

EMERGING GLOBAL MARKETING STRATEGIES

Proceedings of the International Conference on
Emerging Marketing Strategies and Practices
in the Competitive Global Environment

February 17, 2015



Editor

Dr. A. Jesu Kulandairaj Ph.D.

Organized by

Department of Commerce (Shift - II)
Loyola College (Autonomous)
College of Excellence
Chennai - 600 034
Tamil Nadu, INDIA



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FOREWORD

I am delighted to write a foreword for the proceedings of the International conference on "Emerging Global Marketing Strategies and Practices in the competitive Global Environment" organized by the Department of Commerce, Loyola College, Chennai during 17th February, 2015. The leadership provided by Fr. G. Joseph Antony Samy SJ., The Principal and the hard work put in by the convener Dr. A. Jesu K. Raj and his team are very much visible in the quality of the book being brought out by the Loyola College.

First of all, I must congratulate the organizers for choosing an appropriate topic for the conference. Though Marketing is becoming increasingly relevant for organizations, the theories and concepts are undergoing a drastic change. This has implications for the educators as well as practitioners.

In a way, the practitioners are ahead of the preachers. Some of the sessions by the practitioners were eye openers for the academicians. For example, when the e-commerce people are talking about a process of 'look to book' and how the customers are tracked using cookies for remarketing and e-marketing, the academicians continue to teach the selling process, starting with (i) a cold call, (ii) making a presentation, (iii) answering objections, and (iv) booking an order.

Some of the traditional axioms are being challenged in the e-commerce era. The concept that 'Customer is always right' is replaced by the 'Customer with most profit potential is always right'. It has become a common practice to classify customers into platinum, gold, silver etc based on their profit potential and offer differential services.

Marketing has become largely number driven; thanks to the new developments in Big Data and business analytics. The transaction data is used to find patterns in the data to identify new product and new promotional opportunities. Once again the forecasting models and econometric models are finding their way back in to marketing in the form of marketing mix analysis.

Metrics and measurement have become very critical to measure productivity of marketing expenses and activities. Thousands of metrics are employed in e-retail, such as eye-balls, cost per click, Click-through Rate, Bounce rate, viral coefficient, Bounce rate, number of followers etc.

Sentiment analysis using text messages posted in the blogs, wikis and other social media are extensively used to understand what consumers are talking about a company, product or a brand. Consequently text analytics is becoming very critical to decipher the Word of mouth on the Internet.

Finally, there is a new field of marketing called Neuro marketing that studies the brain reactions to marketing stimuli shown to the consumers. Marketing executives have started using terms such as serotonin and dopamine to describe secretion of brain chemicals associated with certain brands and advertisements.

On the whole, it is a commendable effort that will help in the development of marketing.

M. J. Xavier

M J Xavier

March 30, 2015

Former Director – IIM Ranchi

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About the Editor



Dr. A. Jesu Kulandairaj is the Coordinator & Assistant Professor of Commerce in Loyola College. He has over 14 years of teaching and research experience. His primary expertise is marketing. He was awarded his Ph.D., in the area of Marketing from University of Madras, Chennai. His dissertation was on "Consumer Behaviour and Brand Preference towards Maruti Suzuki cars with reference to Chennai City-A Study". He was chosen by the Loyola College Management to receive DAAD (German Academic Exchange Service) scholarship towards research exchange programme at Catholic University, School of Management - Ingolstadt in Germany. He has visited many countries such as Germany, Austria, Italy, Switzerland and Singapore. He has eleven international journal publication, five national publications and presented papers in ten international conferences and national conferences. He has convened a national conference on Green Marketing—Opportunities and challenges on 27th February, 2013. He has attended an International Conference on Advances in Business & Management held at Management Development Institute of Singapore (MDIS) in Singapore and presented a paper on the topic "Impact of Social Media on the Lifestyle of Youth" from November 6-7, 2014. He has a Masters Degree in Commerce from St. Joseph's College, Trichy as well as Masters Degree in Management from Alagappa University, Karaikudi. He has cleared the National Eligibility Test (NET) for Lectureship in commerce conducted by the University Grants Commission. His primary interests are Marketing Management, Strategic Marketing Management, Consumer Behaviour and additional interests are Financial Accounting and Accounting for Managers. He is an accomplished singer, who composed Loyola college anthem "Loyolavin Oli Veesattum".

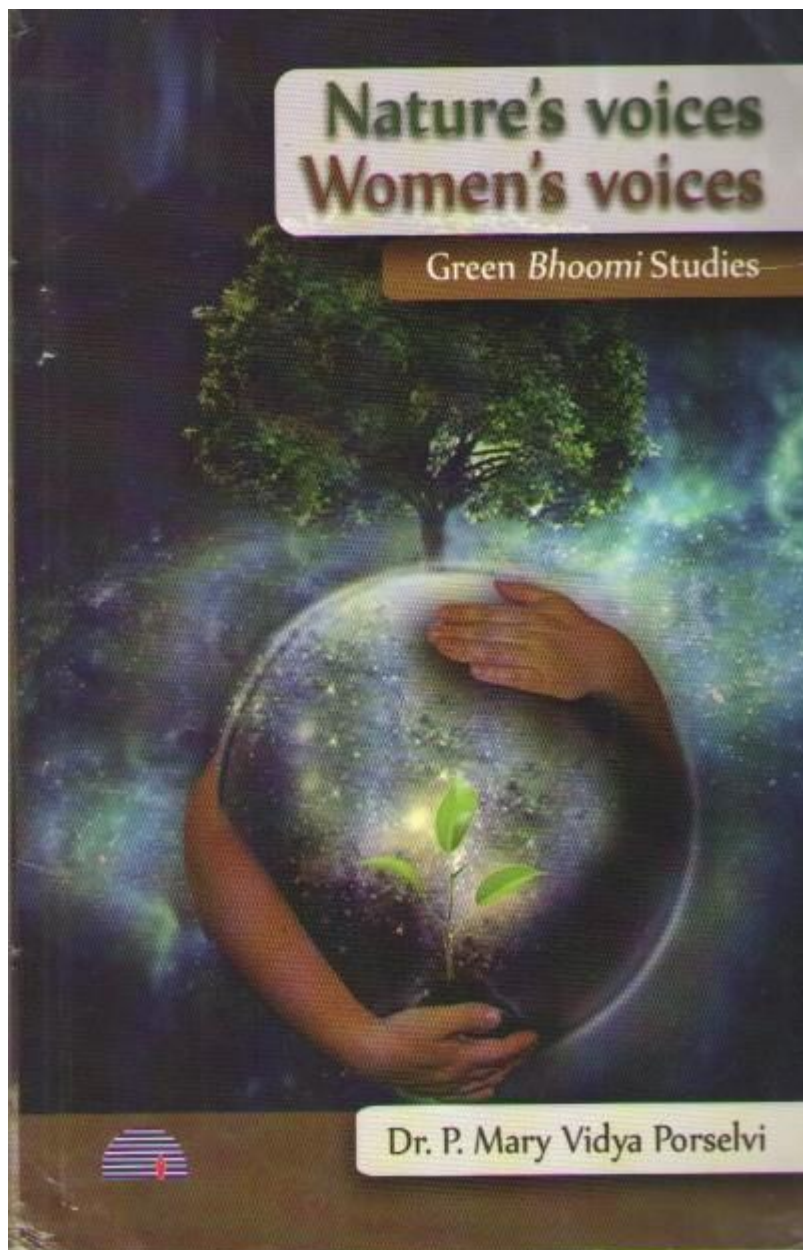
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Dr. P. Mary Vidya Porselvi teaches in the Department of English, Loyola College, Chennai. She writes poetry and short stories and translates works in Tamil and English. She has presented 16 papers and published 5 articles related to Ecocriticism, Folklore, Sociolinguistics and English Language Teaching in national and international conferences/ peer-reviewed journals. Her doctoral study is on Folklore, Ecofeminism and Sociolinguistics. She has authored the English Workbook AWARE - Affirmative Words and Radian Expressions published by the Department of English, Loyola College in 2012 and CORNUCOPIA- English Language Learning through World Folklore published by Arumbu Publication in 2013. At present she has completed a UGC Minor Project titled, 'Translation of Folktales with Ecofeminist Concerns from Tamil to English'.

"This book displays not only the richness of all honest, subtle elements and values in Tamil folktales but also elucidates the beautiful nurturing relationship between Tamil language, culture, humanity and the environment."

Dr. S. Vincent,
Dean of Research, Loyola College, Chennai



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