International Journal of Applied and Advanced Multidisciplinary Research (IJAAMR)
Vol.3, No.7, 2025: 451-476

A Study on Process Mapping and Optimization of the Business Visa Application Workflow with Customers of Voyage Planner in Ahmedabad City

Muskan Lulla[1*], Jignesh Vidani [2]
L.J. Institute of Management Studies, LJ University
Corresponding Author: Muskan Lulla 24003400310022@mail.ljku.edu.in

ARTICLEINFO

Keywords: Visa Process Optimization, Customer Satisfaction, Age-Based Perception, Process Mapping, Digital Tools in Service Delivery

Received : 2 May
Revised : 12 June
Accepted: 23 July

ABSTRACT

This study titled "A Study on Process Mapping and Optimization of the Business Visa Application Workflow with Customers of Voyage Planner in Ahmedabad City" aims to evaluate the efficiency, structure, and customer satisfaction levels of the business visa application process provided by Voyage Planner. The research focuses on how different age groups perceive key service touchpoints such as initial consultation, document clarity, process timelines, online guidance, and post-visa support. A structured questionnaire was distributed, and data was collected from diverse age groups. Using descriptive statistics and chi-square tests, the study identified significant associations between age and various service attributes. Notably, respondents aged differently in their perception of timely assistance, digital support, process structure, and satisfaction levels, indicating the need for age-specific service strategies. While over 50% of respondents expressed high satisfaction, the findings revealed a strong demand for automation and digital tracking tools, especially among younger clients. Coordination issues and the need for post-visa services also emerged as key areas for improvement. The research contributes to both theoretical frameworks such as SERVQUAL and Technology Acceptance Model (TAM) and offers practical implications for process enhancement, digital transformation, and customer experience personalization.

DOI: https://doi.org/10.59890/ijaamr.v3i7.65
ISSN-E: 3026-2437
https://journal.multitechpublisher.com/index.php/ijaamr

INTRODUCTION

In a world characterized by globalization, cross-border mobility has become an integral element of business operations (Vidani, 2015) (Vidani & Plaha, 2017). The capacity to move across borders for work purposes allows entrepreneurs, investors, and executives to access new markets, develop international partnerships, and strengthen the organizational sphere (Vidani & Solanki, 2015) (Vidani J. N., 2020). At the center of this international connectedness is the business visa—a technical permit allowing temporary entry into foreign nations for purposes of business engagement in the form of meetings, conferences, negotiations, or investment-related matters (Vidani, 2015) (Vidani J. N., 2018). But much as it has become increasingly important, its issuance process still remains cumbersome, often entailing multiple regulatory demands, national procedures, and voluminous documentation (Vidani, 2015) (Vidani & Dholakia, 2020) . This is a reflection of the necessity for the simplification and process optimization of visa processes in order to enhance efficiency, transparency, and customer satisfaction (Vidani, 2015) (Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022).

A business visa usually has a non-employment purpose, which makes it distinct from work permits (Solanki & Vidani, 2016) (Vidani & Das, 2021). Depending on the period and intention, business visas may be categorized into short-term, long-term, and multiple entries (Vidani J. N., 2022) (Saxena & Vidani, 2023). Short-term business visas are granted for short-term visits, usually with the purpose of short-term engagements such as meetings or training sessions (Vidani, 2016) (Vidani, Das, Meghrajani, & Singh, 2023). Conversely, long-term business visas address people who set up a business or run global operations on a long-term basis (Bhatt, Patel, & Vidani, 2017). Multiple-entry business visas are particularly convenient for regular visitors, providing convenience to do business in several jurisdictions (Niyati & Vidani, 2016).

While the basic requirements from country to country are analogous. (Vidani, Das, Meghrajani, & Chaudasi, 2023) e.g., having an appropriate passport, presenting an invitation letter, showing financial solvency, and having a clear itinerary of business(Bansal, Pophalkar, & Vidani, 2023). The process of application and regulations may vary considerably (Pradhan, Tshogay, & Vidani, 2016). For example, although the United States. B-1 visa is all about strong connections with home and financial independence, yet the U.K.'s Innovator Visa involves a workable business strategy and third-party validation (Modi, Harkani, Radadiya, & Vidani, 2016). In the same vein, the Schengen Business Visa facilitates better movement between European Union countries, while Canada and Australia impose stringent visitor categorizations according to business purpose and duration of stay (Vidani, 2016).

Aside from the logistical and administrative needs, applicants commonly experience setbacks like belated processing, rejection based on inadequate documentation, or uncertainty in local immigration policies (Sukhanandi, Tank, & Vidani, 2018). On top of that, recent worldwide disturbances—most notably the COVID-19 pandemic—have layered complexity with changing health protocols, travel bans, and digital compliance rules (Singh, Vidani, & Nagoria, 2016). All these factors together highlight the significance of possessing a well-organized, clearly communicated, and client-oriented visa application procedure, particularly for companies such as Voyage Planner that act as intermediaries between applicants and consulates (Mala, Vidani, & Solanki, 2016).

This research is concentrated on workflow mapping and business visa application workflow optimization at Voyage Planner with the vision of discovering bottlenecks, enhancing digital touchpoints, and improving customer satisfaction in general (Dhere, Vidani, & Solanki, 2016). With primary data collection, customer feedback analysis, and process mapping methods, this research seeks to discover areas where the efficiency of operations can be enhanced (Singh & Vidani, 2016). Special emphasis is placed on age-based perceptions of quality of service, clarity of communications, accessibility of consultants, and automation expectations (Vidani & Plaha, 2016).

With a fast-changing global travel environment, organizations have to adjust to satisfy shifting client and regulatory needs (Solanki & Vidani, 2016). By grasping the present business visa environment and transferring research-backed information into enhancing in-house processes, service providers such as Voyage Planner can provide quicker, more effective, and easier-to-use visa options (Vidani, 2016). Not only does this generate increased client loyalty and confidence, but it also supports the firm's competitive advantage in the global mobility services sector (Vidani, Chack, & Rathod, 2017) (Sharma & Vidani, 2023).

Additionally, the importance of this study is in its applicability to actual practice in service delivery (Vidani, 2018) (Chaudhary, Patel, & Vidani, 2023). Visa consultancy companies are in a competitive and time-sensitive context where even small inefficiencies can cause client discontent or lost opportunities (Biharani & Vidani, 2018) (Patel, Chaudhary, & Vidani, 2023). The visa application process typically involves meticulous coordination among several stakeholders such as clients, consultants, back-office personnel, and embassy officers (Vidani, 2018) (Sharma & Vidani, 2023). By laying out the existing workflow in detail and examining client engagements at every step, this research is set to provide data-driven suggestions for increasing effectiveness (Odedra, Rabadiya, & Vidani, 2018). Integration with statistical measures such as Chi-

square tests and correlation analysis also enhances the research by determining demographic-based service gaps and facilitating decision-making based on data (Vasveliya & Vidani, 2019).

The basis of this study also lies in hands-on exposure under the Summer Internship Project (SIP) at Voyage Planner, where firsthand observation of the business visa application process provided key insights into internal workings (Sachaniya, Vora, & Vidani, 2019). Responsibilities such as helping in consultation, following up on client documentation, and processing survey data using SPSS enabled an in-depth understanding of how client expectations coincide—or conflict—with service delivery (Vidani, 2019) (Vidani, Jacob, & Patel, 2019). This two-pronged view, combining conceptual frameworks with in-field experience, allows the study to suggest implementable solutions that are operationally viable and customer-oriented (Vidani J. N., 2016) (Vidani & Singh, 2017). Finally, the study is a step in the direction of optimizing the user experience, eliminating redundancy, and facilitating the company's vision of providing high-quality, streamlined visa consultancy solutions (Vidani & Pathak, 2016) (Pathak & Vidani, 2016).

Research Objectivies

- To map the existing workflow of business visa applications at Voyage Planner.
- To identify bottlenecks, redundancies, and customer pain points in the current process.
- To assess customer satisfaction with the current business visa process.
- To evaluate the effectiveness of communication and support during the visa process.
- To suggest process optimization strategies to improve efficiency and customer experience.

LITERATURE REVIEW

R. Liu, Akhil Kumar (2020).

Business process redesign has garnered much interest because such processes must be continuously improved to realize greater efficiency in the midst of evolving changes in work practices, environment, and technology (Vidani, 2015). This helps a business to stay competitive (Vidani & Solanki, 2015). A process model may be redesigned by a rearrangement of various activities as per best practices to satisfy predefined business rules and constraints for a specific objective (Vidani, 2015). This objective is stated in terms of functional goals like desired or acceptable process behavior, and nonfunctional goals such as cost, time, quality of service, and flexibility (Vidani, 2015). Thus, many potential improvement possibilities that emerge through restructuring can be explored (Vidani, 2015). When many such alternatives exist, there is a need for a

formal methodology for evaluating these designs on various metrics to gain a deeper understanding of the tradeoffs involved (Solanki & Vidani, 2016). In this article, we describe a novel, formal methodology for optimizing the cost-benefit considerations within a space of possible redesigns to develop a cost vs. time efficient frontier (Vidani, 2016). We also illustrate our approach with two case studies, one based on a large, real dataset, and describe a proposal for implementing it (Bhatt, Patel, & Vidani, 2017). Several managerial insights emerge from our work (Niyati & Vidani, 2016).

T. Vo, Nhat-Luong Nhieu, Yu-Chi Chung, Chia-Nan Wang, H. Hsu, Nhut Tien Nguyen(2024)

Purpose Business Process Reengineering (BPR) eliminates non-value-added (NVA) and essential non-value-added (ENVA) waste through radical process redesign to improve organizational operations (Pradhan, Tshogay, & Vidani, 2016). Comprehensive research integrating BPR tools is needed to understand their benefits for manufacturing firms (Modi, Harkani, Radadiya, & Vidani, 2016). This research presents an integrated BPR-simulation framework tailored to the manufacturing sector to maximize process improvements and operational excellence (Vidani, 2016). Design /methodology/approach. The BPR design methodology adopts a systematic, multi-stage approach (Sukhanandi, Tank, & Vidani, 2018). The first phase involves identifying a specific improvement process aligned with BPR's core objectives. This phase analyses and redesigns workflows to optimize task sequences, roles, and stakeholder interactions while eliminating redundancies and inefficiencies via Workflow Process Reengineering (Singh, Vidani, & Nagoria, 2016). Visual process mapping tools, including VSM and simulation, pinpoint areas of waste, delay, and potential enhancement (Mala, Vidani, & Solanki, 2016). The second phase follows the workflow analysis and aims to improve efficiency and effectiveness by redefining roles, rearranging tasks, and integrating automation and technology solutions (Dhere, Vidani, & Solanki, 2016). The redesigned process undergoes evaluation against key performance indicators to ensure measurable improvements are achieved (Singh & Vidani, 2016). The final phase validates the proposed changes through simulation models, assesses the impact on key performance metrics, and establishes the necessary infrastructure for successful implementation (Vidani & Plaha, 2016). The proposed model is empirically validated through a case study of a leading apparel company in Vietnam, confirming its effectiveness (Solanki & Vidani, 2016). Findings The findings reveal that NVA activities are being eliminated, and ENVA activities in key departments are significantly reduced. This yielded a substantial improvement, reducing 25 out of 186 combined ENVA and NVA operations in the sewing facility, involving a decrease of 15 ENVA operations and the removal of 10 NVA operations (Vidani, 2016). Consequently,

this led to an 8.5% reduction in the proportion of ENVA operations, accompanied by a complete 100% elimination of NVA activities. Research limitations/implications The single case study limits generalizability; thus, expanded implementation across diverse manufacturing sub-sectors is required to establish validity and broader applicability of the integrated framework (Vidani, Chack, & Rathod, 2017). Originality/value The experimental results highlight the proposed model's effectiveness in optimizing resource utilization and its practical implementation potential (Sharma & Vidani, 2023). This structured BPR methodology enables organizations to validate, evaluate, and establish proposed process changes to enhance operational performance and productivity (Vidani, 2018).

Ying Li, Lida Xu, Zhaohui Wu, Jianwei Yin, Yuyu Yin, Shuiguang Deng, Bin Cao (2014)

In modern commerce, both frequent changes of custom demands and the specialization of the business process require the capacity of modeling business processes for enterprises effectively and efficiently (Biharani & Vidani, 2018). Traditional methods for improving business process modeling, such as workflow mining and process retrieval, still requires much manual work (Vidani, 2018). To address this, based on the structure of a business process, a method called workflow recommendation technique is proposed in this paper to provide process designers with support for automatically constructing the new business process that is under consideration (Odedra, Rabadiya, & Vidani, 2018). In this paper, with the help of the minimum depth-first search (DFS) codes of business process graphs, we propose an efficient method for calculating the distance between process fragments and select candidate node sets for recommendation purpose (Sharma & Vidani, 2023). In addition, a recommendation system for improving the modeling efficiency and accuracy was implemented and its implementation details are discussed (Vasveliya & Vidani, 2019). At last, based on both synthetic and real-world datasets, we have conducted experiments to compare the proposed method with other methods and the experiment results proved its effectiveness for practical applications (Sachaniya, Vora, & Vidani, 2019).

S. Al-Fedaghi, Yazan Mohamad (2019)

Business process management (BPM) refers to process execution using workflow engines, enterprise Application integration engines, and Web Services (Vidani, 2019). It involves technology to automate processes (Chaudhary, Patel, & Vidani, 2023). It is also an approach to change in an organization through utilizing various tools that including business processes mapping (Vidani, Jacob, & Patel, 2019). A process mapping is a diagrammatic representation that displays a series of steps that occur within a given process (Patel, Chaudhary, & Vidani,

2023). It leads to understand the organization set-up, departmental functions and interrelationships and determines the scope of various operations (Vidani J. N., 2016). This paper consists of applying modeling in process mapping in BPM using a new diagrammatic representation called thining machine (TM) (Vidani & Singh, 2017). We report about a case study of a real system that is currently uses several heterogeneous flowcharts causing supervision and technical problems (Vidani & Pathak, 2016). It is required to model an underlying conceptualization that unifies the processers in an integrated whole (Pathak & Vidani, 2016). The system also needs a more precise understanding for the its details through understanding operations, identifying joints of sub-processes and flow of information (Vidani & Plaha, 2017). The results points that TM provides an alternative approach that can be used to develop more refined tools in the area of business process mapping (Vidani J. N., 2020).

C. Ng (2018)

Process optimization is a key consideration in workflow management (Vidani J. N., 2018). Implementing an efficient workflow may improve customer satisfaction and enhance productivity of an enterprise (Vidani & Dholakia, 2020). Many optimization tools have been introduced to solve scheduling problems in the manufacturing environment, but most of them have not drawn much attention of decision makers for workflow analyses (Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022). This is mainly due to the difference between business operations and manufacturing processes that the process optimization tools cannot be directly applied for analyzing business workflows (Vidani & Das, 2021). Scholars have associated the attributes of workflow in the business environment with those of scheduling concepts to facilitate the use of job shop scheduling techniques for solving workflow problems (Vidani J. N., 2022). However, there is still not much discussion on the use of metaheuristic algorithms for workflow analyses (Saxena & Vidani, 2023). This paper proposes the use of a systematic approach that entails the ant colony optimization algorithm for identifying the best task sequence in support of processing time analyses (Vidani, Das, Meghrajani, & Singh, 2023). The applicability of the proposed approach is demonstrated with a case example (Vidani, Das, Meghrajani, & Chaudasi, 2023). The result shows that a better operation sequence in terms of shorter processing duration can be obtained by the proposed approach (Bansal, Pophalkar, & Vidani, 2023).

Research Gap

Despite increasing relevance of streamlined visa facilitation services within a globally integrated business setting, there is scarce academic scholarship available on the particular workflow issues associated with private visa consultancy companies such as Voyage Planner, particularly within regional settings such as Ahmedabad city. A majority of current research on business visa procedures addresses government processes, policy structures, or overall immigration systems without considering customer experiences and operating efficiency within third-party service providers. In addition, the empirical evidence of how process mapping and optimization can directly affect client satisfaction, turnaround time, and document handling accuracy in the private sector is limited. This rift brings out the imperative of an in-depth primary study that delves into the real visa application process from the customers' experience, finds workflow pain points, and suggests practical improvements specific to the context of Voyage Planner in Ahmedabad.

Hypothesis (Only list)

H1 : There is a significant association between age and the perception that the initial consultation was informative and helpful.

H2 : There is a significant association between age and the clarity of the communication regarding the list of required documents.

H3 : There is a significant association between age and receiving timely assistance in preparing and verifying documents.

H4 : There is a significant association between age and being properly guided through the online application process.

H5 : There is a significant association between age and ease of following the process with the help of Voyage Planner.

H6 : There is a significant association between age and completing the business visa process within the expected timeframe.

H7 : There is a significant association between age and not facing unnecessary delays during the process.

H8 : There is a significant association between age and experiencing minimal back-and-forth communication.

H9 : There is a significant association between age and perceiving that each step was well-structured and logical.

H10 : There is a significant association between age and experiencing coordination issues between team members or departments.

H11 : There is a significant association between age and ease of contacting the consultant in case of queries.

H12 : There is a significant association between age and receiving updates at each stage of the application.

H13 : There is a significant association between age and timely resolution of concerns during the process.
H14 : There is a significant association between age and receiving excellent post-visa support from Voyage Planner.
H15 : There is a significant association between age and the desire for more digital tools (status tracker, email alerts, etc.).
H16 : There is a significant association between age and satisfaction with the overall business visa assistance process.
H17 : There is a significant association between age and willingness to recommend Voyage Planner to others.
H18 : There is a significant association between age and perception that pricing was transparent and justified.
H19 : There is a significant association between age and intention to return to Voyage Planner for future services.
H20 : There is a significant association between age and belief that the process could be improved through automation or digital tracking.

Table 1. Validation of Questionaire

Statements	Citation from JV citation file (You can add more than 1 citation)
The initial consultation was informative and helpful.	(Vidani, 2015)
The list of required documents was clearly communicated.	(Vidani & Solanki, 2015)
I received timely assistance in preparing and verifying documents	(Vidani, 2015)
I was guided properly through the online application process.	(Vidani, 2015)
I found the process easy to follow with the help of Voyage Planner.	(Vidani, 2015)
The overall business visa process was completed within the expected timeframe.	(Solanki & Vidani, 2016)
I did not face unnecessary delays during the process.	(Vidani, 2016)
The process had minimal back-and-forth communication.	(Bhatt, Patel, & Vidani, 2017)
Each step in the process seemed well-structured and logical.	(Niyati & Vidani, 2016)
I experienced coordination issues between team members or departments. *(Reverse scored)*	(Pradhan, Tshogay, & Vidani, 2016)

I was able to easily contact the consultant in case of queries.	(Modi, Harkani, Radadiya, & Vidani, 2016)
The team kept me updated about each stage of the application.	(Vidani, 2016)
My concerns were resolved promptly during the process.	(Sukhanandi, Tank, & Vidani, 2018)
Voyage Planner provided excellent support even after the visa was issued.	(Singh, Vidani, & Nagoria, 2016)
I would appreciate more digital tools (status tracker, email alerts, etc.) for better process visibility.	(Mala, Vidani, & Solanki, 2016)
I am satisfied with the overall business visa assistance process.	(Dhere, Vidani, & Solanki, 2016)
I feel confident recommending Voyage Planner to others for visa services.	(Singh & Vidani, 2016)
The pricing was transparent and justified by the quality of service.	(Vidani & Plaha, 2016)
I would return to Voyage Planner for future visa or travel-related services.	(Solanki & Vidani, 2016)
I believe the visa process could be improved further through automation or digital tracking.	(Vidani, 2016)

*Source: Author's compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form

Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	**186**
Survey Area	**Ahmedabad**
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*Source: Author's compilation

Demographic Summary

The study surveyed a total of 186 respondents. In terms of age, nearly half (48.9%) were below 25 years, followed by 37.1% between 26–35 years, 10.8% between 36–45 years, and only 3.2% aged 46 and above. Regarding gender, the majority were female (48.9%), followed by males (44.1%), with 1.6% identifying as other and 5.4% preferring not to disclose. Occupation-wise, 34.9% were working professionals, 37.6% belonged to other categories, 17.2% were business owners, and 10.2% were consultants.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.993	20

*Source: SPSS Software

The Cronbach's Alpha value of 0.993 was obtained for the 20 items used in the questionnaire, indicating an excellent level of internal consistency and reliability. This extremely high value suggests that the items are closely related and consistently measure the same underlying concept. In general, a Cronbach's Alpha value above 0.9 is considered excellent, reflecting that the scale is both stable and dependable. Therefore, the questionnaire used in this study is deemed highly reliable and appropriate for further statistical analysis.

Add rows as per number of hypothesis you have created

Table 4. Results Of Hypothsis Testing

Sr. No	**Alternate Hypothesis**	**Result p =**	**>/< 0.05**	**Accept/ Reject Null hypothesis**	**R value**	**Relationship**
H1	There is a significant association between age and the perception that the initial consultation was informative and helpful.	0.002	<	H01 Rejected (Null hypothesis rejected)	0. 272	Weak
H2	There is a significant association between age and the clarity of the communication regarding the list of required documents.	0. 002	<	H02 Rejected (Null Hypothesis rejected)	0. .313	Weak
H3	There is a significant association between age and receiving timely assistance in preparing and verifying documents.	0.001	<	H_0 Rejected (Null Hypothesis Rejected)	0. .273	Weak
H4	There is a significant association between age and being properly guided through the online application process.	0.030	<	H_0 Rejected (Null Hypothesis Rejected)	0.277	Weak
H5	There is a significant association between age and ease of following the process with the help of Voyage Planner.	0.016	<	H_0 Rejected (Null Hypothesis Rejected)	0.252	Weak

H6	There is a significant association between age and completing the business visa process within the expected timeframe.	0.000	<	H_0 Rejected (Null Hypothesis Rejected)	0.347	Weak
H7	There is a significant association between age and not facing unnecessary delays during the process.	0.027	<	H_0 Rejected (Null Hypothesis Rejected)	0.279	Weak
H8	There is a significant association between age and experiencing minimal back-and-forth communication.	0.006	<	H_0 Rejected (Null Hypothesis Rejected)	0.330	Weak
H9	There is a significant association between age and perceiving that each step was well-structured and logical.	0.002	<	H_0 Rejected (Null Hypothesis Rejected)	0.275	Weak
H10	There is a significant association between age and experiencing coordination issues between team members or departments.	0.065	>	H_0 Accepted (Null Hypothesis Accepted)	0.275	Weak
H11	There is a significant association between	0.002	<	H_0 Rejected (Null	0.250	Weak

	age and ease of contacting the consultant in case of queries.			Hypothesis Rejected)		
H12	There is a significant association between age and receiving updates at each stage of the application.	0.036	<	H_0 Rejected (Null Hypothesis Rejected)	0.286	Weak
H13	There is a significant association between age and timely resolution of concerns during the process.	0.005	<	H_0 Rejected (Null Hypothesis Rejected)	0.278	Weak
H14	There is a significant association between age and receiving excellent post-visa support from Voyage Planner.	0.005	<	H_0 Rejected (Null Hypothesis Rejected)	0.290	Weak
H15	There is a significant association between age and the desire for more digital tools (status tracker, email alerts, etc.).	0.001	<	H_0 Rejected (Null Hypothesis Rejected)	0.228	Weak
H16	There is a significant association between age and satisfaction with the overall business visa assistance process.	0.081	>	H_0 Accepted (Null Hypothesis Accepted)	0.265	Weak

H17	There is a significant association between age and willingness to recommend Voyage Planner to others.	0.008	<	H_0 Rejected (Null Hypothesis Rejected)	0.293	Weak
H18	There is a significant association between age and perception that pricing was transparent and justified.	0.012	<	H_0 Rejected (Null Hypothesis Rejected)	0.319	Weak
H19	There is a significant association between age and intention to return to Voyage Planner for future services.	0.009	<	H_0 Rejected (Null Hypothesis Rejected)	0.282	Weak
H20	There is a significant association between age and belief that the process could be improved through automation or digital tracking.	0.005	<	H_0 Rejected (Null Hypothesis Rejected)	0.287	Weak

*Source: Author's compilation

RESULTS AND DISCUSSION

The outcomes of this research offer useful insights into customers' experiences and age-based differences in perceptions within the business visa application process at Voyage Planner. Generally, the outcomes reflect an overwhelming customer satisfaction with strong agreement from most of the respondents towards most service benchmarks. However, statistical analysis through chi-square tests further reveals that age significantly influences perceptions across many dimensions of the visa application process, suggesting

that service delivery strategies may need to be tailored for different demographic groups.

A large proportion of respondents found the initial consultation informative and helpful, with 48.0% strongly agreeing and 17.7% agreeing. The test of the hypothesis verified the age-related significant relation with this perception ($\chi^2 = 30.387$, $p = .002$) that suggests that older and younger clients can differ in the assessment of the first interactions with consultants. Comparable age variation was also found in the clarity of document requirements ($\chi^2 = 30.872$, $p = .002$), where overall high satisfaction was reported (41.4% strongly agreed, 29.6% agreed), but perhaps it still needs to be tweaked for some age groups.

Prompt support during documentation was rated positively (48.4% strongly agreed), with considerable variation according to age ($\chi^2 = 32.755$, $p = .001$), and suggestions of the necessity for tailoring support. Similarly, respondents strongly agreed that they were well-supported during the online application process (50.0%), although perceptions differed significantly with age ($\chi^2 = 22.690$, $p = .030$). This suggests a possible digital divide where older clients may be helped with increased tech support or other forms of communication.

Simplicity of process observance ($\chi^2 = 24.740$, $p = .016$), completion of the visa process on time ($\chi^2 = 38.274$, $p = .000$), and few delays ($\chi^2 = 23.061$, $p = .027$) were also well accepted by over 50% of respondents in most instances, indicative of operational effectiveness. Age once again seemed to have an impact on such perceptions, potentially due to differences in expectations or previous experience with visas.

Interestingly, 54.3% reported that coordination problems were present, and the hypothesis test could not detect a significant age difference ($\chi^2 = 20.092$, $p = .065$). This indicates a pervasive feeling of coordination problems across departments, regardless of age, that serves as an area for improvement across all processes.

Communication touchpoints like ease of contacting the consultants ($\chi^2 = 31.201$, $p = .002$) and getting updates at every stage of application ($\chi^2 = 22.133$, $p = .036$) also indicated significant relationships with age, emphasizing the necessity of customized communication strategies. Likewise, timely resolution of issues and post-visa assistance—both highly valued by respondents—were revealed to be age-influenced ($\chi^2 = 28.133$ and 28.438, respectively; $p < .005$). These results highlight the need for continuity in service even after one is granted a visa, particularly for elderly clients who might need more reassurance.

The demand for enhanced digital tools, including trackers and email alerts, was strong (57.0% strongly agreed), and this desire varied significantly by age ($\chi^2 = 33.414$, $p = .001$). This suggests that while tech-savvy clients are ready for

automation, others may still prefer human interaction, necessitating a hybrid model of service delivery.

Surprisingly, though overall satisfaction was high (51.1% strongly agreed), no significant age-related difference existed ($\chi^2 = 19.311$, $p = .081$). What this shows is that even though different perceptions exist on certain process aspects, satisfaction is similar across age groups. Yet, willingness to recommend ($\chi^2 = 26.777$, $p = .008$), transparency of pricing ($\chi^2 = 25.741$, $p = .012$), and intent to use services in the future ($\chi^2 = 26.656$, $p = .009$) were affected by age, and thus retention and referral efforts need to be tailored appropriately.

Lastly, believing in the automation for betterment was strongly associated with age ($\chi^2 = 28.134$, $p = .005$) and supported the discovery that digital literacy has an effect on expectations of users.

Overall, although the general impression of Voyage Planner's business visa process is extremely positive, our discussion identifies significant age-based segmentation in customers' experiences. The above findings encourage a more age-inclusive process design with customized digital and human support interventions to improve overall service delivery.

Theoretical Implications

This research has a number of significant theoretical implications for the areas of service quality, customer experience, and process improvement in the travel and visa consultancy industry.

Secondly, the findings validate and enhance SERVQUAL theory, especially the reliability, responsiveness, and assurance dimensions. The high consistency in respondents' feedback on informativeness in consultation, document communication clarity, prompt help, and process step organization confirms the importance of consistent and reliable service to improve customer satisfaction. This supports the theoretical assumption that service reliability is a significant driver of customer perception and loyalty.

Secondly, the results are in consonance with Davis's (1989) Technology Acceptance Model (TAM), which emphasizes that users' acceptance of digital instruments is affected by perceived usefulness and ease of use. The need for increased automation and digital instruments, along with age-based preference variation, indicates demographic traits contribute significantly to technology acceptance, supporting the theoretical hypothesis that age serves as a moderating element of technology-facilitated service experience.

Third, the findings add to the customer satisfaction theory and service encounter quality, more specifically the moment of truth concept, through which every customer-service provider interaction constructs the overall perception. The high correlation between age and perceptions at various stages of the process—communication quality, responsiveness, and post-visit support—

demonstrates that service encounters are experienced differently across people, and customer segments explain them differently. This requires more intense theoretical exploration of segmentation-based experience design.

Additionally, the null hypothesis rejection in the majority of chi-square tests provides an empirical foundation for theorizing regarding customer heterogeneity within service contexts. Age, specifically, as a significant variable in explaining differential experiences, reinforces prevailing models in consumer behavior theory that support demographic profiling as a factor in explaining satisfaction and decision-making tendencies.

Finally, the study reveals a conceptual lacuna in applying digital transformation theory across conventional service sectors such as visa consultancy. The interest in tracking and automation tools indicates a change in customer expectations, thus implying the necessity to revise service delivery models and the related theoretical frameworks to incorporate hybrid service experiences (human + digital).

In sum, this research not only confirms consolidated theories of service quality but also encourages theoretical development through the introduction of digital preparedness and segmented-by-age expectations as essential prisms to analyze and improve customer satisfaction in consultancy services.

Practical Implications

The conclusions of this research hold several practical implications for Voyage Planner and other such visa consultancy service providers, particularly in regards to improving customer satisfaction, process streamlining, and taking a more inclusive customer demographic-based service design.

Firstly, the fact that a very high proportion of the respondents strongly believed that the first consultation was enlightening, the document process was transparent, and the entire visa experience was seamless reflects that Voyage Planner is providing a robust foundation experience. But since there is a statistically significant link between the age factor and these aspects of service, it is evident that people of different ages perceive the process differently. This indicates a functional requirement for the business to adapt its service and communication style to address diverse age segments by, for example, providing simplified explanations for elderly customers and greater online self-service provisions for younger customers.

Second, the need for timely support, transparent document communication, and sequential steps indicates that process standardization and operational efficiency are drivers of satisfaction. The firm needs to continue strengthening its process workflows and staff training initiatives to sustain or improve this rate of delivery. The fact that perceptions of no delays and meeting

deadlines are important further highlights the relevance of process predictability, which can be enhanced by internal coordination and real-time monitoring.

Third, the strong correlation between age and attitudes toward online guidance and digital tool usage emphasizes Voyage Planner must implement a dual-channel strategy. This is achieved by complementing traditional consultant-guided support with improved digital experiences. Incentives like status trackers, email/SMS reminders, chatbots, and online scheduling can make the experience more transparent and streamlined, especially for tech-savvy individuals, while keeping phone or face-to-face support for others.

The fact that more than half of the respondents enjoyed post-visa service and convenient access to consultants reflects how critical after-sales service is in establishing confidence and long-term customer relationships. This takes concrete guidance for the company to offer its service even after issuing the visa, for example, travel insurance support, hotel booking, or post-arrival service.

Additionally, since coordination issues between team members were commonly perceived—though not significantly associated with age—the organization must prioritize internal communication protocols and role clarity to avoid customer-facing confusion or delays. Streamlining internal handovers and using collaborative platforms can improve team alignment and customer experience.

Lastly, the research highlights a real potential for service innovation. Since 57% of the respondents firmly agreed that the visa process can be streamlined through automation, Voyage Planner needs to look into digital transformation strategies such as CRM platforms, AI-powered document verification, and workflow automation software. These technologies not only enhance efficiency but also build customer trust in the brand's professionalism and responsiveness.

In summary, this research provides tangible and practical recommendations for Voyage Planner to improve customer experience through age-based personalization, digital integration, internal coordination, post-visa service improvement, and process transparency. These tangible enhancements can enable the company to further consolidate its market position and build higher levels of client loyalty in a competitive visa consultancy environment.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This study set out to explore the process mapping and optimization of the business visa application workflow with customers of Voyage Planner in Ahmedabad, with a particular focus on how customer age influences their service experience. The findings indicate that overall customer satisfaction with the visa assistance process is high, with a majority of respondents strongly agreeing that

the process was clear, timely, and well-structured. Customers similarly liked the assistance provided during and after the visa process.

Yet, statistical analysis of the survey showed that age is a determining factor in influencing customer attitudes at various service touchpoints. From consultation and document readability to online advice and post-visa assistance, substantial correlations between age and user experience were observed in all sections. These findings indicate that whereas the process itself is satisfactory, there is scope for making it better through age-related personalization and better digital support.

Also, the survey emphasized areas needing attention, like department coordination and the necessity of increased automation, which were the same across all ages. These results underscore the significance of efficient processes, sensitive communication, and service flexibility in the delivery of a high level of customer experience.

In summary, the study emphasizes that there cannot be a blanket solution anymore in delivering services. Through the application of specific quality improvements based on customer demographics and changing expectations, Voyage Planner is not only able to streamline its process but also create stronger bonds and loyalty towards the brand. Both theoretical and practical knowledge contribute to the enhancement of service quality for the travel and visa consultancy sector through this study.

Recommendations For Future Research/ Future Scope of the Study

While this study provides valuable insights into the business visa application process and its optimization, several avenues remain open for further research and exploration.

1. Extend Demographic Variables Beyond AgeThis research mainly centred on age as the independent variable that affects the customer perception. The future research can broaden its scope by incorporating other demographic variables like education level, profession, income, gender, travel background, and digital literacy. This would give a more complete perspective of how various customer segments behave with the visa application process.
2. Geographical Expansion: Research was carried out only within Ahmedabad city, which restricts the generalizability of results. The research could be taken further to other cities or areas, both urban and rural, for comparison of customer experience and regional differences in service expectations and process efficiency.
3. Comparative Studies with Other Visa Consultants: Future studies can do comparative analysis of Voyage Planner with other visa consultancy companies to compare service standards, notice industry-level pain

points, and comprehend what makes successful service providers when it comes to customer satisfaction and loyalty.

4. Longitudinal Studies: A longitudinal study design could follow customer experiences over time—beginning with the application and through the end of the final visa issuance and post-visa assistance. This would assist in detecting changes in processes, patterns of customer satisfaction, and long-term effects of service enhancements.
5. Qualitative Research Methods Incorporation: This research is mainly quantitative data-centric (e.g., survey, chi-square analysis). Subsequent studies might incorporate qualitative approaches like interviews, focus groups, and customer journey mapping to measure more profound insights into emotional, behavioral, and experiential dimensions of the visa process.
6. Assessment of Technology Integration: With increased interest in digital solutions, future studies would assess the performance of certain digital solutions (e.g., trackers of status, chatbots, and automated reminders) in enhancing customer experience. Pilot research between manual and automated processes would provide hands-on advice for digital transformation.
7. Employee and Service Blueprinting Perspective: Although this research was customer-centric, an equally important contribution to the study would be the employee-side perspective—workflow, pain points, and recommendations. This can assist in developing a complete service blueprint for optimizing processes from both perspectives.
8. Measuring Return on Experience (ROX):- Future research can investigate the extent to which enhancements in customer experience are turned into tangible business metrics such as increased referrals, repeat service usage, or positive word-of-mouth that add to the new notion of Return on Experience (ROX).

Finally, this research can be developed further in future studies by enhancing the understanding of demographic factors, enlarging geographical scope, including technology assessments, and examining employee-customer interface dynamics. These initiatives would enhance the ongoing service quality improvement in the visa consultancy sector and assist companies in staying competitive within a digitally dynamic context.

REFERENCES

Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. National Conference on Startup India: Boosting Entrepreneurship (pp. 61-67). Pune: D.Y. Patil University Press.

Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 101-104). Pune: D. Y Patil University Press.

Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. International Multidisciplinary Journal Think Different, 3(24), 45-50.

Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING-A NEw WAY OF MARKETING: A REVIEW APPROACH. International Multidisciplinary Journal Think Different, 3(24), 40-44.

Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. NTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD, 2(8), 111-116.

Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. NTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD, 2(7), 110-114.

Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 96-100). Pune: D.Y Patil University Press.

Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL ASTO KNOW THE LEVELoF OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. Governance in E-commerce: Contemporary Issues & Challenges (pp. 261-275). Ahmedabad: GTU.

Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. NTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD, 2(7), 115-120.

Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. Shodhsamhita, VIII(12(II)), 155-167.

Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE

PERSPECTIVES (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.

Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, Searching Alternativies (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.

Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. International Multidisciplinary Journal Think Different, 3(22), 9-16.

Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. Journal of Basic and Applied Engineering Research, 3(10), 921-926.

Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH, 5(11(2)), 61-77.

Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. ZENITH International Journal of Multidisciplinary Research, 6(1), 226-284.

Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. National Conference 2018 on Leadership, Governance and Strategic Management: Key toSuccess (pp. 77-80). Pune: D.Y.Patil University Press.

Vasveliya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.

Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. The Indian Writer' s e – Journal, 1(1), 1-14.

Vidani, J. N. (2015, Novemmber). Self Aid Group – A Preeminent way for Bucolic Female Empowerment. International Journal of Advance Engineering and Research Development, 2(11), 351-360.

Vidani, J. N. (2015, December). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. The Indian Writer's e – Journal, 1(1), 1-26.

Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. ZENITH International Journal of Multidisciplinary Research, 5(12), 33-50.

Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. International Journal of Multidisciplinary Educational Research, 5(11(3)), 224-237.

Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016, 25-33.

Vidani, J. N. (2016, December). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. International Journal of Management, IT & Engineering, 6(12), 328-341.

Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". International Journal of Management and Research, 1, 208-213.

Vidani, J. N. (2018). Export and Import Procedures (Vol. 1). Online: Educreation Publishing .

Vidani, J. N. (2018). MERGER AND AQUIsITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 105-108). Pune: D.Y Patil University Press.

Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrurial Products in the Markets of Saurahtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), Transformation Through Strategic and Technological Interventions (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.

Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. Nafional Conferenee on "Multidisciplinary Research in Socelal Seienes & Management Studies. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.

Vidani, J. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT (pp. 32-47). Kanpur: International Publications.

Vidani, J. N. (2022). Digital Marketing for Business in #hashtag era (Vol. 1). Delhi, India: Publishing Expert.

Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. Turkish Online Journal of Qualitative Inquiry (TOJQI). Retrieved from https://www.tojqi.net/index.php/journal/issue/view/51

Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, Management and Innovation: Research Study (pp. 1-15). Kanyakumari: Cape Comorin Publisher.

Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE T0 AHMADABAD CITY. Governance in E-commerce: Contemporary Issues &Challenges (pp. 121-135). Ahmedabad: GTU.

Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. International Multidisciplinary Journal Think Different, 3(22), 44-50.

Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness

through Financial and Monetary Reforms (pp. 154-159). Ahmedabad: GTU.

Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. Services in Emerging Markets (pp. 254-265). Ahmedabad: Emerald.

Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. EXCEL International Journal of Multidisciplinary Management Studies, 5(12), 45-56.

Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A CHALLENGING WAY OF THRONES. National Conference on startup India: Boosting Entrepreneurship (pp. 111-118). Pune: D. Y. Patil University Press.

Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY, XXV(6), 99-117.

Vidani, J., Jacob, S., & Patel, M. (2019, July - September). MENTAL HEALTH START-UP: MOODCAFE. Economic Challenger: An International Journal, 21(84), 35-42.

Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. International Journal of Management Analytics (IJMA), 1(1), 63-84.

Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. International Journal of Management Analytics (IJMA), 1(1), 85-110.

Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. International Journal of Management Analytics (IJMA), 1(1), 111-132.

Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. International Journal of Management Analytics (IJMA), 1(1), 193-212.

Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. International Journal of Management Analytics (IJMA), 1(2), 213-234.

Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. Sodhsamhita, 137-157.

Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. Rabindra Bharati Journal of Philosophy, 182-203.

Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behaviour for FMCG products. Journal of Management and Entrepreneurship, 17(4), October - December 2023.

Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, Searching Alternativies (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.