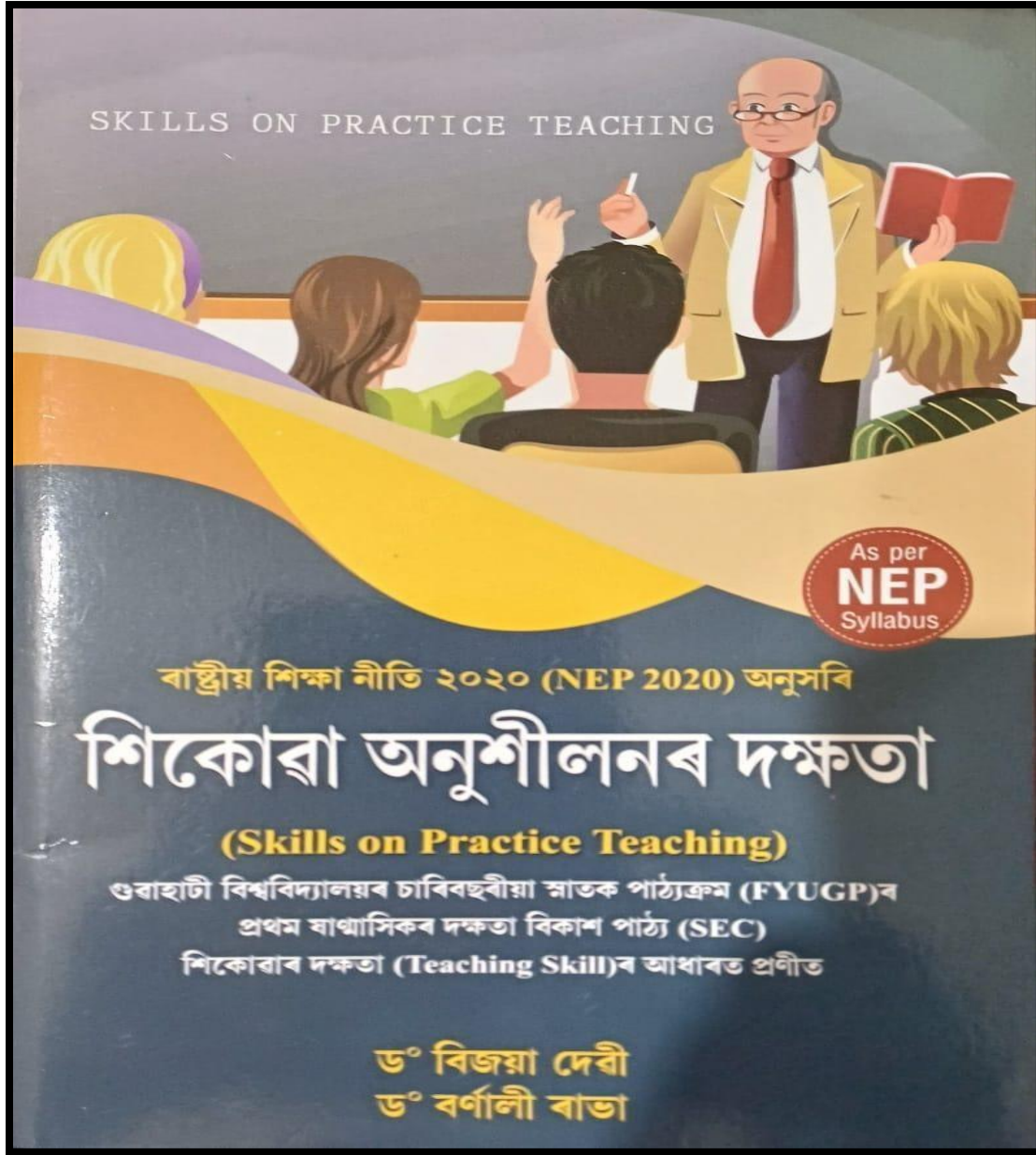


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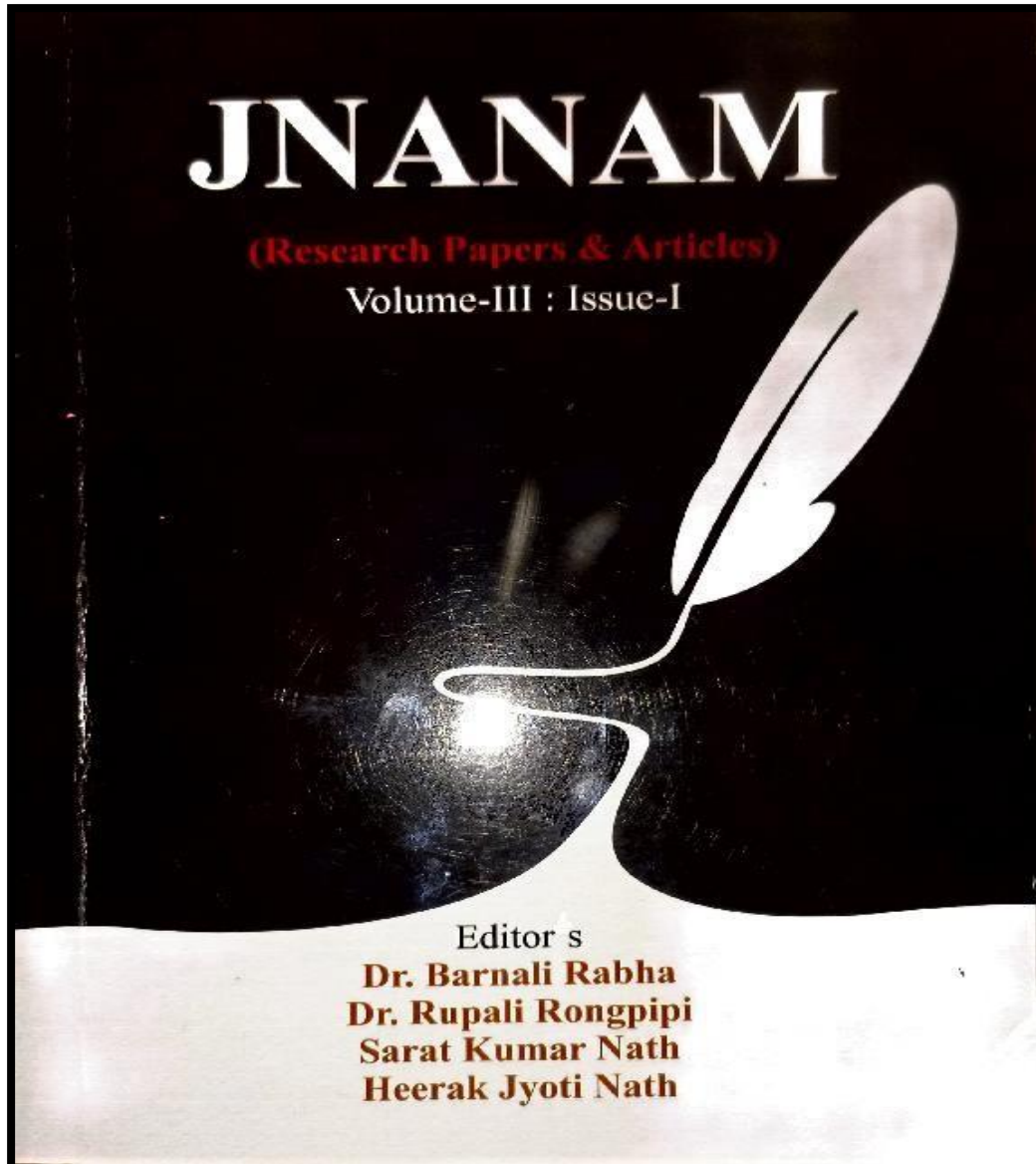
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# JNANAM

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## A Study on Job Satisfaction of the Secondary School Teachers of Kamrup District, Assam

**Dr. Barnali Rabha,**  
Assistant professor  
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Lakhipur, Goalpara

**Dr. Rupali Rongpipi**  
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Lakhipur, Goalpara

### Abstract:

*The objective of the present study was to find out whether there is any significant difference of job satisfaction of the male and female secondary school teachers and also to compare whether there is any significant difference of job satisfaction of the govt. and private secondary school teachers. Descriptive survey method was used for the present study. 100 teachers from private schools and 100 teachers from govt. schools were considered as sample from the present study. Stratified random technique was used in order to collect the relevant data. Here the investigator used Job satisfaction inventory (R.S.Mishra, 1993) and General information schedule. The findings of the present study found that the male teacher of secondary school has high job satisfaction than female teacher. Thus from the result it can be said that job satisfaction of secondary school teachers differed significantly depending on their gender. Again the study found that there were significant difference between the govt. secondary school teacher and private secondary school teacher. From the result the investigator found that govt. teacher have high job satisfaction than the private teacher.*

*.Keywords: Job satisfaction, secondary school teachers.*

**Introduction:** The quality of a nation depends on the quality of its citizens and turn the qualities of the citizens depend on the quality of their education. The quality of their education is also depending on the quality of teacher. Teacher can play an important role in the progress and welfare of a society. Teacher is the backbone of our society. Education is the process of instruction which aims is to developing the knowledge, skills, attitude or character of individuals for preparing them to live a meaningful life. A secondary teacher deals with students in class ix, x, xi and xii. Teachers Job satisfaction is one of the most important factor for the developing education system.

Job satisfaction is a positive emotional feelings resulting from the appraisal of one's job or job experience. Job satisfaction expresses the extent of match between employee's expectations of their job and the reward that the job provides. Job satisfaction includes both

Mr. Sarat Kr. Nath, Assistant Professor, Dept. of Economics, Lakhipur College, Lakhipur



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## CONSUMER PERSPECTIVES ON MOBILE ADVERTISING AND MARKETING

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### ABSTRACT

Mobile devices and mobile apps provide several benefits to merchants in addition to the possibility of using a new channel to communicate with clients. Mobile devices provide users with the opportunity to integrate the search for information, the functionality of a phone, and interactivity when they are buying in-store or using a product. Since a mobile device is a customer's continuous companion and a portal to a connection between the consumer and the merchant, it is a suitable additional channel for both online sales and traditional storefront commerce.

**Keywords:** *Marketing on mobile devices, system integration, and adding value.*

### INTRODUCTION

Different consumers have different viewpoints on mobile advertising and marketing due to differences in mobile device, demographics, personal preferences, and prior experiences. Many people have conflicting opinions about mobile ads; some find them helpful and instructive, while others find them obtrusive and bothersome. Studies demonstrate that younger customers are more open to mobile advertising than older consumers, and that personalization and relevance are crucial variables in the acceptability of mobile advertisements among this demographic. In addition, customers lean towards mobile marketing approaches that allow them to opt in to receiving certain sorts of messaging. Yet, customers worry about the safety of their private information when interacting with mobile marketing and advertising. Consumers want to know exactly what information is being gathered and how it will be used, and they want the option to stop any further tracking or targeted advertising at any time. Mobile advertising and marketing, in general, may be an efficient method to reach and engage customers, but it calls for a strategic strategy that strikes a balance between the demands of companies and the desires of consumers.

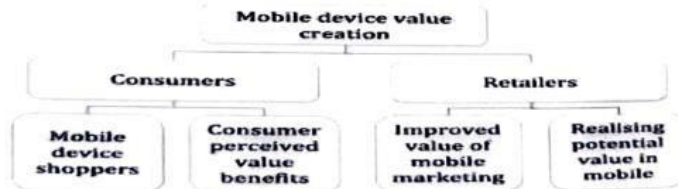


Fig. 1. Discussion topology.


Dr. Abdus Sagir Ahmed, Dept. of Arabic, Lakhipur College, Lakhipur

# স্পোকেন এৰাবিক

প্ৰথম আৰু দ্বিতীয় খণ্ড  
প্ৰথম আৰু দ্বিতীয় বাৰ্ষিকৰ বাবে

গুৱাহাটী বিশ্ববিদ্যালয়ৰ ৰাষ্ট্ৰীয় শিক্ষানীতি ২০২০ অধীনত চাৰি  
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