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पेटेंट कार्यालय का एक प्रकाशन  
PUBLICATION OF THE PATENT OFFICE

## **INTRODUCTION**

In view of the recent amendment made in the Patents Act, 1970 by the Patents (Amendment) Act, 2005 effective from 01<sup>st</sup> January 2005, the Official Journal of The Patent Office is required to be published under the Statute. This Journal is being published on weekly basis on every Friday covering the various proceedings on Patents as required according to the provision of Section 145 of the Patents Act 1970. All the enquiries on this Official Journal and other information as required by the public should be addressed to the Controller General of Patents, Designs & Trade Marks. Suggestions and comments are requested from all quarters so that the content can be enriched.

**( PROF. (DR) UNNAT P. PANDIT)**  
**CONTROLLER GENERAL OF PATENTS, DESIGNS & TRADE MARKS**

**14<sup>th</sup> February, 2025**

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**THE PATENT OFFICE  
KOLKATA, 14/02/2025**

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पेटेंट कार्यालय

कोलकाता, दिनांक 14/02/2025

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**(PROF. (DR) UNNAT P. PANDIT)  
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The Journal is uploaded in the website every Friday. So Paper form and CD-ROM form of the Journal are discontinued from 01/01/2009.

## **SPECIAL NOTICE**

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(54) Title of the invention : EXPLORING THE IMPORTANCE OF EMOTIONAL INTELLIGENCE IN RETAILING

(51) International classification	:G06Q0030020000, G06Q0030020100, G06Q0010063900, G06Q0090000000, G06Q0010105000	(71) Name of Applicant : 1)Dr.P.T.Vijaya Rajakumar Address of Applicant :Professor & Director, Department of Management Studies, Nehru Institute of Engineering and Technology, Tamilnadu – 641105, India. Coimbatore ----- ----- 2)Dr. Priyanka Malhotra 3)Dr.R.Surianarayanan 4)Dr. Vivek Hamal 5)Sai Vijetha Perugu 6)Neha Shrivastav 7)Dr. Srijib Shankar Jha 8)Dr. Mahadevan M 9)Dr.S.Renugadev 10)Dr. S. Kanimozhi Name of Applicant : NA Address of Applicant : NA (72) Name of Inventor : 1)Dr.P.T.Vijaya Rajakumar Address of Applicant :Professor & Director, Department of Management Studies, Nehru Institute of Engineering and Technology, Tamilnadu – 641105, India. Coimbatore ----- ----- 2)Dr. Priyanka Malhotra Address of Applicant :Associate Professor, Department of MBA, NIET, Greater Noida, Uttar Pradesh – 201306, India. Noida ----- 3)Dr.R.Surianarayanan Address of Applicant :Professor, Department of MBA, S.A.Engineering College, Thiruverkadu, Chennai, Tamilnadu – 600077, India. Chennai ----- 4)Dr. Vivek Hamal Address of Applicant :Assistant Professor, Department of Management, Brainware University, Kolkata, West Bengal – 700129, India. Kolkata ----- 5)Sai Vijetha Perugu Address of Applicant :Assistant Professor, Department of Management, Sri Balaji Society's Balaji College of Arts, Commerce and Science, Survey No. 3/1 to 4, Aundh Ravet BRTS Rd, Tathawade, Pune, Maharashtra – 411033, India. Pune ----- 6)Neha Shrivastav Address of Applicant :Assistant Professor, Department of Management, Sri Balaji Society's Balaji College of Arts, Commerce and Science, Survey No. 3/1 to 4, Aundh Ravet BRTS Rd, Tathawade, Pune, Maharashtra - 411033, India. Pune ----- 7)Dr. Srijib Shankar Jha Address of Applicant :Associate Professor, Department of Management Studies, Marwadi University, Rajkot, Gujarat - 360003, India. Rajkot ----- 8)Dr. Mahadevan M Address of Applicant :Assistant Professor, Department of Management Students, Sri Kaliswari Institute of Management and Technology, (Approved by AICTE and affiliated to the Madurai Kamaraj University), Sivakasi, Tamil Nadu - 626123, India. Sivakasi ----- 9)Dr.S.Renugadev Address of Applicant :Professor, Department of Commerce CSCA, Dr.N.G.P.Arts and Science College, Coimbatore, Tamilnadu – 641048, India. Coimbatore ----- 10)Dr. S. Kanimozhi Address of Applicant :Associate Professor, Department of Management, Hallmark Business School, Pirattiyur, Allithurai Road, Santhapuram, Trichy, Tamilnadu - 620102, India. Trichy -- -----
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(57) Abstract :

EXPLORING THE IMPORTANCE OF EMOTIONAL INTELLIGENCE IN RETAILING ABSTRACT The purpose of this invention is to analyze the significant roles that emotional intelligence (EI) plays in affecting the dynamics of the contemporary retail environment using the data collected from this invention. For the purpose of this invention, the specific audience that is being targeted is retail professionals. As retail companies place greater emphasis on providing a positive experience for their customers, emotional intelligence is becoming an increasingly important aspect in establishing relationships with customers, improving staff performance, and achieving overall success for the organization. The reason for this is because employees that possess emotional intelligence are able to have more favorable interactions with potential clients. The findings of this invention suggest that emotional intelligence (EI) can be utilized to improve the amount of pleasure that consumers experience by providing them with empathetic and individualized service. EI also has the potential to develop a constructive culture in the workplace, which has the potential to boost employee morale, minimize employee turnover, and stimulate higher productivity. All of these benefits can be achieved through the implementation of EI. In addition to this, the invention investigates the ways in which emotionally intelligent leadership and staff can generate a distinctive brand identity, foster long-term customer loyalty, and provide a competitive advantage in the retail sector. Specifically, the retail sector is the subject of the inventor's investigation. As a result of the application of this information, the purpose of this invention is to provide significant insights into the ways in which emotional intelligence may be exploited to improve both customer interactions and business success in the retail industry. Putting up practical solutions for incorporating EI into day-to-day operations is the means by which these insights are made available to the audience. A wide variety of solutions are available, ranging from the education of personnel to the cultivation of leadership skills.

No. of Pages : 12 No. of Claims : 7



Office of the Controller General of Patents, Designs & Trade Marks  
Department for Promotion of Industry and Internal Trade  
Ministry of Commerce & Industry,  
Government of India



#### Application Details

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APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	06/02/2025
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TITLE OF INVENTION	EXPLORING THE IMPORTANCE OF EMOTIONAL INTELLIGENCE IN RETAILING
FIELD OF INVENTION	COMPUTER SCIENCE
E-MAIL (As Per Record)	patentpublication@gmail.com
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**FORM 2**  
**THE PATENTS ACT, 1970**  
**(39 of 1970)**  
**&**  
**THE PATENT RULES, 2003**  
**Complete Specification**  
**(See section 10 and rule 13)**

**Title of the Invention: EXPLORING THE IMPORTANCE OF EMOTIONAL INTELLIGENCE IN RETAILING**

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**3. Preamble to the description:**

The following specification particularly describes the invention and the manner in which it is to be performed.

**4. DESCRIPTION**  
**FIELD OF THE INVENTION**

To be more specific, the concept centers on the incorporation of emotional intelligence (EI)

into retail strategies with the goal of enhancing not just the overall business outcomes but also the customer experience, employee performance, and overall company outcomes. When it comes to the interactions that take place between retail personnel and customers, emotional intelligence, which is defined as the capacity to have the ability to detect, interpret, and control one's own sentiments, plays a significant role. The ability to understand the requirements of customers, respond with empathy, and develop long-lasting relationships is made possible by emotional intelligence, which ultimately leads to enhanced customer loyalty and improved sales success. To put this into context, emotional intelligence helps sales professionals to identify the requirements of customers. Furthermore, the application of emotionally intelligent leadership and the development of cooperation inside retail enterprises has the potential to improve employee morale, reduce employee turnover, and generate a joyful working environment. These are all outcomes that may be achieved because of these two factors. A competitive advantage can be obtained by merchants who recognize and make use of the potential of emotional intelligence in a market that is becoming increasingly focused on the consumer. This is possible in a market that is becoming increasingly about the customer.

## **BACKGROUND OF THE INVENTION**

Traditional retail strategies, which largely focus on product offerings and interactions that are transactional in nature, are no longer adequate in today's market, which is becoming increasingly competitive and driven by experiences. This is a conclusion that has been rising in popularity over the past few years. The application of this realization has resulted in the creation of new retail tactics. A growing number of retailers are coming to the awareness that the ability to connect with their customers on an emotional level is critical to the success of their company. At the same time that the demands of customers continue to rise, this realization has come about. This knowledge is occurring at the same time that the needs of customers are continuing to climb at a rapid pace. When it comes to the process of providing customers with experiences that are individualized, engaging, and enjoyable, emotional intelligence has been identified as a crucial component.

Emotional intelligence covers self-awareness, self-regulation, motivation, empathy, and social skills. All of these components are included in emotional intelligence, which is why this is the case. This is because emotional intelligence encompasses each and every one of these characteristics, which is the reason why this is the case. In the retail sector, which is

characterized by face-to-face interaction between employees and customers as the primary element of the shopping experience, it is possible for emotional intelligence to improve communication, resolve conflicts, and cultivate an atmosphere that is friendly. This is because the retail industry is characterized by face-to-face interaction. This is due to the fact that the most crucial component of the shopping experience is the ability to get your hands on whatever it is that interests you. When it comes to the management of stress, the maintenance of job happiness, and the development of sales, emotional intelligence is a skill that is extremely necessary or crucial with regard to all of these aspects.

The rising complexity of customer behavior and the increased pressure that retail staff are under to meet performance requirements have both contributed to the current problem that has arisen as a result of these two factors. This circumstance has arisen as a direct result of the cause. The objective of this invention is to investigate the various ways in which emotional intelligence could be systematically implemented into retail operations. The goal of this investigation is to enhance the level of satisfaction that consumers feel, as well as the overall success of small businesses.

## **SUMMARY OF INVENTION**

It is offered by the invention that an all-encompassing system for incorporating emotional intelligence (EI) as a basic component of retail strategy is presented. By placing an emphasis on emotional intelligence (EI), the idea promises to improve not just the experience that companies provide for their customers but also the performance of their staff. This is in acknowledgement of the fact that the emotional links that exist between salespeople and customers have a significant beneficial impact on the decisions that consumers make regarding their purchases and their loyalty to a particular brand. In the context of retail settings, the notion provides a variety of approaches to the development of emotional intelligence (EI). Training programs that are aimed to assist staff members in acquiring skills such as empathy, active listening, and conflict resolution are included in these approaches. Furthermore, it illustrates the positive influence that emotionally intelligent leadership has on the dynamics of teams, the satisfaction of employees, and the retention of employee talent. Those are all things that are demonstrated by this invention. Using the notions of emotional intelligence (EI), retailers have the ability to create an environment that is more engaging, responsive, and focused on the customer. In the long run, this will lead to a rise in sales, an increase in client loyalty, and a competitive advantage in the market.

## **BRIEF DESCRIPTION OF THE DRAWINGS**

**Fig 1.** Depicts the framework for EI and OP

**Fig 2.** Depicts the Flowchart of emotional intelligence.

## **BRIEF DESCRIPTION OF THE INVENTION**

The purpose of this essay is to investigate the significant part that emotional intelligence (EI) plays in determining the level of success and growth that retail businesses experience. We concentrate our efforts especially on the retail sector of the economy. The retail sector of the economy is where we focus the majority of our attention and initiatives. One definition of emotional intelligence states that it is the capacity to identify, comprehend, control, and exert influence over one's own feelings as well as those of other people. The ability to influence the opinions of other people is another name for this skill. There are many ways to describe emotional intelligence, but one way is as the capacity to do all of these things. This is the meaning of the phrase that encompasses the most. Another term that can be used to describe this aptitude is the capacity to demonstrate emotional intelligence. Each of these terms can be used interchangeably with one another. Self-awareness, motivation, self-regulation, and social skills are some of the most significant aspects of emotional intelligence (EI) in the context of retail customer service.

EI encompasses a number of other important attributes as well. Emotional intelligence is comprised of a variety of various kinds of characteristics. When it comes to the concept of emotional intelligence, empathy is simply one of the many key characteristics that comprise it. There is, however, a great deal more to emotional intelligence than any of these things taken together. The dynamics that exist within a retail company's workforce and the relationships that the company maintains with its customers have a significant impact on the overall profitability of the business. The importance of these two categories of interactions cannot be overstated. Both of these kinds of relationships are essential to the success of the retail business as a whole, and these traits are very helpful for enhancing both of these kinds of interactions among customers and employees. By providing a comprehensive framework for incorporating emotional intelligence (EI) into a wide variety of retailing operations, including interactions with customers and internal management protocols, the method makes it possible to include EI into a wide range of retail industry activities. Due to the existence of this framework, EI can be

used into a wide range of retailing activities. Consequently, the incorporation of EI into a wide variety of retail-related operations is a straightforward process.

More than anything else, the fundamental purpose of this innovation is to bring attention to the numerous ways in which emotional intelligence has the potential to revolutionize the retail sector. This represents the primary objective of this invention. The fact that emotional experiences are increasingly influencing customer behavior rather than merely product selection or pricing makes this information particularly essential considering the frequency with which this phenomenon is occurring. When taking into consideration the fact that this is becoming an increasingly common outcome, it is especially important to keep this in mind. As a result of the fact that the significance of a person's emotional experiences is always expanding in this day and age, we are among the most important people in the entire globe. The concept of emotional intelligence is gaining prominence as a strategic tool that may be utilized to promote customer engagement, satisfaction, and loyalty. The utilization of this instrument is growing at an alarming rate. The reasoning behind this is that the preferences of consumers are evolving in favor of encounters that are meaningful and customized to their expectations. Emotional intelligence is rapidly becoming a practical instrument for the execution of strategic plans as a direct effect of the change. When an employee in the retail industry possesses a high level of emotional intelligence, they are better able to manage the feelings of customers, find solutions to problems, and leave a positive image that will remain with them for the entirety of their time working there. One possible explanation for this is that they have improved their capacity to handle the feelings of their customers. This emotional connection has a number of benefits, including the facilitation of the achievement of short-term sales targets, the establishment of trust, and the formation of an emotional connection with the brand. Customers might end up promoting the company to other people, and as a result, they might return to purchase further items. This emotional connection also makes it easier to achieve short-term sales targets, which is another benefit.

The notion also places an emphasis on the ways in which emotional intelligence influences the overall well-being of workers during the course of their careers and how it contributes to the degree to which individuals are able to successfully complete their workplace responsibilities. This is because the concept operates under the assumption that emotional intelligence is a

consequence of the occupation that a worker holds. You will be required to deal with demanding customers, high performance expectations, and high levels of stress on a consistent basis if you choose to work in the retail industry. In order to be successful in the retail industry, you will need to be able to handle all of these responsibilities. There is a possibility that each and every one of these elements will lead to feelings of exhaustion and low morale, both of which have the potential to have tremendously negative consequences for the company. On the other hand, those who possess a high level of emotional intelligence are better equipped to deal with stress, communicate effectively, and maintain their motivation even when confronted with challenges. Because of their enhanced ability to regulate their emotions, this has occurred. An increase in job satisfaction, a decrease in employee turnover, and a more unified and supportive work environment are all potential outcomes for retail businesses that cultivate a culture of emotional intelligence among their workforce. The cultivation of an emotional intelligence culture is one method that can be utilized to achieve these advantages in the workplace.

As a result of advancements in technology, employees working in the retail sector now have access to training and development programs that are designed to enhance emotional intelligence (EI). The individuals in question are not only provided with the chance to take part in these activities, but they are also specifically encouraged to do so. If workers participated in these programs, they would be better able to handle the emotional demands that come with their professions, improve the degree of teamwork that exists within their teams, and deal with unpleasant interactions with customers. If employees participated in these projects, they would be able to do all of these things, which would be possible for them to do.

With regard to the implementation, the innovation provides a list of helpful ideas that retail businesses may utilize to incorporate emotional intelligence into their day-to-day operations. An illustration of each of these tactics is provided below. By going through the process of implementation, it is possible to accomplish these strategies. There are a variety of approaches that might be taken in order to put these recommendations into action. These methods have the ability to improve not only the level of service that is provided to customers but also the overall experience that they have with the company. Employees have the opportunity to take part in training programs that place an emphasis on emotional intelligence and stress skills such as the ability to exert emotional control, empathy, and active listening. With the help of these programs, employees will be able to develop their emotional intelligence and become more

emotionally intelligent. These programmes are made available by the corporation, which has the role of the umbrella entity. It is essential to keep in mind that the programs that have been discussed up until this point are merely a few of the many alternatives that are currently available on the market. Building their own emotional intelligence (EI) is something that they are actively encouraged to do in order to improve their communication skills, cultivate a healthy organizational culture, and become more sensitive to the needs and motivations of their teams. We are particularly enthusiastic about encouraging senior executives and managers of retail institutions to take part in this project. In addition, the innovation suggests the utilization of Emotional Intelligence (EI) evaluation instruments and feedback systems in order to analyze and monitor the levels of emotional intelligence possessed by personnel. This is done in order to achieve the goals that were specified earlier in the sentence.

As a consequence of this, it might conduct invention and keep track of the emotional intelligence levels of its staff members. It is imperative that this particular activity be carried out in order to ensure that the proposal will be successful. As a result of this, it is simple to ascertain what aspects of the company's operations require enhancement and to ensure that the principles of emotional intelligence are used appropriately across the board. Taking into account the fact that this is something that is feasible brings about the possibility of this happening.

The innovation is also responsible for doing invention on the wider influence that emotional intelligence has on a range of other aspects of market differentiation and brand identification. This invention is to be carried out in the future. Not only does it already operate in this manner, but it also possesses the capability to operate in this manner. When it comes to the retail industry, one of the most important differentiators that can be found is the ability to provide unique experiences for customers. The fact that this particular characteristic can be quantified makes it one of the most important variables. This is as a result of the fact that a considerable number of businesses that are already operating in the retail industry offer products that are comparable to those offered by Amazon. This is what precipitated the current predicament. When it comes to business, a merchant who places a large emphasis on emotional intelligence is one who is able to develop distinctive brand identities that are centered on the consumer and that connect with them on a more profound emotional level. These identities have the potential

to provide a sense of connection and a more profound resonance with customers. A significantly more profound level of connection with customers can be achieved through the utilization of these identities, which have the capacity to resonate. Customers are given the idea that they are respected, heard, and understood, which ultimately provides the company with an advantage over its competitors on the market. The likelihood that they will continue to be loyal to the company and provide support for it is increased as a result of this.

Due to the fact that this scenario exists, the probability is increased. In addition, retail CEOs who possess emotional intelligence have a greater chance of achieving success since they are better ready to deal with shifts in the market and fluctuations in consumer preferences. They will significantly improve their chances of becoming successful as a result of this. It is possible that their higher level of emotional intelligence is the cause of this noticeable difference. They are able to make adjustments to their tactics in order to guarantee that they are in accordance with the ever-changing emotional requirements of their clients. Because of this skill, they are able to fulfill the requirements that have been made by the customer. Additionally, they are in possession of these elements as well.

The importance of emotional intelligence for retail management and employees cannot be overstated. It is completely impossible to overstate its value. In a world in which the experiences that customers have with enterprises are becoming increasingly crucial, the significance of emotional intelligence cannot be emphasized. The reason for this is that customers are placing a higher sense of importance on the experience that they are now enjoying. The purpose of this invention is to bring attention to the significance of engaging in emotional intelligence training. This is as a result of the fact that cultivating strong emotional intelligence is an essential component of working in the retail industry. In addition to this, it provides insightful thoughts on the ways in which emotional intelligence may bring exceptional benefits to stakeholders both within and beyond the organization, such as employees and customers. It is possible to arrive at these benefits through either direct or indirect means. The achievements that are stated in this article are attainable when professional circumstances are taken into consideration. By harnessing the power of emotional intelligence, business owners have the potential to shape their organizations into ones that are more dynamic, resilient, and empathetic. This is definitely something that can be accomplished in reality. The type of business

that, over the course of time, distinguishes itself in terms of both the level of employee engagement and the level of customer satisfaction is ultimately the type of business that contributes to the long-term financial success of the firm. For example, one of the numerous ways that this objective could be accomplished is by making use of the power that emotional intelligence possesses. There are a substantial number of additional methods that can potentially be utilized.

## WE CLAIM

1. Emotional intelligence (EI) helps retail staff recognize and respond to customer emotions, resulting in personalized interactions that increase customer satisfaction and loyalty.
2. Retail personnel with emotional intelligence can calm customers and improve service.
3. Employee self-awareness and self-regulation improve job satisfaction and reduce burnout in high-pressure retail environments by managing stress, staying motivated, and performing effectively.
4. Emotionally intelligent leadership and teamwork improve retail team productivity and turnover by encouraging open communication, empathy, and respect.
5. Emotionally intelligent retailers build long-term customer relationships by empathy and attentive service, resulting in repeat business and positive word-of-mouth marketing.
6. EI-integrated customer service can differentiate retailers in a competitive market by creating memorable and emotive brand experiences.
7. Emotionally aware CEOs assist retailers adapt to changing consumer tastes and market trends, meeting customer emotional needs and developing the company.

Dated this the 6<sup>th</sup> FEBRUARY 2025.



Senthil Kumar B  
Agent for the applicant  
IN/PA-1549

# EXPLORING THE IMPORTANCE OF EMOTIONAL INTELLIGENCE IN RETAILING

## ABSTRACT

The purpose of this invention is to analyze the significant roles that emotional intelligence (EI) plays in affecting the dynamics of the contemporary retail environment using the data collected from this invention. For the purpose of this invention, the specific audience that is being targeted is retail professionals. As retail companies place a greater emphasis on providing a positive experience for their customers, emotional intelligence is becoming an increasingly important aspect in establishing relationships with customers, improving staff performance, and achieving overall success for the organization. The reason for this is because employees that possess emotional intelligence are able to have more favorable interactions with potential clients. The findings of this invention suggest that emotional intelligence (EI) can be utilized to improve the amount of pleasure that consumers experience by providing them with empathic and individualized service. EI also has the potential to develop a constructive culture in the workplace, which has the potential to boost employee morale, minimize employee turnover, and stimulate higher productivity. All of these benefits can be achieved through the implementation of EI. In addition to this, the invention investigates the ways in which emotionally intelligent leadership and staff can generate a distinctive brand identity, foster long-term customer loyalty, and provide a competitive advantage in the retail sector. Specifically, the retail sector is the subject of the inventioner's investigation. As a result of the application of this information, the purpose of this invention is to provide significant insights into the ways in which emotional intelligence may be exploited to improve both customer interactions and business success in the retail industry. Putting up practical solutions for incorporating EI into day-to-day operations is the means by which these insights are made available to the audience. A wide variety of solutions are available, ranging from the education of personnel to the cultivation of leadership skills.

<b>FORM 1</b> THE PATENTS ACT 1970 (39 OF 1970) and THE PATENTS RULES, 2003 <b>APPLICATION FOR GRANT OF PATENT</b> (See section 7, 54 and 135 and sub-rule (1) of rule 20)				(FOR OFFICE USE ONLY)
		Application No.		
		Filing date:		
		Amount of fee paid:		
		CBR No:		
		Signature:		
<b>1. APPLICANT'S REFERENCE/ IDENTIFICATION NO. (AS ALLOTTED BY OFFICE)</b>				
<b>2. TYPE OF APPLICATION [Please tick ( ) at the appropriate category]</b>				
Ordinary (✓)		Convention ( )		PCT-NP ( )
Divisional ( )	Patent of Addition ( )	Divisional ( )	Patent of Addition ( )	Divisional ( ) Patent of Addition ( )
<b>3A. APPLICANT(S)</b>				
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Dr.R.Surianarayanan	INDIAN	INDIA	Professor, Department of MBA, S.A.Engineering College, Thiruverkadu, Chennai, Tamilnadu – 600077, India.	
Dr. Vivek Hamal	INDIAN	INDIA	Assistant Professor, Department of Management, Brainware University, Kolkata, West Bengal – 700129, India.	
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Dr. Srijib Shankar Jha	INDIAN	INDIA	Associate Professor, Department of Management Studies, Marwadi University, Rajkot, Gujarat - 360003, India.	
Dr. Mahadevan M	INDIAN	INDIA	Assistant Professor, Department of Management Students, Sri Kaliswari Institute of Management and Technology, (Approved by AICTE and affiliated to the Madurai Kamaraj University), Sivakasi, Tamil Nadu - 626123, India.	
Dr.S.Renugadevi	INDIAN	INDIA	Professor, Department of Commerce CSCA, Dr.N.G.P.Arts and Science College, Coimbatore, Tamilnadu – 641048, India.	
Dr. S. Kanimozhi	INDIAN	INDIA	Associate Professor, Department of Management, Hallmark Business School, Pirattiyur, Allithurai Road, Santhapuram, Trichy, Tamilnadu - 620102, India.	

<b>3B. CATEGORY OF APPLICANT [Please tick ( ) at the appropriate Category]</b>					
Natural person (✓)	Other than Natural Person				
	Small Entity ( )	Startup ( )	Educational Institution ( )	Others ( )	
<b>4. INVENTOR(S) [Please tick ( ) at the appropriate category]</b>					
Are all the inventor(s) same as the applicant(s) named above?		Yes (✓)		No ( )	
If "No", furnish the details of the inventor(s)					
Sl. No	Name in Full	Nationality	Country of Residence	Address of the Inventor	
<b>TITLE OF THE INVENTION: EXPLORING THE IMPORTANCE OF EMOTIONAL INTELLIGENCE IN RETAILING</b>					
<b>5. AUTHORISED REGISTERED PATENT AGENT(S)</b>			IN/PA NO.	IN/PA-1549	
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			Mobile No.		
<b>7. ADDRESS FOR SERVICE OF APPLICANT IN INDIA</b>			Name	Dr.P.T.Vijaya Rajakumar	
			Postal Address	Professor & Director, Department of Management Studies, Nehru Institute of Engineering and Technology, Tamilnadu – 641105, India.	
			Telephone No.		
			Mobile No.	8500580495	
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			E-mail ID	patentpublicuation@gmail.com	
			<b>8. IN CASE OF APPLICATION CLAIMING PRIORITY OF APPLICATION FILED IN CONVENTION COUNTRY, PARTICULARS OF CONVENTION APPLICATION</b>		
Country	Application Number	Filing date	Name of the Applicant	Title of the invention	IPC (as Classified in the Convention Country)
<b>9. IN CASE OF PCT NATIONAL PHASE APPLICATION, PARTICULARS OF INTERNATIONAL APPLICATION FILED UNDER PATENT CO-OPERATION TREATY (PCT)</b>					
International Application Number			International filing date		

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<b>10. IN CASE OF DIVISIONAL APPLICATION FILED UNDER SECTION 16, PARTICULARS OF ORIGINAL (FIRST) APPLICATION</b>																																	
Original (first) application No.	Date of filing of original (first) application																																
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<b>11. IN CASE OF PATENT OF ADDITION FILED UNDER SECTION 54, PARTICULARS OF MAIN APPLICATION OR PATENT</b>																																	
Main application/patent No.	Date of filing main application																																
<b>12. DECLARATIONS</b>																																	
<p><b>(i) Declaration by the inventor (s)</b>  <b>(In case the applicant is an assignee:</b> The inventors (s) may sign herein below or the applicant may upload the assignment or enclose the assignment with this application for patent or send the assignment by post electronic transmission duly authenticated within the prescribed period)</p> <p>We, the above named inventor(s) are the true &amp; first inventor(s) for this invention and declare that the applicant(s) herein is/are my/our assignee or legal representative.</p> <p><b>INVENTORS</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">SI. No</th> <th style="width: 40%;">NAME</th> <th style="width: 30%;">SIGNATURE</th> <th style="width: 20%;">DATE</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Dr.P.T.Vijaya Rajakumar</td> <td></td> <td>06 February 2025</td> </tr> <tr> <td>2</td> <td>Dr. Priyanka Malhotra</td> <td></td> <td>06 February 2025</td> </tr> <tr> <td>3</td> <td>Dr.R.Surianarayanan</td> <td></td> <td>06 February 2025</td> </tr> <tr> <td>4</td> <td>Dr. Vivek Hamal</td> <td></td> <td>06 February 2025</td> </tr> <tr> <td>5</td> <td>Sai Vijetha Perug</td> <td></td> <td>06 February 2025</td> </tr> <tr> <td>6</td> <td>Neha Shrivastav</td> <td></td> <td>06 February 2025</td> </tr> <tr> <td>7</td> <td>Dr. Srijib Shankar Jha</td> <td></td> <td>06 February 2025</td> </tr> </tbody> </table>		SI. No	NAME	SIGNATURE	DATE	1	Dr.P.T.Vijaya Rajakumar		06 February 2025	2	Dr. Priyanka Malhotra		06 February 2025	3	Dr.R.Surianarayanan		06 February 2025	4	Dr. Vivek Hamal		06 February 2025	5	Sai Vijetha Perug		06 February 2025	6	Neha Shrivastav		06 February 2025	7	Dr. Srijib Shankar Jha		06 February 2025
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8	Dr. Mahadevan M		06 February 2025
9	Dr.S.Renugadevi		06 February 2025
10	Dr. S. Kanimozhi		06 February 2025

**(ii) Declaration by the applicant(s) in the Convention Country**  
**(In case the applicant in India is different from than the applicant in the convention Country):**

The applicant in the convention country may sign herein below or applicant in India may upload the assignment from the applicant in the convention country or enclose the said assignment with this application for patent or send the assignment by post/electronic transmission duly authenticated within the prescribed period)

I/We, the applicant(s) in the convention country declare that the applicant(s) herein is/are my/our assignee or legal representative.

- (a) Date
- (b) Signature(s)
- (c) Name(s) of the Signatory

**(iii) Declaration by the applicant(s)**

We the applicants hereby declare that: -

We are in possession of the above-mentioned invention.

- The Complete specification relating to the invention is filed with this application.**
- ~~The invention as disclosed in the specification uses the biological material from India and the necessary permission from the competent authority shall be submitted by me/us before the grant of patent to us.~~
- There is no lawful ground of objection(s) to the grant of the Patent to us.**
- We are the true & first inventors.**
- ~~We are the assignee or legal representative of true & first inventors.~~
- ~~The application or each of the applications, particulars of which are given in Paragraph 8, was the first application in convention country/countries in respect of my/our invention(s).~~
- ~~We claim the priority from the above mentioned application(s) filed in convention country/countries and state that no application for protection in respect of the invention had been made in a convention country before that date by me/us or by any person from which I/We derive the title.~~
- ~~Our application in India is based on international application under Patent Cooperation Treaty (PCT) as mentioned in Paragraph 9.~~
- ~~The application is divided out of my /our application particulars of which is given in Paragraph 10 and pray that this application may be treated as deemed to have been filed on DD/MM/YYYY under section 16 of the Act.~~
- ~~The said invention is an improvement in or modification of the invention particulars of which are given in Paragraph 11.~~

**13. FOLLOWING ARE THE ATTACHMENTS WITH THE APPLICATION**

(a) Form 2

ITEM	DETAILS	FEE	REMARKS
Complete Specification (Description part) in form 2			
Claims			
Abstract			
Drawings			

# In case of a complete specification, if the applicant desires to adopt the drawings filed with his provisional specification as the drawings or part of the drawings for the complete specification under rule 13(4), the number of such pages filed with the provisional specification are required to be mentioned here.

(a) Complete specification (in conformation with the international application)/as amended before the International Preliminary Examination Authority (IPEA), as applicable (2 copies).

(b) ~~Sequence listing in electronic form~~

(c) ~~Drawings (in conformation with the international application)/as amended before the International Preliminary Examination Authority (IPEA), as applicable (2 copies).~~

(d) ~~Priority document(s) or a request to retrieve the priority document(s) from DAS (Digital Access Service) if the applicant had already requested the office of first filing to make the priority document(s) available to DAS.~~

(e) ~~Translation of priority document/Specification/International Search Report/International Preliminary Report on Patentability.~~

(f) Statement and Undertaking on Form 3

(g) Declaration of Inventorship on Form 5

(h) Power of Authority

(i) Total fee ₹.....in Cash/ Banker's Cheque /Bank Draft bearing No..... Date.....on .....Bank.

I/We hereby declare that to the best of my/our knowledge, information and belief the fact and matters slated herein are correct and I/We request that a patent may be granted to me/us for the said invention.

Dated this the 06<sup>th</sup> day of February 2025.

Signature: 

**Name: SENTHIL KUMAR .B**  
**PATENT AGENT : IN/PA-1549**

To  
The Controller of Patents  
The Patent Office, at Mumbai / Delhi / Chennai / Kolkata

Note: -

- \* Repeat boxes in case of more than one entry.
- \* To be signed by the applicant(s) or by authorized registered patent agent otherwise where mentioned.
- \* Tick (✓)/cross (x) whichever is applicable/not applicable in declaration in paragraph-12.
- \* Name of the inventor and applicant should be given in full, family name in the beginning.
- \* Strike out the portion which is/are not applicable.
- \* For fee: See First Schedule||;

**FORM 9**  
THE PATENTS ACT, 1970  
(39 of 1970)  
&  
THE PATENT RULES, 2003  
**Request for Publication**  
(See section 11A(2); rule 24A)

We, 1. Dr.P.T.Vijaya Rajakumar, Professor & Director, Department of Management Studies, Nehru Institute of Engineering and Technology, Tamilnadu – 641105, India, 2. Dr. Priyanka Malhotra, Associate Professor, Department of MBA, NIET, Greater Noida, Uttar Pradesh – 201306, India, 3. Dr.R.Surianarayanan, Professor, Department of MBA, S.A.Engineering College, Thiruverkadu, Chennai, Tamilnadu – 600077, India, 4. Dr. Vivek Hamal, Assistant Professor, Department of Management, Brainware University, Kolkata, West Bengal – 700129, India, 5. Sai Vijetha Perugu, Assistant Professor, Department of Management, Sri Balaji Society's Balaji College of Arts, Commerce and Science, Survey No. 3/1 to 4, Aundh Ravet BRTS Rd, Tathawade, Pune, Maharashtra – 411033, India, 6. Neha Shrivastav, Assistant Professor, Department of Management, Sri Balaji Society's Balaji College of Arts, Commerce and Science, Survey No. 3/1 to 4, Aundh Ravet BRTS Rd, Tathawade, Pune, Maharashtra - 411033, India, 7. Dr. Srijib Shankar Jha, Associate Professor, Department of Management Studies, Marwadi University, Rajkot, Gujarat - 360003, India, 8. Dr. Mahadevan M, Assistant Professor, Department of Management Students, Sri Kaliswari Institute of Management and Technology, (Approved by AICTE and affiliated to the Madurai Kamaraj University), Sivakasi, Tamil Nadu - 626123, India, 9. Dr.S.Renugadevi, Professor, Department of Commerce CSCA, Dr.N.G.P.Arts and Science College, Coimbatore, Tamilnadu – 641048, India, 10. Dr. S. Kanimozhi, Associate Professor, Department of Management, Hallmark Business School, Pirattiyur, Allithurai Road, Santhapuram, Trichy, Tamilnadu - 620102, India, hereby request for early publication of our Patent application for the invention titled "**EXPLORING THE IMPORTANCE OF EMOTIONAL INTELLIGENCE IN RETAILING**" under section 11A(2) of the Act.

Dated this the 06<sup>th</sup> day of February 2025.



**Senthil Kumar B**  
Agent for the applicant  
IN/PA-1549

To

The Controller of Patents  
The Patent Office, Mumbai / Delhi /Chennai / Kolkata