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THE MULTIDISCIPLINARY PERVASIVE FACE OF BUSINESS MANAGEMENT

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Dr. Firoz Husain
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The Multidisciplinary Pervasive Face of Business Management

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PREFACE

The Multidisciplinary Pervasive Face of the company Management talks about many aspects that have to do with running a business.

Business management is a big and always-changing field that covers a lot of diverse areas, such economics, finance, marketing, operations, psychology, and sociology. In today's fast-paced global economy, managers have to do more than just make strategic decisions and lead. It also has to run the firm every day and come up with new ideas. Businesses need to operate in a way that is broad and interconnected because they are always facing new chances and issues.

The book talks about the numerous parts/advice on how to run a business in a world that is continually changing. It illustrates that managers need to know a lot about a lot of various things to solve hard problems. To help the firm do well, a good manager needs to know how to use a range of tools, frameworks, and methodologies. You may do this by making the supply chain better, coming up with strong marketing plans, managing people, or keeping an eye on what's happening in the market.

This book combines theory with real-life events to help readers completely understand all the different components of running a business. In a business environment that is getting more and more competitive, it also underlines how crucial it is to be adaptable, always learn new things, and be able to come up with new ideas.

The purpose of this book is to give future managers the tools and information they need to succeed in a world that is continually changing and connected. With this information, they will be better equipped to lead teams, make sensible choices, and help any firm develop in the long run.

Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai

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Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai

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A Study on People's Perception of Post Office Saving Schemes with Special Reference to Lucknow

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Abstract

The present study is an attempt to gauge the perception of people on Post Office Saving Schemes POSS of Lucknow, Uttar Pradesh. The aim of the study is to measure the investor's awareness, preference and satisfaction towards Various Poss. The paper also addresses client issues and provides recommendations for improving the effectiveness and popularity of these programs. Information was collected from 70 respondents by using a structured questionnaire. Further, the results of the study were analysed descriptively. According to the outcome, POSS is safe, and reliable but their use is not that famous as people are unaware of them and the technology has not improved to their level. Based on the findings, MOST is going to suggest ways of improving customer satisfaction and increasing usage of POSS.

Keywords: Lucknow, Post Office Saving Schemes, Investor Perception, Savings, Financial Inclusion, and Customer Satisfaction.