

INNOVATIONS AND EMERGING TRENDS IN MANAGEMENT SCIENCES

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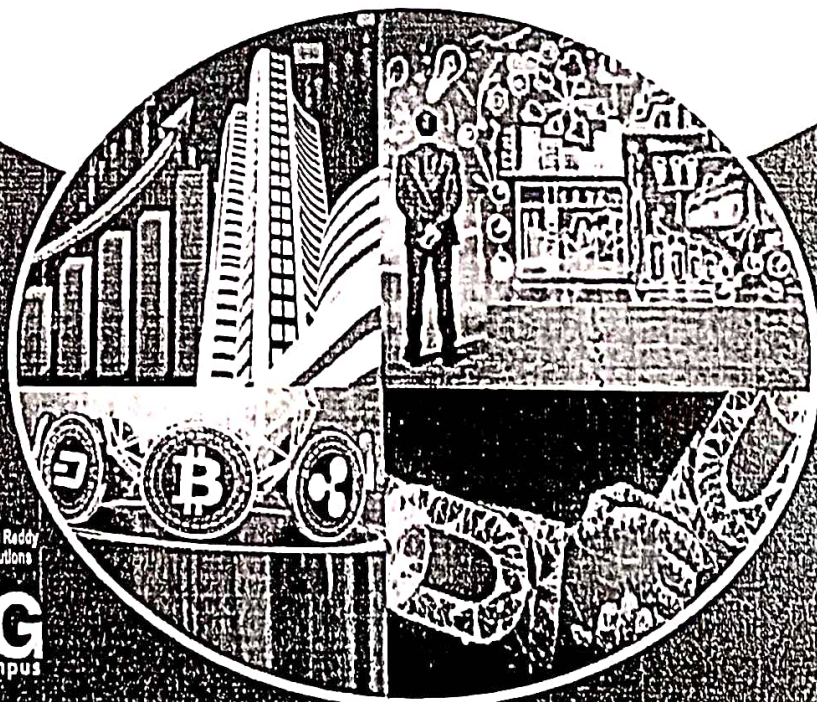
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SCHOOL OF MANAGEMENT SCIENCES

Edited by

Dr. T. RAVINDRA REDDY

Professor & Dean SoMS, NNRESGI, Hyderabad, T.S.



NALLA NARASIMHA REDDY

Education Society's Group of Institutions - Integrated Campus

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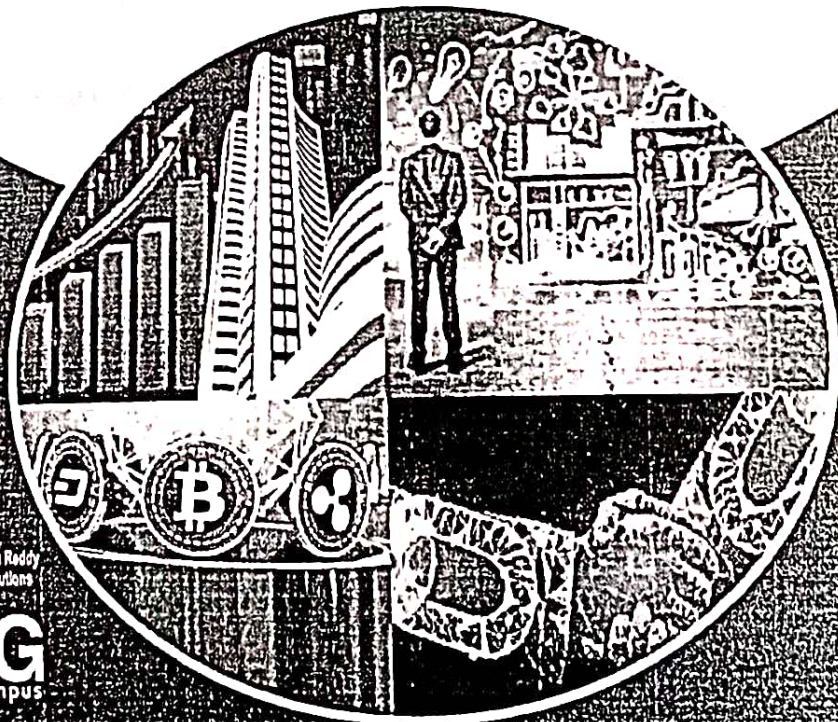
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INDEX

Title	Page No.
Performance Appraisal Systems In The Banks In The Post-Merged Scenario (In The FYS – 2018-19 TO 2020-21) Nagesh Babu Boddikurapati, Dr. A Krishna Sudheer	1
Manufacturing Systems In Just-In-Time: A Literature Review Dr K . Madhu Babu, Dr Mohd Abdul Hafeez	10
Digital Marketing Communications Using Chatbots And Their Effect On Consumer Behavior Dr Mohd Abdul Hafeez, Dr K Madhu Babu	23
A Study On Impact Of Knowledge Managemet On Organisational Performance Dr Chandra Sekhar Pattnaik, Dr K Madhu	32
An Analytical Study On Metamorphosis Of Digitalization And It's Impact On Employee Engagement In Telangana Mr.Md.Sirajuddin, Dr. K. Rajesh Kumar, Dr. P. Alekhya	37
A Study On Innovative Teaching Learning Methods In Social Sciences Dr. Surendra Kumar, Dr. Shweta Verma	46
Role Of Loyalty Cards In Boosting Customers Loyalty And Retention Of Customers Dr. V.V.Subba Rao, Saibabu Kukati	5
Digital Marekting Trends & Tools Dr.A.Raja Shekar	5
Customer Expectations Of Store Attributes Towards Supermarkets In Nellore City, Andhra Pradesh Dr. Pala Chakrapani	6
A Study On Role Of NABARD In Agricultural Development In Telangana State B Rajender Goud, Dr. J Suresh Reddy	6
Factors Affecting The Financial Inclusion Of Farmers: An Empirical Study In Guntur District, Andhra Pradesh Y.V.Siva Rama Reddy	6
Purchase Decision Of Health Insurance And Impact Of Socio-Economic Factors A Study in Hyderabad City, Telangana Dr.T.Ravindra Reddy	6
Human Resource Management Practices And Organizational Performance: The Mediating Role Of Employee Commitment Dr. Sammaiah Buhukya	6
Impact Of Financial Literacy On Financial Behavior Of Salaried Women – A study With Reference To Hyderabad City Dr.T.Ravindrareddy, A.Karthik	1

INDEX

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Manufacturing Systems in Just-in-Time: A Literature Review

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ABSTRACT:

A.Z. Keller and A. Kazazi Just-in-Time, Literature, Management Theory Examines Just-in-Time (JIT) from its evolution as a Japanese concept through to a review of its philosophy and implementation. Cites several techniques of implementation. Includes a review of the early work of various researchers and practitioners. Concludes that JIT is a very effective manufacturing philosophy which is universal in nature encompassing all aspects of manufacturing. Suggests a few deficiencies in current literature.

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Abstract

Both academic scholars and business professionals have focused a lot of attention in recent years on the relationship between effective knowledge management (KM) and high levels of organisational performance. The necessity for organisations to have a methodical and integrated approach to building the learning processes, culture, and technology infrastructure and performance management that is required to define, use, and develop knowledge-related assets is the source of the complexity that is associated with knowledge management (KM). After it has been implemented, the integrated approach has the potential to have a significant effect on the overall performance of the organizational systems. Based on the results of an empirical survey administered to organisations in Hyderabad, this paper investigates this influence. Both the theoretical underpinnings of knowledge management (KM) and the practical implications of KM for business operations are investigated in this study. Several intriguing discoveries are described, along with in-depth discussions based on the existing research on the implications these findings have for both future research and clinical practice.

Key words:

Knowledge Management, Organizational Performance, Knowledge Management System

INTRODUCTION:

At the very least, the notion of knowledge management (KM) has been present since the early 1990s. This was the time when big consulting companies such as Andersen Consulting and Ernst & Young began devoting considerable resources to the implementation of KM techniques and technologies. The plan was to come up with novel approaches to draw upon the aggregate expertise of their enormous corporations, and after they had successfully completed the process themselves, they would assist other businesses in accomplishing the same goal. Around the middle of the 1990s, the trend of knowledge management (KM) began to gain some traction, receiving coverage in the trade press, at industry conferences, and in both the business and academic fields. Both the commercial sector and the academic world are showing an increasing interest in the subject of knowledge management. Knowledge is the sole true asset in today's businesses, which are living in a world of expanding knowledge, where the majority of people are knowledge workers, and where knowledge is the primary focus. In order to boost their competitiveness in ways that just weren't conceivable a year ago, global corporations have begun to implement knowledge management technology. Companies are beginning to regard knowledge management as a crucial component to their operations as the importance of KM continues to grow.

Knowledge Management referred as

The definition of the phrase "knowledge management" has been the subject of an extensive amount of discussion in the scholarly literature. The majority of the discussion centres on the dissimilarities between the information on the phrase "in the sense of "knowing." Despite the fact that in certain contexts one term might be used in place of the other, numerous authors have argued that there is a clear distinction

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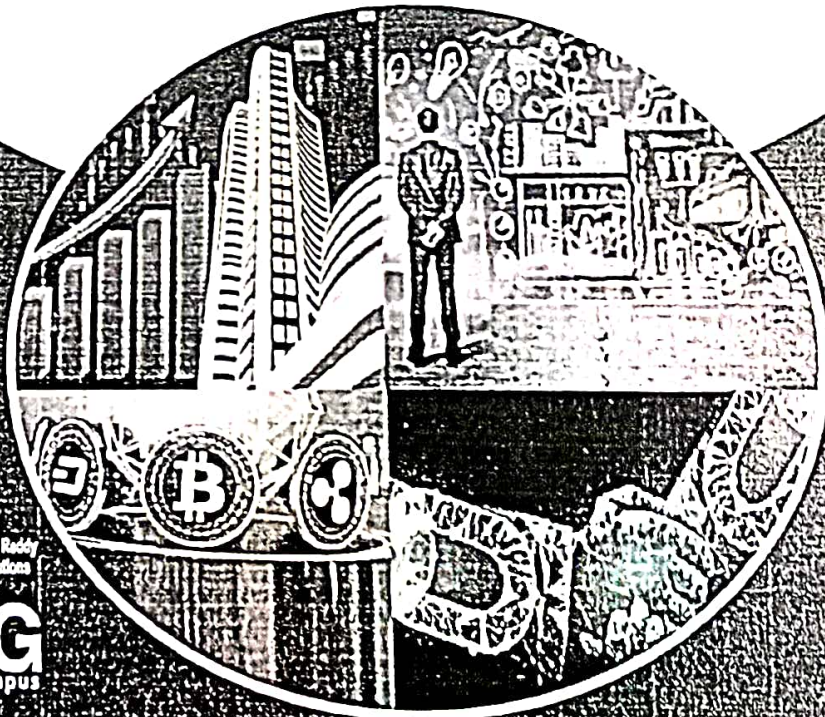
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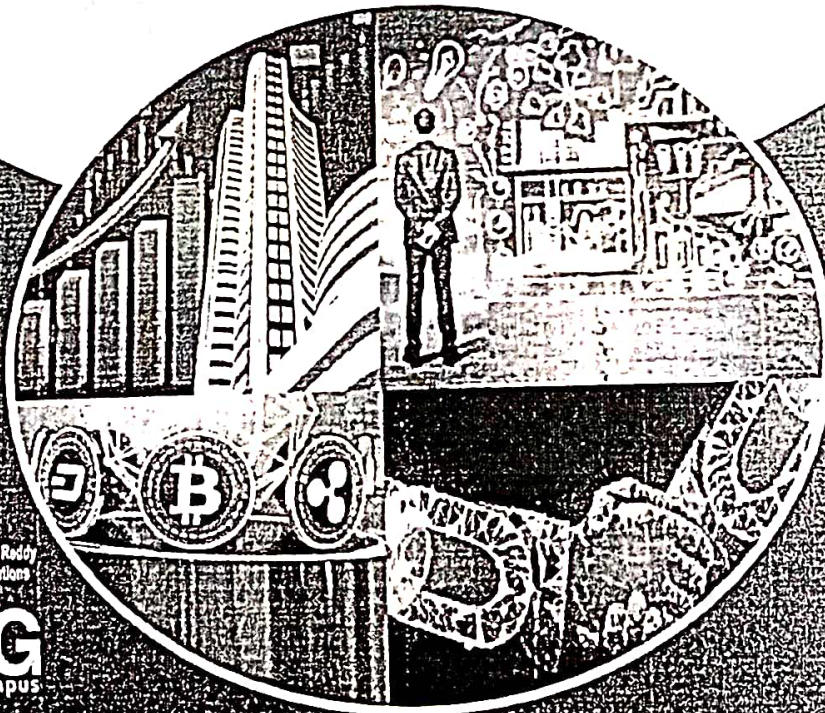
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A STUDY ON IMPACT OF KNOWLEDGE MANAGEMENT ON ORGANISATIONAL PERFORMANCE

Dr Chandra Sekhar Pattnaik* & Dr K Madhu**

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**Senior Faculty-Megha & Omega Group of Institutions, Hyderabad, email: kwlmadhu@gmail.com

Abstract

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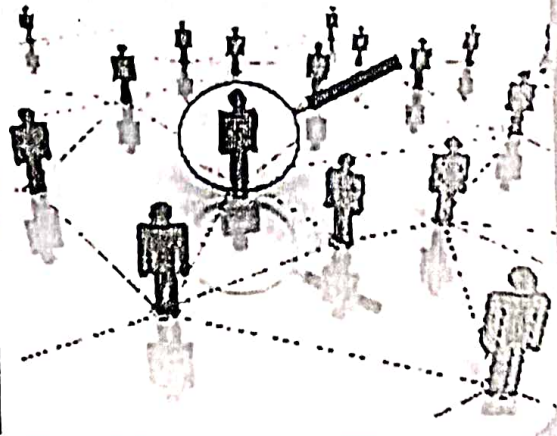
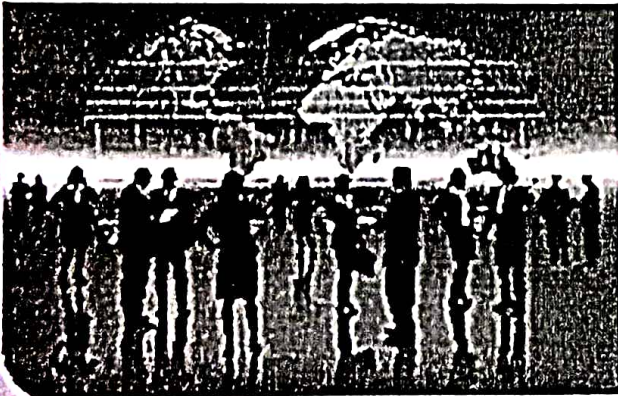
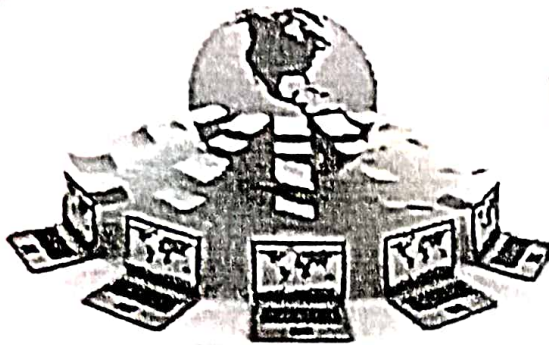
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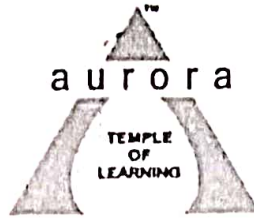
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EMERGING STRATEGIES FOR SUSTAINABLE COMPETITIVE ADVANTAGE IN THE 21ST CENTURY



EDITED BY
B. Mohan Kumar
T.V. Ratnavalli
Dr. D. Shireesha

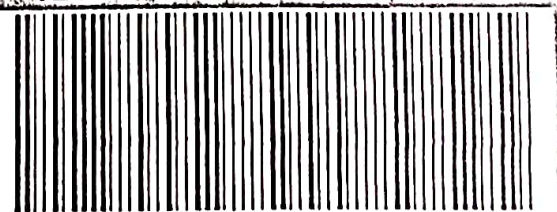


Established in the year 1996 with a sprawling campus and excellent infra structural facilities, Aurora's PG College, Moosarambagh, Hyderabad stands out as an edifice that perfectly justifies the college's tag line "Temple of Learning". Since its inception, its endeavor has been to impart quality education with adequate practical exposure and shaping its students into perfect managers and responsible citizens.

Aurora's PG College organized a National Conference on the theme Emerging Strategies for Sustainable Competitive Advantage in the 21st Century on 07th April 2016. The goal of the Conference is to provide a floor for deliberations on strategies, policies and best practices of day to day business as well as explore the functional areas those are relevant for the present and future management practices.

This book is a compendium of research papers submitted in the National Conference. Each article provides valuable insights on various aspects of Business Strategies. These insights would prove helpful to both general readers and decision makers for improving strategies at various levels of their decision making.

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40.	Advertising and Sales Promotion: A Study Dr. D. Shireesha	296
41.	Consumer Perception about Sales Promotion for Consumer Durables in India Mr R. Nagarjuna Rao	303
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44.	Impact of Internet on Commerce in India Prof. G.V. Chalafn, Mr. Ivaturi Murali Krishna	321
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46.	Branding in Marketing Mohammed Asad Ali Irfani	334
47.	A Study on Rural Marketing in India Ms. M. Debora	339
48.	Factors Impacting Gender Towards Selecting Mobile Service Provider Mr. G. N. Satish Kumar, Mr. Chandra Sekhar Pattnaik	348
49.	Branding Noodles by FMCG Companies in Indian Rural Markets Dr. S. Chandramouli	360
50.	The New Paradigm in Retailing - "e tailing" Kakarala. Prathyusha, K. Madhu Babu	368
51.	E-Tailing A Benchmark In Modern Marketing S. Maheshwari, Mohd Abdul Hafeez	376
52.	A Study on Customer Behaviour Towards Grocery Retailing Services in Hypermarkets Ms. P. Meena Kumari	381
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58.	Applying HR Analytics for Competitive Advantage in IT Industry- A case Study of select IT Companies Prof. Vijaya lakshmi Kanteti	428
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The New Paradigm in Retailing - "e tailing"

Kakarla. Prathyusha

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Abstract

Innovations in Internet technologies and globalization of markets provide a distinct policy for the growth of retail brands in India through "E-Tailing". E-Tailing organ of E-Commerce refers to the selling of goods on the internet (Electronic Retailing). With the exponentially growing internet user base and plastic cards penetration in the country, this form of shopping has swiftly established a new lease of life which facilitates immense scope to accelerate in future. E-tailing impede a level playing field for all, where consumers no longer hop from place to place for shopping, but virtually using Internet technologies for procuring products from any part of the Globe. The E-Commerce trade plays an imperative role in Expansion.

Consumers who face a dearth of time, desire a diverse range of products to choose from, e-tailing proves to be an ideal option and helps to build loyal customers and is intended at selling in areas where they don't have a physical presence. Online retailing portals such as Flipkart, Snapdeal, Amazon recorded 50-60% growth. Last 2-3 years trends in E-Tailing exhibit intensification mostly in big cities of metros. In this context the present study aims to examine consumer perceptions towards e-tailing and also explores on future prospects of the online market. This paper draws its empirical material through pilot survey method by designing structured questionnaire and findings reveal that the majority of consumers frequently use E-Tailing. E-Tailing is contributing in development of the country by optimizing the unemployment situation; creating opportunities across the value chain for entrepreneurs. Broadband bottleneck still remains a challenge to replicate the success of e-tailing. Online retail segment in India is rising to 35% annually from Rs. 20 Billion in 2011 to Rs. 70 Billion by 2015. For e-tailing it is believed that the future will be bright.

Key words : E-Tailing, Consumer perception challenges, opportunities.

Introduction – Background of the Study

When there was no survival of online shopping sites, public used to purchase from conventional mode but with the discovery of internet, created a paradigm shift. Mushrooming with online shopping websites the internet user base in India has sky rocketed in last decade.

E-Tailing A Benchmark In Modern Marketing

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Abstract

Few years back technology brought the shopping information on to the laptops, today it brings the products right to the doorstep. With the use of internet as a medium a person can buy products from a virtual store (shopping website). Though detractors to this technological advancement thought that this would take the joy off shopping, it has only added a whole new perspective to shopping. Electronic retailing (e-tailing) is a buzzword for any business-to-consumer (B2C) transactions that take place over the Internet. Simply put, e-tailing is the sale of goods online. Companies like Amazon and Dell created the online retail industry by putting the entire customer experience - from browsing products to placing orders to paying for purchases - on the Internet. The success of these and other companies encouraged more traditional retailers to create an online presence to augment their brick-and-mortar outlets. Online retailing portals such as eBay.in, Snapdeal.com, and Naaptol.com are registering anywhere between 40 and 60% of their sales from rural areas apart from the tier II and III cities. The penetration rate is quite low in comparison to other countries worldwide; however the number of users is significantly high. The present scenarios of e-tailing opportunities, its market, the viabilities and trends etc., have been discussed in this paper.

Key words : E-tailing, Multichannel, Product, Diversity, Service, etc

Introduction

An innovative idea can go a long way toward creating a successful small business. But ultimately, a company can't be profitable unless it can convince consumers to try its products. The Internet is a channel that businesses are using in today's world to advertise, connect with customers, make sales above all to retain the customers for a longer period. The Indian Online Retailing business is having a wider scope which is yet to be exploited. Internet is a potent medium that can serve as a unique platform for the growth of retail brands in India. The medium holds many virtues favorable for the retail industry including a higher customer penetration, increased visibility, and convenient operations. The current web-based models for e-tailing are part of an embryonic phase preceding an era of rapid transformation, challenge and opportunity in Indian retail market. The Indian retail market is witnessing a revolutionary phase. The growth of internet has enabled the new retail format of the virtual retailer to emerge and forced the

A Study on Utility of Mobile Banking Technology in Hyderabad City, Telangana

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ABSTRACT:

Abstract Mobile banking is a term used for performing balance checks, account transactions, payments, credit applications, loans to farmer households, time demand deposits transfer, third-party depository, customized message, account management, personal setting and etc. Technology has a major impact in helping banks service their customer was with the introduction of the Internet banking. Internet Banking helped the customers to access their account at any time. Customers could check out their account details, get their bank statements, perform transactions like transferring money to other accounts and pay their bills sitting in the comfort of their homes and offices. The main benefit is that cell phone is more portable than even the smallest notebook. Mobile banking is convenient. Any time any where account access makes seat-of-the-pants one management possible. In this paper deals the utility of mobile banking and to study gives adoption and acceptance of mobile banking system, perception of mobile banking users, and analyze important factor is needed to adopt mobile banking system in Hyderabad City, Telangana.

Keywords: Mobile Banking, Internet Banking, Utility, Adoption, Perception and Acceptance

1. Introduction:

Although millions of dollars have been spent on building mobile banking systems, reports on mobile banking show that potential users may not be using the systems, despite their availability. Thus, research is needed to identify the factors determining users' acceptance of mobile banking. Mobile Banking is one of the significant functions

of the bank. Mobile banking is a system that allows customers of a financial institution to conduct a number of financial transactions through a mobile device such as a mobile phone or tablet. Technically speaking most of these services can be deployed using more than one channel. Presently, Mobile Banking is being deployed using mobile applications developed on one of the following three channels. 1) Interactive Voice Response 2) Short Messaging Service 3) Wireless Access Protocol. The factors affecting the acceptance of an emerging IT artifact such as mobile banking have piqued interest among researchers and remain unknown due in part to consumers' trust and risk perceptions in the wireless platform

2. Research Methodology

2.1 Primary objective

The Primary objective of this study is to analyze the utility of mobile banking system in Hyderabad City, Telangana.

2.2 objectives of a study

1. To study the adoption of mobile banking system by the bank customers in Hyderabad City, Telangana.
2. To know the perception level of mobile banking system.
3. To identify important factors this decides the acceptance of mobile banking system.
4. To give valuable suggestions to banking sector to promote mobile banking technology among the bank customer

2.3 Research design

Descriptive research design is used in this study. Descriptive research design is a scientific method which involves observing and describing the behaviour of a subject without influencing it in any way.

2.4 Source of Data

“A STUDY ON IMPACT OF SALES PROMOTION ACTIVITIES ON ONLINE FOOD ORDERING CONSUMER WITH SPECIAL REFERENCE TO SWIGGY, HYDERABAD”

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Abstract: In today's business world customers are considered to be kings. It is important for producers to meet the needs of customers in order to stay competitive. One of the marketing tools that is used in attracting the attention of the customer is sales promotion. The aim of this paper therefore is to determine the effect of sales promotion on online food ordering consumer buying behavior. In the emerging business scenario various promotional techniques are used by the marketer. Through this study, an effort has been made to find out the various sales promotion tools and its impact on customers buying behavior with special reference to Swiggy, Hyderabad. For conducting the research, data was collected through simple random sampling of 100 respondents through descriptive research design technique. Later the data was analyzed and the hypothesis was tested by using chi-square test.

Keywords: sales promotion, different techniques of sales promotion, most effective sales promotional technique, customers buying behavior.

INTRODUCTION

Because of busy life style Mobile food Apps have emerged as a trend. Every other person prefers to order food online rather than cooking at home. Technology has played a major role in introduction and advancement of mobile food Apps. Apps such as Zomato, Swiggy, Foodpanda, Uber eats, Fasoos, etc. are the most commonly and frequently used apps by the consumers. Mobile food Apps have tie-ups with many restaurants and act as a link between restaurants and people. There are many factors which leads to increase in their sales such as convenient to use, easy payment methods, variety of food and restaurants,

delivery time, customer services, Sales Promotion etc.

Consumer attitude are dynamic making the things harder for sales or sales growth. Here comes the marketing in picture with different actions such as advertising, promotion, pricing and distribution having positive effect on business performance.

INTRODUCTION OF THE INDUSTRY

Swiggy is a leading food ordering and delivery startup in India. The company started operations in 2014 and is headquartered in Bengaluru. Swiggy works by acting as a bridge between customers and restaurants. It utilizes an innovative technology platform that allows customers to order food from nearby restaurants and get it delivered at their doorstep. With Swiggy, customers do not have to keep the contact numbers of various restaurants and eateries in their locality. Swiggy works as a single point of contact for ordering food from all restaurants that may be there at a particular location. Swiggy has its own team of delivery professionals who pickup orders from restaurants and deliver it at the customer's doorstep. This has made the task of ordering food a lot easier for customers. Restaurants also gain by getting more orders and avoiding costs and efforts associated with maintaining their own delivery personnel. Swiggy started as a small setup in August 2014, with a team of six delivery personnel and covering 25 restaurants. However, the idea soon became a huge hit among customers and restaurants alike. Swiggy now has operations in 8 cities and more than 10,000 restaurants on its platform.

REVIEW OF LITREATURE

Digital Marketing Communications Using Chatbots and their effect on consumer behavior

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Abstract

The aim of this dissertation is to explore the role of chatbots in Digital Marketing Communications and specifically their influence on consumer behavior. According to the analysis, chatbots influence consumers' behavior. Regarding the primary research, a mixture of qualitative and quantitative methods was used in order to achieve more credible results. More specifically, a questionnaire was designed and distributed to 111 participants to examine impact of chatbots in every stage of the buyer decision-making process. The analysis revealed that chatbots can have a positive impact on buyers during their pre-purchase decisions, throughout the purchase stage and during the post-purchase stage. In this thesis, the interview is supported by the well-designed structured questions. The data were collected with the contribution of one marketing manager via face-to-face interview. The primary and secondary research discovered the prominence of the adoption of chatbots in digital marketing communications for ensuring the successful marketing strategy implementation in order to engage with the right target audiences and convey the right messages. The proposed framework is a recommendation for the companies regarding the adoption of chatbots in their digital marketing communications in order to accomplish their marketing objectives and build brand loyalty and sustainability.

Keywords

Chatbots, Artificial Intelligence, Digital Marketing Communications, Consumer's purchasing decision- making process, consumer behavior

Introduction

This study will provide an overview of the Artificial Intelligence techniques that are used in the marketing sector. Focusing on the use of chatbots in digital marketing communications, this thesis will investigate the influence of these techniques on consumer behavior. In addition, this thesis investigates the effectiveness of the adaption of chatbots in creating to stakeholders a desire to purchase. Supported by the relevant literature, a periodization approach of the marketing communications and differences throughout the years will be presented. This research will also examine the consumer acceptance of chatbots in marketing communications. The importance of this study is to apply research in the new methods of Artificial Intelligence using by practitioners and provide an overview of the new marketing perspectives and trends.

The outcomes of this research will help companies understand how their target groups perceive the adoption of chatbots in marketing communications and how they influence the consumer buying behavior. Moreover, this study will help marketers reach their stakeholders and attract new ones by using up-to-date digital technologies. Finally, this thesis will improve the way that marketers deal with customers via chatbots taking into consideration ethical issues that may arise.

Problem Statement

A review in aforementioned studies has revealed that most examinations around Artificial Intelligence were focused upon the computer science rather than marketing aspects. A lack of information oriented in the marketing field was observed. In addition, it was detected that previous studies about the use of Artificial Intelligence in the marketing field examined the benefits from a company's point of view. As a

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Manufacturing Systems in Just-in-Time: A Literature Review

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ABSTRACT:

A.Z. Keller and A. Kazazi Just-in-Time, Literature, Management Theory Examines Just-in-Time (JIT) from its evolution as a Japanese concept through to a review of its philosophy and implementation. Cites several techniques of implementation. Includes a review of the early work of various researchers and practitioners. Concludes that JIT is a very effective manufacturing philosophy which is universal in nature encompassing all aspects of manufacturing. Suggests a few deficiencies in current literature.

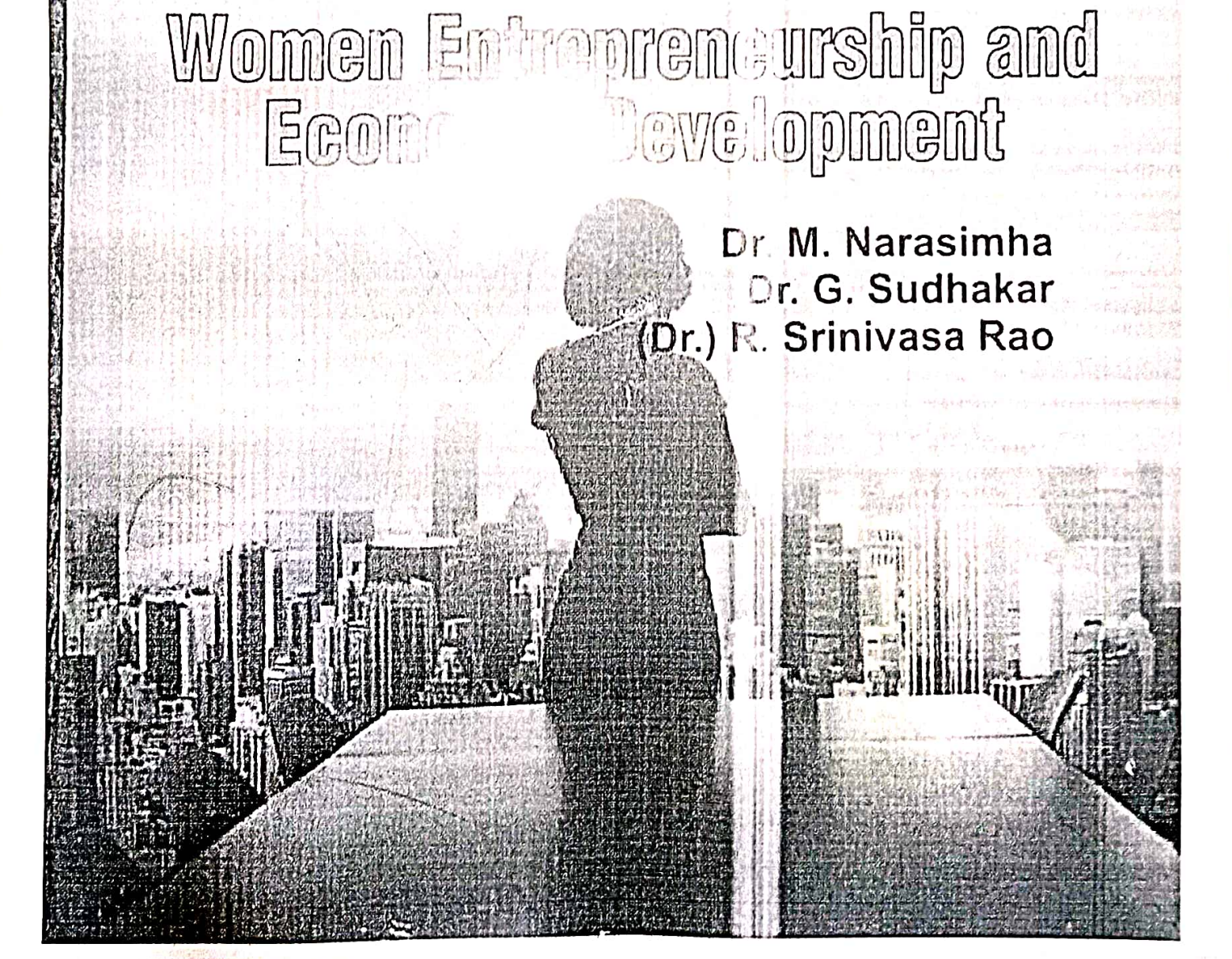
key words: Just - in- Time (JIT), InventoryManagement,Production Maintenance,Total Quality Management

1. INTRODUCTION

Japanese products have come to dominate many world markets in recent years. This success has, in turn, led Western manufacturers to examine Japanese manufacturing practices and, in many cases, attempt to emulate them. Drucker[1] was the first academic who recognized that Japan was a country from which Western companies could learn. From the 1970s onward, a number of articles have been published about Japanese management, manufacturing, production systems and culture, most of which paid attention only to Japanese general management practices and their socio-cultural environment. The oil crisis in 1973 caused many companies to recognize their needs for a new approach to control declining economic growth through international competition. The oil crisis created a major decline in profitability for Japanese manufacturers, who compensated for this by employing methods to improve productivity and reduce the costs of products without excessive additional capital investment. Many consider that Japanese manufacturing management techniques are among the several factors which have contributed to the Japanese reputation for superior product quality and their high growth in productivity. "Just-in-Time" manufacturing is one of the Japanese production management systems best known to management in Western industry. The basic concept of Just-in-Time (JIT) was first introduced by Taiichi Ohno, Executive Vice-President of the Toyota Motor Company[2]. His ideas were formalized into a management system when Toyota wanted to meet the precise demands of customers for various models and colours of car with minimum delay. Toyota started to implement JIT in the early 1970s and it then spread to other Japanese companies in the late 1970s. By the early 1980s, JIT became a very popular manufacturing innovation in Western and Asian countries[3]. Just-in-Time systems (JIT) have also been adopted in the USA under several different names, such as ZIPS (Zero Inventory Production System) by Omark Industries, MAN (Material as Needed) by Harley Davidson, MIPS (Minimum Inventory Production System) by Westinghouse, Stockless Production by Hewlett-Packard, and Continuous Flow Manufacturing by IBM[4]. The JIT philosophy embraces all aspects of manufacturing with a central focus of ensuring that the needed items or required quality are available in the precise quantity at the right time in the right place. In a sense, JIT production aims to make a variety of products with the shortest lead times, lowest cost, highest quality and minimum possible mistakes in production. This philosophy



Women Entrepreneurship and Economic Development



Dr. M. Narasimha
Dr. G. Sudhakar
(Dr.) R. Srinivasa Rao

CONTENTS

S.No	TITLE OF THE PAPERS	Page No.
1.	A Study on the Future of Digital Marketing in Financial Institutions: Banks, Investment and Insurance companies <i>Dr Gaddam Jimmy Corton</i>	18
2	Artificial Intelligence in Financial Services <i>Dr. Md. Suleman</i>	18
3	Impact of social media networks in marketing services with reference to Human resource and financial services. <i>Dr. CH. Sharada</i>	18
4	The Influence and Impact of AI-Powered Intelligent Assistance for Banking Services: Exploring the effect of AI Chatbots on Customer experience, Satisfaction and Advocacy <i>Mrs. Renuka Abburu, Dr. G. Sudhakar and Mr. R Srinivasa Rao</i>	19
5	Social Media Marketing an absolute must for Indian Banking Sector: Need of the hour <i>Dr. M. Narasimha, ,Dr. G. Sudhakar</i>	19
6	Digital Marketing for Banks - Capitalizing On New Opportunities in Digital to Strengthen Marketing Strategy <i>Mr. R. Srinivas Rao, Dr. G. Sudhakar, Mrs Renuka Abburu</i>	29
7	A Study on influencer marketing on youth at social media <i>A.Balavardhan Reddy</i>	20
8	Impact of Mobile Marketing and Consumer Buying Behavior <i>Dr. Abbanapuri Yakaiah</i>	20
9	SEO and Digital Marketing: Strategies, Trends, and Impacts on Online Visibility <i>Md. Ghouse Mohiuddin</i>	20
10	Mobile Marketing: Navigating the Dynamic Landscape of Consumer Engagement <i>M. Saikiran, Dr B.Anjan Kumar</i>	21
11	A Study on customer experience with use of Paytm in India <i>Avuti Arthika</i>	21
12	An Analysis on factor influencing the buying behaviour of college students through digital marketing with reference to their family income <i>K. Thanuja,</i>	22
13	Cryptocurrency in India <i>Dr. Yellaswmay Ambati</i>	22
14	The Impact of Social media marketing initiatives on shaping customer intentions : Insights from a growing era <i>Dr.N.Nancy Fernandez, Mrs.R.Sureka</i>	22
15	A study on impact of mobile marketing a case study on Bajaj <i>J. Ramu,</i>	23
16	A Study on Social Media Marketing <i>T. Naveen Kumar</i>	23

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1. INTRODUCTION

Strategic thinking focuses on decisions that provide efficient and effective ways to address global competition and promote economic development. For a long time, entrepreneurship and innovation have been the hallmark instruments for driving global growth and development. This phenomenon has occurred in almost all sectors of the world economy. Businesspeople and policymakers can sustain business development, profitability, and increase growth by relying on these two instruments to remain competitive and thrive in the fast-changing global business environment. In the global world of business today, marketing strategies and collaborations have become very competitive and enterprises are doing just about anything in order to remain relevant and still meet the ever dynamic needs of their customers and stake holders. Must first know their needs and that is where marketing strategy begins. For an organization to survive in today's competitive market, it has to treat the marketing part of its firm with top priority.

The main purpose of any organizations existence is to satisfy needs of its chosen target customers at a profit and keep the business growing. For that to happen, there must be an effective marketing strategy in place, which is why a specific department has been set-aside in almost all firms just to handle the marketing aspect of the firm.

A marketing strategy is the result of decisions being made about how a particular product or service will be packaged to its target customers. The word packaged above is used to include how the product is designed, priced, promoted, and distributed to target customers at a profit to the organization. Marketing strategies are used to increase sales, launch new products and generally provide profit for a company.

The American Marketing Association (AMA) defines marketing as "the process of planning and executing the conception pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individuals. These marketing activities require scanning the environment, analyzing market opportunities, and designing marketing strategies, and implementing and controlling marketing programs "(Morris, Schindehutte, & LaForge, 2001). Creating, delivering, and communicating value to customers is at the core of the marketing function. Additionally, it is also used to manage relationships with customers to achieve profitability and create value for the organization and its stakeholders.

Conventional marketing is a thoughtful and systematically arranged process. As a concept it operates as if identifying customer needs, requires formal research to meet these needs. The firms plan to create and organize a structure for new products and service development. Yet,

entrepreneurial behavior is informal, unplanned, and based on individual instruction and understanding of events in the marketplace (Becherer, Helms, & McDonald, 2013)

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A LOOK AT THE DEVELOPMENT OF CROSS-CULTURAL MARKETING: THE
CHALLENGES AND RECENT ADVANCES IN GLOBAL ENVIRONMENT

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ABSTRACT

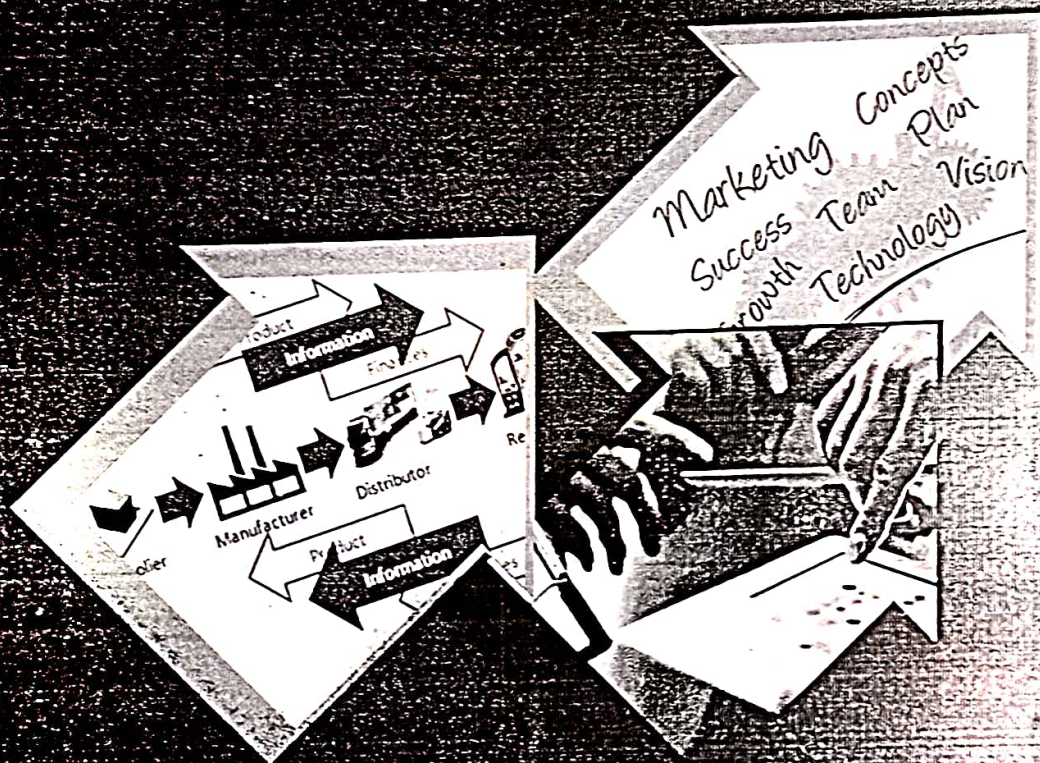
Due to the persistent need for consumer goods like cars, mobile phones, designer apparel, watches, and other items, India has all the makings of being an attractive consumer market. As a result of globalisation and the growth of worldwide markets, many firms today operate in several different countries. Multicultural organisations, where employees from all nationalities work together to achieve common goals, are the result of businesses' attempts to overcome geographic obstacles. Managing a worldwide organisation is more challenging than managing a local one, even though it's feasible that corporations are finding these expansions to be enticing and profitable. When doing business on a global scale, it is important to be aware of the many ways in which other countries' social, cultural, economic, legal, and political climates may impact your decisions. There are several factors that might

affect an international business, such as political risk, currency risk, cultural risk, etc. A company's need for human resources is universal, spanning all levels of business and all divisions, both domestic and international. The conclusion that the organisation can overcome the challenges of cross-cultural marketing is supported by wide experience with other cultures, respect for other cultures, and suitable managerial attitude toward cultural differences. This essay's goal is to give a general summary of Indian culture and consumer behaviour. Additionally, it may give marketers suggestions on how lifestyle selections might influence choices about the advertising mix and how customers view value in Indian commercial centres in India.

KEYWORDS: Global Organization, Culture, Cross-culture, Marketing, Globalization

MARKETING MANAGEMENT

• R. Sampath Kumar • Chandra Sekhar Pattnaik
• YVS. CH. Prasad



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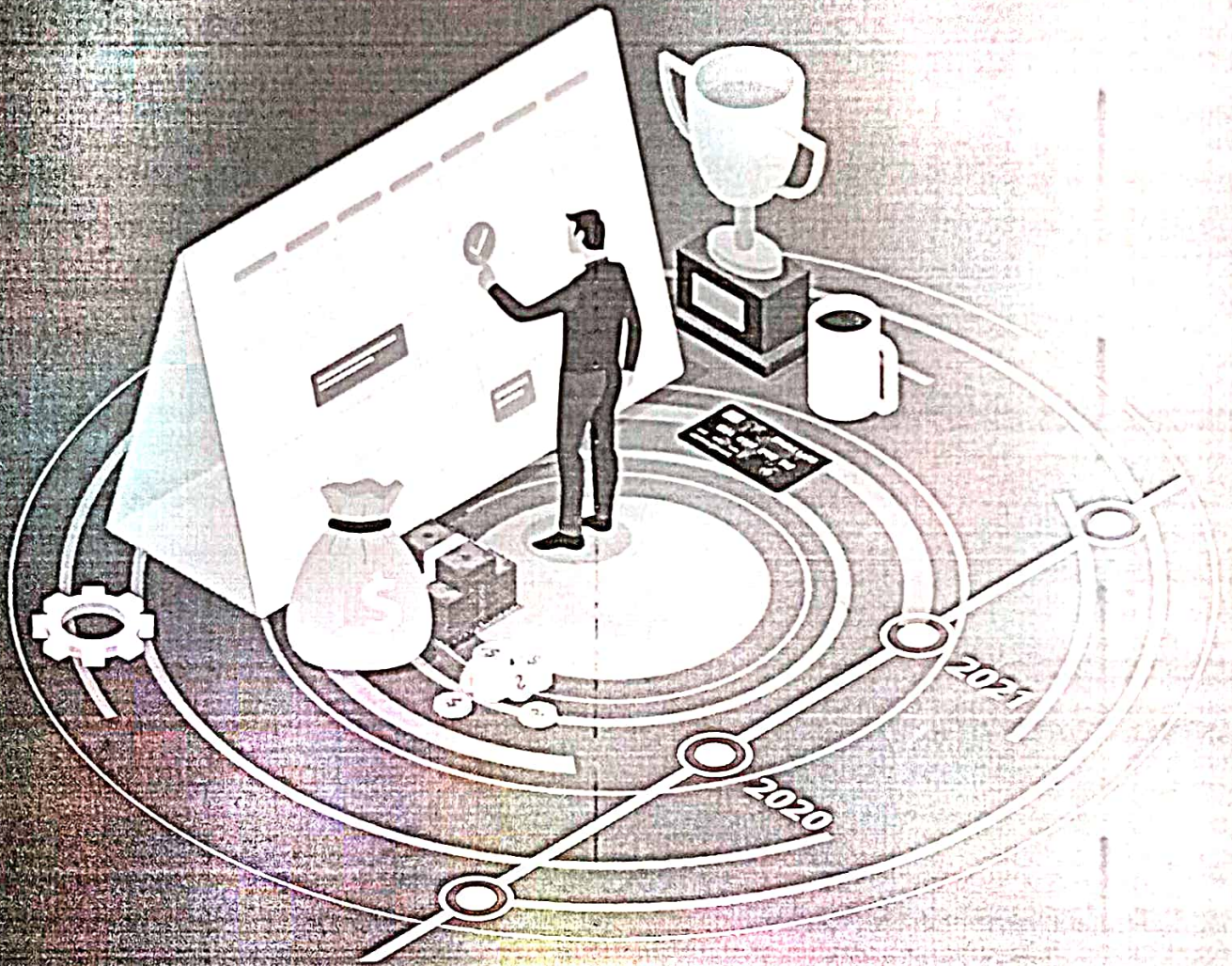


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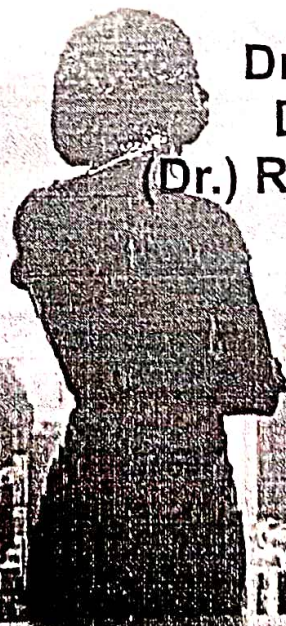
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Women Entrepreneurship and Economic Development

Dr. M. Narasimha
Dr. G. Sudhakar
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Women Entrepreneurship and Economic Development



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FDI - AS A KEY DRIVER OF ECONOMY - A REALITY CHECK OPPORTUNITIES & CHALLENGES



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