non-teaching staff, Covid-19 period, Human resource

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REVIEW ON - THE NEXT GENERATION OF IOT-DRIVEN ASSET TRACK AND TRACE

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ABSTRACT

The Internet of Things (IoT) describes the network of physical objects – “things” – that are embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the internet. The potential for IoT-enabled asset management is enormous. Whether pinpointing inventory, detecting changes to asset condition, tracing lost or stolen goods or optimizing your supply chain, IoT-enabled asset management solutions provide the tools to improve efficiency in a wide range of industries dramatically. However, achieving full success when implementing the new generation of asset management must be carefully planned and executed. Open Text’s IoT-enabled asset management solutions allow you to create a digital twin of all your assets and incrementally layer capabilities to reach 360-degree asset visibility at the pace and cost that suits your business and the developing use cases.

Key Points: Network connectivity and computing capability extends to objects, sensors and everyday items not normally considered computers, allowing these devices to generate, exchange and consume data with minimal human intervention.

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Nehru International Conference on Management & Technology (NICOMT-22)

IMPACT OF COVID - 19 ON SPORTS INDUSTRY

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ABSTRACT

The effects of COVID-19 continue to flow through the world's health, educational, financial, and commercial institutions, and the sports ecosystem is no different. Matches and competitions are being cancelled or postponed. Many questions have arisen from the situation such as how to manage fan expectations, minimize operational disruption, and plan for a future that, in both the short and long term. With the pandemic looking likely to be with us for some time, the entire sports ecosystem will need new ways to deal with threats to financial and business continuity arising from disrupted cash flows, legal and insurance challenges, and possible impacts on longer-term attendances and engagement. Furthermore, the sport industry is now finding new ways to engage consumers and developing contingency plans for games without audiences, exploring opportunities for virtual technologies to grow and also home work-out trends are booming more than ever due to lockdown restrictions, offering new fitness routines that might be here to stay even after confinement. At the beginning of 2020, no one would have imagined that a match, let alone tournaments in their entirety, will be held behind closed doors in empty stadiums and quiet atmospheres, however, the pandemic brought the sporting world to a standstill. COVID-19 has brought in a wave of challenges and opportunities for the sports sector. On the other hand, the media innovations that have taken place during this time are certainly going to transform the manner in which traditional sports are consumed which have made it more interactive experience for both, the Sportsman and the fans. Since the economics of sport hinges upon a fan base, till such time as the fans can maintain that connect with sport and their favorite teams in one way or another, eventually, as soon as they perceive the environment to be safe, people will return to the stadiums and sport is bound to thrive.

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AN IMPACT ON USAGE OF MOBILE PHONE AMONG TEENAGERS AND YOUTH

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ABSTRACT

There is an enormous increase in usage of mobile phones among teenagers and youth in India. Student starts using mobile phone from the age of 10 years and the majority of mobile phone users are in the age group of 15 to 25 years. There are many advantages in use of mobile phones but it also has major health risks like eye irritation, headache, sleeplessness, tumor/cancer. This study look into the pattern of mobile phone usage among teenagers and youth and the health risks associated with it. Random sampling technique was used and using questionnaire survey method data was collected from 110 respondents. The collected data was analyzed using various tools and techniques to draw a meaningful inference and conclusion.

Keywords: Mobile phone, teenagers and youth, health affects



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EXPLOSIVE GROWTH IN HR TECHNOLOGY“THE NEED FOR CHANGE IS CHANGING HR THROUGH BIG DATA”

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ABSTRACT

Technology is changing everything and impacting most every part of every business. Innovative human resource practices have reengineered the old process. Today human resource managers have innovated their way of hiring and recruiting employees. When thinking of how the hr management technologies is affected by organizational growth. We cannot ignore the growth of big data analytics in HR, because today HR management have innovated their own way of HR. practices. Human resources technology helps in all processes from recruit to retire functions and has drastically changed the way employees and managers get access to the human resource data. Using the best in HR Technology to stay ahead of the curve just makes sense. This paper explores the available technology and its usefulness in executing the managerial functions and challenges faced by them. Indeed, technology rules the world and HR people enjoy the fruits of benefits and one cannot wish away the organizational which can accommodate with caution and human touch. No one can deny the fact that no doubt that technology has made it easier and faster to gather, collate, and deliver information and communicate with employees. More importantly, it has the potential to reduce the administrative burden on the HR department so it is better able to focus on more meaningful HR activities, such as providing managers with the expertise they need to make more effective HR related decisions

Keywords: Human Resource Management, technology, challenges

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POTENTIAL ROLE OF INFOGRAPHICS IN DIGITAL MARKETING

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ABSTRACT

Digital Marketing also known as online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of Digital communication .At a high level Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email and mobile apps using those online media channels, Digital marketing is the method by which companies enclose goods, services and brands. Consumers heavily rely Digital means to research products. as digital marketers; we know that we must work harder to get out target audience engaged with our websites and content. Users have so much content vying for their attention .Our job is to entice our audience with interesting content that grabs their attention with proving to them we are trusted resources. It can be difficult to pay attention to one thing for very long, conversely it also make it difficult to hold anyones attention for very long. This created the significant engage with consumers; in day today digital world marketers need smart strategies for making the most of the 8 seconds attention span, this requires visual story telling tactics, that will capture attention before something else does .comparing to text, graphics will catch people’s attention compare to written text Graphics in combination with little text removes the barriers the make comprehensive easy and this story telling tactics will capture attention before something else does and this phenomenon has a name, info graphics. Info graphics has become an essential digital marketing tool for online business and digital marketers. The key reason behind the growing popularity of info graphics is that people these days are more interested in the content with visual content as compared to the plain piece of information .therefore online business owners and digital marketers can use info graphics as a useful marketing tool to catch users attention and searching out to large number of targeted audience.



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REVIEW ON INTERNET OF THINGS IN EDUCATION INDUSTRY

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ABSTRACT

Education has changed to a collaborative self-directed model from a knowledge-transfer model by the influence of various sensor and network based technology used in the educational institutions. The technological advancements already have shown a pattern shift in education system across the world. Smart education, Smart Class and Smart Laboratories are the new term evolved due to these changes. Connectivity, Network and Sensors are basics of IoT which has been utilized in almost all the human activities. Numerous studies have been conducted in understanding the impact of IoT in education industry focusing on adoption of IoT in education, training, Campus Energy Management and Eco-System Monitoring, Secure campus and classroom access control, Student's health monitoring, Improving Teaching and Learning and wearable technologies in education. By implanting sensors in products and objects and integrating cloud computing, wearable technologies and big data can be used to measure and analyze data and provide useful information to the management about educational environment. We have identified that IoT has been useful in reducing cost for the institutions, improving comfort and saving time in education, Enhanced Safety, Personalized Learning and Increasing student collaboration and engagement.

Keywords: Teaching and Learning, Internet of things, IoT, Education, Sensor, network, Digital campus, Smart Class



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IMPACT OF 'VISUAL MERCHANDISING IN RETAIL OUTLETS' ON CUSTOMER BUYING BEHAVIOUR POST COVID-19 PANDEMIC

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ABSTRACT

The unstable, turbulent ages of the pandemic have slowly receded, we are once again getting used to feeling a sense of normal. A market that faced lockdowns, curfews and various restrictions, are now again getting customer foot falls. New entrepreneurs and business owners struggled to meet ends and survive. Customers rapidly shifted to E-Commerce Retail Platform to satisfy their desires and needs. In the near future we might entirely shift to an online market, ditching our dependency on the traditional brick and mortar shops. A customer walks into a Convenience Store /a Super Market, He or she is met with an overwhelming amount of information. The purchase decision and power ultimately reside in the hands of the customer but swaying that power in favour of one particular brand can be done through Visual Merchandising. Its ultimate purpose is to optimize the presentation of the products and services to better highlight their features and benefits. The visual appeal is expected to garner the attention of the customer's and to motivate them towards making a buying decision. When done effectively, Visual merchandising can increase sales by directing people to the products they want or need. It can also invoke the idea of buying a new product that the customer has not been familiar. Visual merchandising also acts as a sign to convey the customers about the product/service 's availability in the location. This study will take a look into how a customer perceives visual merchandising and also how it influences their buying decision



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IMPACT OF WORK LIFE BALANCE OF THE FACULTY MEMBERS IN AUTONOMOUS COLLEGES AT COIMBATORE DISTRICT

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ABSTRACT

Work life balance has become a focal point of study for HR managers. It has become a concept of effective management between paid works and other personal activities such as spending quality time with the families, friend group, personal development and so on. So many research article has published on the topic but in this study the researcher is focused on determining the work life balance of the faculty members working in autonomous college in Coimbatore district. The researcher has concentrated on some of the core area like the relationship of stress and performance level of the faculty members, the satisfaction level, the factors which are most influential for performance appraisal and the reason for employee turnover and its effect on the institute, students and faculty members. Earlier by providing better training (FDP's) and job security the management can get better participation from the faculty but now the concept is changing. Employees started giving more importance to their personal development and reputation too. So the crux of the study is to find out the reason for such variance and to provide suitable recommendation for that.



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A STUDY ON THE LEVEL OF INFLUENCE DONE BY THE RURAL AGRO RETAILERS TO FARMERS

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ABSTRACT

Unlike other sectors the agriculture sector has less touch points and also there are many external challenges in our country including fluctuating crop price, amount of rainfall received, new pest and disease attacks on crops. Also the literacy level of farmers has been steadily increasing day by day, usage of smart phones and internet access also increasing rapidly. Also a swift in the number of agro retailers registered for last two decades in India. So the purpose of the study is to explore the methods and strategies carried out by the agro retailers to influence farmers which results in repeat purchases. The result of the study will explore the level of influence by the retailer to customer and also the methods and strategies used.