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Proceeding on
Sustainability
in the times of
Disruptive Business Environment

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Dr. Meera Kulkarni

Head - Management Dept., IMS



Shruti Publications

Jaipur

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Sustainability Challenge for Academic Libraries: A case study of IMSCDR Library

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Abstract:

The Corona virus shocked the world during the COVID-19 pandemic and had a tremendous impact on every nation's social, economic, and educational systems. But these changes probably won't have any impact on the academic library's importance. The IMS library conducted many deliberations for the stakeholders that were environmentally sound, economically feasible, and socially equitable. The offline and online information literacy programmes conducted during the pandemic were related to reading and learning, educational, mental and physical health, human values, national integrity and gender equality enhanced knowledge, personality traits, and leadership qualities in users through the use of technology. In the process, the library is showcasing its resilience and adhering to its core objective to support the vision, mission, and quality policy of IMSCDR's value through the different programmes offered.

A Review on Marketing Strategies Adopted by Hotel Industry

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Abstract

The hotel industry is a multi-billion dollar and growing enterprise. The industry in India is expected to reach a value of Rs. 1,210.87 billion by the end of 2023, expanding at a compound annual growth rate (CAGR) of ~13% during the 2018-2023 period. Hotel industry is facing high competition in today's competitive world. Hotels need to attract and retain the customers at their destinations and achieve the customer satisfaction by using different marketing strategies. Marketing strategies have been adopted by the hotels for the promotion such as brand loyalty programmes, discounts on food and beverages, special and seasonal packages and online promotion of facilities through advertisements. Hotels now also started using new marketing models such as staycations as a survival strategy, data-oriented marketing, word-of-mouth marketing, digital marketing, social media marketing, online celebrity marketing, experience marketing, sustainable marketing and open innovation techniques are some of them.

Green Marketing: Sustainable approach in Disruption business environment

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Abstract

A Business is surrounded by a variety of external factors that constantly create opportunities and threats to it. These include socio-cultural, economic, technological, political factors that are dynamic in nature. Business is continuously exposed to these factors and can be directly or indirectly influenced by them. To deal with such uncertainties, businesses require certain tactics that will help them realize the organizational goals. The objective of the research paper is to study various green marketing initiatives that support/build sustainability in a firm and how green marketing initiatives implemented by firm supports the SDGs. The methodology adopted in the paper was a review of existing literature published in peer reviewed journals using electronic database

Introduction

Green Marketing is marketing of products that are assumed to be environmentally safe (American Marketing Association). Green Marketing is a holistic and responsible strategic management process which anticipates, identifies, and satisfies stakeholders'

Role of Bio-fertilizers in Sustainable Agriculture Development

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Abstract

Biofertilizers are gaining importance in sustainable agriculture. Various complementing combinations of microbial inoculants for management of major nutrients such as nitrogen and phosphorus are necessary for sustainability. Biofertilizers are natural fertilizers that are microbial inoculants of bacteria, algae, fungi alone or in combination. They are defined as a product containing carrier based (solid or liquid) living microorganisms that are agriculturally useful in terms of nitrogen fixation, phosphorous solubilization or nutrient mobilization. They augment the availability of essential elements like nitrogen, potash, phosphorous, sulphur by directly supplying them or transforming them into soluble form. In addition, they also help plants to uptake several micronutrients. Types of biofertilizers viz., Rhizobium, Azospirillum, Azatobactor, blue green algae, blue green algae (BGA) inoculation, Phosphorous solubilizing biofertilizers, Mycorrhiza etc., are used predominantly in India. The study is based on secondary data aiming to understand the role of biofertilizer in sustainable agriculture

Halo Effect and Brands Appearances in Cosmetic Products : A Review

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Abstract:

The “halo effect” is a concept that discusses the systematic bias that occurs when we judge one another and external objects. Specifically, it outlines how we make snap judgments about people based on the superficial characteristics we notice and analyse initially, leading to misunderstandings and false assumptions. In this article, we examine the phenomenon of the Halo Effect and how first impressions can sway evaluations of specific qualities of an object. This article gives a heartfelt account of the situation.

Key words: Halo effect, Education, marketing, Brand

Introduction:

India’s skincare market was valued at \$1.6B in 2017 and is expected to increase at a 9% pace to \$2.7B by 2023 due to rising interest in skincare products across all age groups, especially youth, and growing consumer awareness of healthy skin products. Due of their vast reach, e-commerce companies like Nykaa and Purplle

A Review of Digital Marketing Channels in India

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Abstract:

Innovation and Technology have changed how people think and behave; ever-growing trends in all industry domains have resulted in more advanced, efficient, automated, and cost-effective products. Marketing which plays a significant role in fetching consumers has also leaped digital marketing. This paper puts some light on the current and future trends in digital marketing. They are purely based on recent literature, real-world business, and internet sources. India's major shift towards digitalization has radically changed as the world progresses. This study acknowledges that every business in any domain can be uplifted with the help of Digital Marketing. Search Engine Optimization (SEO), Influencer Marketing, Search Engine Marketing (SEM), Content Marketing, SocialMedia Marketing, and Email marketing are the major digital marketing channels

Keywords: Digital Marketing, Internet Marketing, Search Engine Optimisation, Performance Marketing, Social Media Marketing

A Study on The Marketing Strategies Adopted By Firms During Covid-19 Pandemic

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*** Dr. Rucha Tandulwadkar**
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Abstract

The Covid-19 corona virus outbreak is a virus affecting billions of people in this world. This outbreak created negative impact on the global economy, industries, corporations, and small, medium enterprises.[1].

The pandemic is a global issue, where countries have adopted a variety of strategies to fight and contain this virus. and has affected marketing, expenditure, and various marketing strategies worldwide. This virus has impacted all the companies, irrespective of their type or size of operations. It has affected the way in which companies position and market their product, advertisement, customer reach and their marketing expenditure.

In my study I have used secondary data to understand and illustrate how companies etc have used various creative and innovative marketing strategies to sustain and grow their business during this pandemic.

Literature Review on an Analytical Study on Succession Planning in Family-Owned Enterprises

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ABSTRACT

Succession planning is a process of transferring ownership and management control to a person who will succeed you in the organization. It is found that one of the most important strategic activities in Family-owned Enterprises is to transfer the business to the next generation. Succession is unavoidable and, for this reason, it should be both imagined and managed for the stability of business organisations. In this milieu, the succession should be planned ahead to avoid the situation of a void in the management of family-owned enterprises. The entrepreneurial process does not end with the creation of a new venture but that firm succession is an imperative part of the entrepreneurship process. Lack of proper succession in family business has become the blight of family business continuity. In recognition of the increasing failure of small businesses, this secondary study aims to examine the influence of succession planning on the survival of small businesses.

A Study of Pre-Purchase Behaviour of Ed-Tech Services

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ABSTRACT

Pre-purchase techniques would distinguish the business from rivals and build emotional ties with consumers. This study aims to evaluate pre-purchase methods used by Ed-tech companies and how they affect consumer choice. A mixed research approach would be used in descriptive and quantitative research, and 112 Jr. College students (Class of 11 and 12) provided the data. The study concludes that there are so many pre-purchase factors which help the consumer to buy the product. And there is significant relation with the stream which boots the pre-purchase of the consumers. This study has offered fresh perspectives on consumer behaviour on the basis of pre-purchase factors of Ed-tech Industry. As a result, it is in need of an efficient, transformative, and integrative approach in these trying times. The futuristic perspective needs to concentrate on ongoing consumer involvement, which is possible with pre-purchase factors.

Key Words: Ed-Tech Companies, Pre-purchase factor, Consumers (Jr. College students) Stream, Brand-preference, Teaching methodology

Recent Trends in Management Research

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Chapter - 2

Digital Healthcare: Recent Marketing Trends in Developing Countries

Dr. Rahul Khandelwal

Abstract

Digital Marketing Trends in Health Care is a constantly changing field, so it is essential to know what the latest trends are if you want to grow your healthcare organization. If you wait to respond to a new trend in healthcare advertising, you may be too late or have to play catch-up with your competitors. Healthcare Marketing offers various medical marketing services aimed at growing medical practices and bringing in new, high-paying patients. Acceptability of digital solutions has to be confronted across developing countries, especially in rural areas and a collective public health benefit in the form of entrepreneurship to serve the society. Health initiatives should focus on health education and promotion to increase public awareness of the benefits of digital health services through marketing in developing regions. Reviewing the concepts can provide valuable pointers for policymakers in other jurisdictions contemplating digital health. The Post pandemic scenario offers a significant opportunity in developing countries through innovative technologies allowing digital health entrepreneurial ventures to enhance the access and reduce the burden on hospitals through real-time consultation with doctors through smartphones, tablets, laptops or PCs. The paper aims to address the scoping review to identify innovative opportunities in marketing digital healthcare ecosystems. The study highlights the barriers and feasibility of implementing a digital health ecosystem. This research provides a path, focusing on the key competencies and innovative approaches in marketing.

Keywords: Healthcare Marketing, Digital Health care, Entrepreneurship and developing countries.

Introduction

The global digital health market is expected to grow at a CAGR of 16.5 per cent from USD 220,160.45 million in 2021 to USD 551,090.78 million by 2027, up from USD 220,160.45 million in 2021. (2021 - 2027). Digital tools

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- Investigating the Mediating Role of Millennial Consumer's Attitude Between Cause Related Marketing and Purchase Intention
Megha Bakshi and Dr. Rajesh Verma
- Purchasing Criteria of Wealthy Single Urbanites with respect to Mobile phone accessories: A Post-Covid study
Harshvardhan Bhavsar
- Predicting Visit Intention After Covid-19 Using Theory of Planned Behaviour
Meera Peethambaran, Muhammed Sajid N, Jiyas K, Anoop George

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Transportation Networks

Session Chair

- Dr. Derby "j Reyez

Paper Title and Authors

- Cold Chain Design for Covid-19 Vaccination Program in India
VedJhingran, Mrinalini Shah and Nikunj Kumar Jain
- Decentralized Local Warehouse in Village Areas for Farmers or FPOs Which are Facing Covid 19 Pandemic
Netranand Pathak, Dr Shashikant Rai and Dr. Saurabh Mishra
- Multi-depot Multi-trip Vehicle Routing Problem with flexible time windows in a humanitarian crisis
Nawazish Mohammed and Ram Kumar P.N.
- Transportation Initiatives for the Urban Development: Future Mobility and Pandemics
Sandhya Ragaur

Entrepreneurial Foresight in Developing countries post COVID19

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Abstract: Purpose – The purpose of the study is to address the scoping review aimed in indentifying the innovative entrepreneurial opportunities in digital healthcare ecosystems in rural areas. The study highlights the barriers to digital health in developing countries. The study is a forum for the introduction of entrepreneurship prospects in the Indian sense through other foreign readers in developing countries. This exploratory study explores successful ways of improving market potential in developed countries with respect to digital health. The research offers insights into how a digital health environment could be applied, provides a trajectory that concentrates on key skills and a creative approach. Health service providers require developing their competency and skills to accelerate and enhance their entrepreneurial opportunities. The research temporarily indicates a creative solution to entrepreneurship in developed countries that can be applied in today's digital arena.

Keywords: Healthcare, Digital Health care, Entrepreneurship, developing countries, Covid-19

MM-29: Consumer Sentiment Analysis and Strategies-Post Covid Action Plan

Mukesh Kumar, FMS, Gopal Narayan Singh University, Jamuhar (Bihar)
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Normala S. Govindarajo, Xiamen University Malaysia, Sepang, Malaysia
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Abstract: The whole world has been suffering from the Covid-19 pandemic and this pandemic has changed the consumers' buying behavior and consumption pattern behavior. Consumer Sentiment is a very complex process to understand the consumers' feelings towards the product and brands. The viewpoint of the consumer is inevitable for marketers and business organizations for effective marketing decisions. The purpose of this research is to examine the consumer sentiment before and post Covid-19 because it is the most important for a top-level marketing manager to prepare the right decisions related to the product, price, place, and promotion.

Following a positivist research philosophy with content analysis, narrative analysis, trend analysis, and case study have been used in this research. In this research, primary data and secondary data have been used to analyze the consumer sentiment per-and post-Covid. Primary data has been used by interview method from top-level marketing managers of the organizations. The secondary data has been used from organizational reports before and after the Covid.

Keywords: Street food vendors, Future, Lucknow, family and Income

MM-54: Purchasing Criteria of Wealthy Single Urbanites with respect to Mobile phone accessories: A Post-COVID study

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Abstract: The mobile phone accessories market is booming in response to surge in smart phones, Covid era induced 'work from home' culture and increasing focus on aesthetics by young consumers. Moreover, increasing internet penetration and online retailing trend in India are helping mobile phone accessories market flourish. Wealthy Single Urbanities (WSU's) are the new super consumers. In post-Covid era, these set of consumers are adapting to the new culture of work from home and limited direct social interactions with friends and family. With the requirements of work from home, these individuals are spending heavily on mobile phone and its accessories. The present study thus tries to identify most significant factors that influence mobile phone accessories purchase decision among WSU's. The research also tries to find if there exists any association between gender and monthly purchase done by WSU's with respect to mobile phone accessories. Sample size for the present study was 210 and area of research was Pune city from Maharashtra state. Data was analyzed using Garrett's ranking technique and chi-square test performed on SPSS software. The research found that social influence, compatibility and brand name were the three important factors that influenced WSU's while purchasing mobile phone accessories. The research also found that there is no association between gender and monthly purchase done by WSU's. These critical outcomes of the study could help the mobile phone accessories companies to generate more suitable policies on account of making accessories more socially influential as well as working on the key outcome that their mobile accessory should be compatible with majority of the available mobile brands. The study also reveals that companies should focus on branding aspect as; brand name was also an important factor that influences the customers in making purchase decision.

Keywords: Garrett's ranking, mobile phone accessories, post-Covid, purchasing criteria, wealthy single urbanities

MM-55: Impact of Social Media during COVID-19 using Binary Logistics Model

Rachna Bansal, Assistant Professor, Sharda University

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Priti Verma, Assistant Professor, Sharda University

Abstract: The study aims to empirically measure the effectiveness of social media during the COVID 19 outbreak in India. Data is collected from 182 social media users during the COVID-19 outbreak in India. Binary logistics regression



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Problems & Prospects in Healthcare service with reference to COVID- 19 Pandemic

Meera Kulkarni¹, Dr Rahul Khandelwal²

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Abstract

In India, on multiple fronts, the Covid-19 pandemic has thrown open challenges: (a) the reconfiguration of hospital care in response to Covid-19 has resulted in many patients suffering from non-Covid-19 conditions having to postpone their treatment, and (b) the lockdown that, while appropriate, has unequally affected people, some being much worse off than. Even if fewer than 5 % of patients seek urgent care services, in a world where intensive care services and funding are limited and unevenly distributed, this would still easily overwhelm the healthcare system. In the light of the India's health status outlined above, the present study is designed to explore the problems and prospects to make availability of health care services and bridge the gaps in the current health care facilities. In this study, we highlight India's critical care preparedness for the pandemic and the related challenges. The Post pandemic offers big prospects for healthcare start-ups the innovative technologies allowing telemedicine startups to enhance the access and reduce the burden on hospitals through real-time consultation with doctors through ICT tools.

Key words: *Health care, Healthcare Management, Covid-19, Start-ups.*

JEL Code: *JEL: I (10) Health, Education and Welfare*

Introduction

To date, the 2019 Corona virus Disease (COVID-19) pandemic caused by extreme acute respiratory syndrome corona virus 2 (SARS-CoV-2) has resulted in more than 15 million infections and 628,903 deaths worldwide.¹ India currently has the highest number of confirmed cases in Asia and the third largest number of COVID-19 infections worldwide. As of 25 July 2020, a total of over 1.3 million cases and 31,358

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Recycling of Waste Automotive Lubricating Oil: An Environmental Sustainable Strategy for Competitive Advantage in Rural Automotive Lubricant Markets of India

Dr Rahul Khandelwal

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Abstract

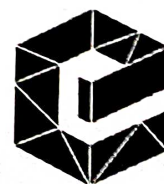
Sustainable expansion promotes the initiative that public, ecological and economic growth is realistic with the confines of our earth's natural resources. Lubricating oil is one of the natural resources energy which drives the economy. The research is beleaguered at lubricant manufacturers & marketers who are keen to assemble an appreciative of the automotive lubricants engineering in India as well as the prospect it presents. Outcome of the study suggest that the awareness, mind-set and acquaintance were low regarding used of branded products. Competitive strategies like frontal attack, guerilla attack on unbranded lubricant companies should be implemented by branded lubricant companies. To succeed in rural markets in India, a long term approach to serve the rural consumes is viable through recycle of lubricants providing good platform for saving environment and also in help branded lubricating companies in cost effectiveness at the time of rising crude prices globally.

Keywords:

rural markets, recycle oil, automotive lubricants, competitive strategies

Introduction

Lubricating oil is one of the natural resources energy which drives the economy. Lubricants play an extremely crucial role in the trouble free operation of any vehicle¹. India is emergent country and largely rural nation with 70% population living in 6 lakh village across². Penetration in rural areas is extremely low and could provide opportunities for marketers in future³. New-fangled entrants will encompass to compact among ambiguity of demand, dissimilar and involving patron requirements, a comparatively underprivileged supplier base and niche market principally in rural areas. Countryside markets undergo since the predicament of low incursion and meager accessibility of notorious products. The composition of rivalry in rural markets can be classified as follows, contest from supplementary urban nationwide brands, from local brands, commencing unbranded urban goods from unbranded products of a meticulous village and to conclude tortuous opposition commencing substitutes⁴. In the rural community low-cost brands are conventional and so nearby is a generous quantity of sales for unbranded products in rural markets⁵. Branded oil provides value



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