

# A Study on Significance of Competence of Services Provider in Knowledge-Based Service Marketing

**P. Ponraj**

*Assistant Professor, Department of Commerce & Research Centre  
Sourashtra College (A), Madurai, Tamil Nadu, India*

**T.P. Ramprasad**

*Assistant Professor, Department of Commerce & Research Centre  
Sourashtra College (A), Madurai, Tamil Nadu, India*

## OPEN ACCESS

Manuscript ID:  
COM-2021-09034125

Volume: 9

Issue: 3

Month: July

Year: 2021

E-ISSN: 2582-6190

Received: 23.04.2021

Accepted: 25.05.2021

Published: 01.07.2021

Citation:  
Ponraj, P., and T.P.  
Ramprasad. "A Study  
on Significance of  
Competence of Services  
Provider in Knowledge-  
Based Service Marketing."  
*ComFin Research*, vol. 9,  
no. 3, 2021, pp. 7-10.

DOI:  
[https://doi.org/10.34293/  
commerce.v9i3.4125](https://doi.org/10.34293/commerce.v9i3.4125)



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## Abstract

*In India BPO is a main source of knowledge based services. BPO offers many benefits. It aids in cost reduction by lowering HR costs, such as wage bills, perks, employee benefits, and administrative overheads. Only the client is responsible for the cost of meaningful, high-quality work produced by Bookmarking knowledge-based services is a complicated process with numerous important considerations and the objective of the study is to know significance of competence of the service provider in knowledge-based services for this data has been collected from 30 sample respondents, SPSS package has been used to derive statistical inference.*

**Keywords: BPO, Knowledge based services, Service provider, Competence, Book marking**

## Introduction

The world today is rapidly transitioning from an industrial to a knowledge-based economy. Knowledge intensity exists in the knowledge economy, where efficient manufacturing is based on information and know-how a highly regarded, The key to success in the information economy and knowledge society is a skilled workforce. Knowledge workers refer to the knowledge professionals who work in the knowledge economy. Workers with higher degrees of education are known as knowledge workers, and their employment is the result of their abilities. The cycle time for introducing products and services has shrunk as global business has gotten more competitive. Customers expect a high level of service quality. As a result of the lack of reaction, businesses have created methods and business models that improve operational efficiency. Furthermore, these business models provide strategic value to the products and services they provide. Knowledge process outsourcing, or KPO, is the term for this phenomenon. Offshoring of knowledge-intensive business operations that require specific domain expertise is known as Knowledge Process Outsourcing. KPO, or Knowledge Process Outsourcing, is the result of the evolution and maturity of the Indian BPO business. BPO is becoming stratified according to the level of expertise and knowledge required for the work. The cycle time for developing new products and services has shrunk as global industry has gotten more competitive. Customers expect a high level of service quality.

**Objective of the Study**

- To know the Profile of service provider (BPO)
- To Analyse the significance of competence of the service providers in knowledge-based service marketing.

**Collection of Data**

The present study is based on both primary and secondary data. The required primary data were collected through the structured questionnaire. In this study a pre-test was conducted among 30 respondents according to the result of the pre-test and the opinion of the respondents surveyed. The researcher weeded out the unwanted questions and the suitable modifications was made in the questionnaire. The required secondary data were collected through newspapers, magazines, journals and web portals.

**Table 1: Place of Business**

Location	No. of respondents	%
Bangalore	10	33.3
Chennai	11	36.7
Hyderabad	9	30.0
Total	30	100

**Inference:** Majority 36.7% of the sample respondents belongs to Chennai city.

**Table 2: Type of Services**

Type of services	No of respondents	%
Administration	9	30.0
Customer Care	10	33.3
Human Resource	6	20.0
Finance & Payment	5	16.7
Total	30	100

**Inference:** Majority 33.3% of the sample respondents service type is customer care.

**Table 3: Business Experience**

Business Experience	No. of respondents	%
Up to 5 years	9	30.0
6-9 years	10	33.3
10-12 years	11	36.7
Total	30	100

**Inference:** Majority 36.7% of the sample respondent’s business experience is about 10-12 years.

**Table 4: Competence of the Service Providers in Knowledge-Based Service Marketing**

Options	Mean	S. D.	Rank
Business Process Management (BPM)	11.1	2.11	V
Outsourcing Management (OMC)	9.6	2.38	II
Information Technology Management Competence (ITMC)	9.9	2.37	III
Human Resource Management Competence (HRMC)	9.7	2.19	IV
Relationship Management Competence (RELMC)	10.4	2.45	I

From the table 4, it is observed that highest mean score 11.1 secured by Business Process Management (BPM), second highest mean score 10.4 mean is secured by Relationship Management Competence (RELMC) followed by Information technology management competence (ITMC) secured 9.9.

**Table 5: Relationship Between Place of Business and Perception Score - Kruskal Wallis Test**

Options	Chi square	Asymp. Sig	Result
Business Process Management (BPM)	0.154	0.926	NS
Outsourcing Management (OMC)	0.935	0.627	NS
Information Technology Management Competence (ITMC)	2.194	0.334	NS
Human Resource Management Competence (HRMC)	0.080	0.961	NS
Relationship Management Competence (RELMC)	3.265	0.195	NS

NS - Not Significant

From the table 5, it is observed that there is no significant relationship between place of business and perception score. Since the level of significance is more than 0.05 null hypothesis accepted. Hence it is concluded that place of business has no significant relationship between perception score of competencies.

**Table 6: Relationship between Type of Service and Perception Score - Kruskal Wallis Test**

Options	Chi square	Asymp. Sig	Result
Business Process Management (BPM)	1.348	0.718	NS
Outsourcing Management (OMC)	3.170	0.366	NS
Information Technology Management Competence (ITMC)	0.576	0.902	NS
Human Resource Management Competence (HRMC)	1.495	0.683	NS
Relationship Management Competence (RELMC)	3.487	0.322	NS

NS - Not Significant

From the table it is observed that there is no significant relationship between type of service and perception score. Since the level of significance is more than 0.05 null hypothesis accepted. Hence it is concluded that Type of Service has no significant relationship between perception score of competencies.

**Table 7: Relationship between Number of Years of Service and Perception Score - Kruskal Wallis Test**

Options	Chi square	Asymp. Sig	Result
Business Process Management (BPM)	1.514	0.469	NS
Outsourcing Management (OMC)	2.458	0.293	NS
Information Technology Management Competence (ITMC)	1.872	0.392	NS
Human Resource Management Competence (HRMC)	2.711	0.258	NS
Relationship Management Competence (RELMC)	0.879	0.644	NS

NS - Not Significant

From the table it is observed that there is no significant relationship between number of years of service and perception score. Since the level of significance is more than 0.05 null hypothesis accepted. Hence it is concluded that number of years of service has no significant relationship between perception score of competencies.

**Findings**

- Majority 36.7% of the sample respondents belongs to Chennai city.
- Majority 33.3% of the sample respondents service type is customer care.
- Majority 36.7% of the sample respondent's business experience is about 10-12 years.

There is no significant relationship between place of business and perception score. Since the level of significance is more than 0.05 null hypothesis accepted. Hence it is concluded that place of business has no significant relationship between perception score of competencies.

There is no significant relationship between type of business and perception score. since the level of significance is more than 0.05 null hypothesis accepted. Hence it is concluded that type of service has no significant relationship between perception score of competencies.

There is no significant relationship between number of years of service and perception score. Since the level of significance is more than 0.05 null hypothesis accepted. Hence it is concluded that number of years of service has no significant relationship between perception score of competencies.

**Conclusion**

Business process management and relationship management are two crucial skills that will aid the service provider in delivering BPO outcomes that meet the client's expectations. In order to strengthen business process management competency, the service provider must also have the foundational competencies of information technology management and human resource management. Competence of the service provider is not dependence on their location, experience and type of business but based on the performance of the service provider.

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## Author Details

**P. Ponraj**, Assistant Professor, Department of Commerce & Research Centre, Sourashtra College (A), Madurai, Tamil Nadu, India

**T.P. Ramprasad**, Assistant Professor, Department of Commerce & Research Centre, Sourashtra College (A), Madurai, Tamil Nadu, India