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Dr. Neeraj K Dubey



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Research Anthology on Business and Technical Education in the Information Era Management Association, Information Resources, 2021-01-08 The Fourth Industrial Revolution has disrupted businesses worldwide through the introduction of highly automated processes This disruption has affected the way in which companies conduct business impacting everything from managerial styles to resource allocations to necessary new skillsets As the business world continues to change and evolve it is imperative that business education strategies are continuously revised and updated in order to adequately prepare students who will be entering the workforce as future entrepreneurs executives and marketers among other careers The Research Anthology on Business and Technical Education in the Information Era is a vital reference source that examines the latest scholarly material on pedagogical approaches in finance management marketing international business and other fields It also explores the implementation of curriculum development and instructional design strategies for technical education Highlighting a range of topics such as business process management skill development and educational models this multi volume book is ideally designed for business managers business and technical educators entrepreneurs academicians upper level students and researchers

Marketing Strategies of Chemical Industry in India Dr. Neeraj K

Dubey, *Business Fundamentals for Engineering Managers* C.M. Chang, 2014-08-31 Engineering managers and professionals make a long and lasting impact in the industry by regularly developing technology based projects as related to new product development new service innovation or efficiency centered process improvement or both to create strategic differentiation and operational excellence for their employers They need certain business fundamentals that enable them to make decisions based on both technology and business perspectives leading to new or improved product or service offerings which are technically feasible economically viable marketplace acceptable and customer enlightening This book consists of three sets of business fundamentals The chapter Cost Accounting and Control discusses service and product costing activity based costing to define overhead expenses and risk analysis and cost estimation under uncertainty The chapter Financial Accounting and Analysis delineates the key financial statements financial analyses balanced scorecard ratio analysis and capital asset valuation including operations opportunities and acquisition and mergers The chapter Marketing Management reviews marketing functions marketing forecasting marketing segmentation customers and other factors affecting marketing in making value adding contributions The new business vocabulary and useful analysis tools presented will enable engineering managers to become more effective when interacting with senior management and to prepare themselves for assuming higher level corporate responsibilities

PRINCIPLES OF MARKETING (For 2nd Semester Students under Gauhati University) DR. RAJU SUBBA, DR. PORAG PACHANI, 2025-04-12 Marketing is an essential function of any business bridging the gap between products and consumers In today's dynamic business environment understanding the principles of marketing is crucial for students aspiring to build careers in commerce and management The National Education Policy NEP

2020 emphasizes a multidisciplinary and practical approach to learning encouraging students to develop analytical and decision making skills in real world business scenarios Keeping this in mind Principles of Marketing has been designed to cater to the academic needs of B Com 2nd Semester students of Gauhati University while aligning with the latest developments in marketing strategies and practices This book provides a comprehensive yet simplified approach to the fundamental concepts of marketing ensuring clarity and application oriented learning The content is structured into five well defined units covering key aspects of marketing Unit I Introduction This unit lays the foundation for marketing by exploring its nature scope and importance It traces the evolution of marketing and differentiates it from selling Additionally it introduces the marketing mix and examines the marketing environment discussing its various components including economic demographic technological natural socio cultural and legal factors Unit II Consumer Behaviour A marketer's success largely depends on understanding consumer behavior This unit explains the nature and importance of consumer behavior the buying decision process and the various factors that influence consumer choices It further explores market segmentation targeting and positioning STP and distinguishes between product differentiation and market segmentation Unit III Product This unit focuses on product concepts and classifications along with the importance of product mix branding packaging and labeling It also discusses product support services the product life cycle and the new product development process The consumer adoption process is explained to provide insights into how consumers accept and use new products Unit IV Pricing and Distribution Pricing is a crucial aspect of marketing strategy This unit delves into the significance of pricing factors affecting price determination and various pricing policies and strategies It also covers distribution channels their types functions and factors affecting their selection Special attention is given to wholesaling retailing e tailing and physical distribution Unit V Promotion and Recent Developments in Marketing This unit discusses the nature and importance of promotion the communication process and the different types of promotion including advertising personal selling public relations and sales promotion It also examines the promotion mix and the factors affecting promotional decisions Additionally this unit introduces students to emerging trends in marketing such as social marketing online marketing direct marketing services marketing green marketing rural marketing and consumerism Throughout the book efforts have been made to present the concepts in a structured and student friendly manner The book includes real life examples case studies and self assessment questions to encourage critical thinking and practical application of marketing concepts This book is expected to serve as a valuable resource for students educators and aspiring marketers We hope it fosters a deeper understanding of marketing principles and equips students with the knowledge required to navigate the ever evolving marketing landscape

Global Perspectives on Contemporary Marketing Education Smith, Brent, Porath, Amiram, 2016-03-17 A successful marketing department has the power to make or break a business Today marketing professionals are expected to have expertise in a myriad of skills and knowledge of how to remain competitive in the global market As companies compete for

international standing the value of marketing professionals with well rounded experience exposure and education has skyrocketed Global Perspectives on Contemporary Marketing Education addresses this need by considering the development and education of marketing professionals in an age of shifting markets and heightened consumer engagement A compendium of innovations insights and ideas from marketing professors and professionals this title explores the need for students to be prepared to enter the sophisticated global marketplace This book will be invaluable to marketing or business students and educators business professionals and business school administrators Building a Marketing Plan Ho Yin Wong,2011-07-15

The book aims to provide a comprehensive holistic and practical framework for readers who are interested or involved in developing a marketing plan so that they can appreciate various marketing concepts and put them together in an easy to read guide Demanding and savvy customers along with a turbulent marketing environment require marketers to be highly sensitive to the environmental monitoring systems capable of identifying the latest marketing trends and opportunities and threats at an early stage In response to these issues the proposed manuscript covers the themes of planning implementing and controlling marketing activities which will provide guidance to marketers and non marketer alike in undertaking a marketing plan The latest research findings in the marketing area are included This book is written for marketing students and it is the intention of the authors to make this manuscript as basic straightforward and to the point as possible Business practitioners will also find this book useful **Evaluating the Gaps and Intersections Between Marketing Education**

and the Marketing Profession Pinheiro, Margarida M.,Estima, Ana,Marques, Susana,2018-11-23 Marketing has experienced unprecedented changes Globalization digital revolution transparency and growing pressure concerning the role of business in society are affecting marketing functions Simultaneously these changes are forcing both academics and professionals to reinvent and reposition themselves calling for a deep discussion about what and how universities should teach to face present and future market demands and requirements Evaluating the Gaps and Intersections Between Marketing Education and the Marketing Profession provides emerging perspectives on the role of marketing and marketing education in increasingly complex and demanding social and economic landscapes Featuring coverage on a broad range of topics such as business schools marketing curricula and professional development this publication is ideally designed for researchers business students marketers managers academicians and employers seeking current research on market expectations and students future roles within this discipline **Marketing Strategy** O. C. Ferrell,Michael D.

Hartline,George H. Lucas,2002 New edition of a text that provides a practical approach to analyzing planning and implementing marketing strategies with a focus upon the creative process involved in applying the knowledge and concepts to the development and implementing of ideas The core of the planning framework is the organi **Small Business Management** Timothy S. Hatten,2018-11-29 Now with SAGE Publishing Timothy S Hatten s Small Business Management Creating a Sustainable Competitive Advantage Seventh Edition equips students with the tools they need to navigate the

important financial legal marketing managerial and operational decisions to help them create and maintain a sustainable competitive advantage in small business Strong emphasis is placed on application with Experiential Learning Activities and application of technology and social media throughout New cases real world examples and illuminating features spotlight the diverse innovative contributions of small business owners to the economy Whether your students dream of launching a new venture purchasing a franchise managing a lifestyle business or joining the family company they will learn important best practices for competing in the modern business world New to this Edition Experiential Learning Activities provide students with hands on opportunities to practice their small business management skills Tech in Action boxes highlight how small business owners can leverage technology big data and social media Issues in Small Business boxes prompt critical thinking on current issues Small Business in Action videos showcase stories and interviews from a wide variety of small business owners How To videos provide students with instructions and examples of basic business tasks such as performing a breakeven analysis understanding income statements and forecasting demand Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era Michael W. Obal,Nina Krey,Christian Bushardt,2015-12-12 Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science This volume includes the full proceedings from the 2014 Academy of Marketing Science AMS Annual Conference held in Indianapolis Indiana entitled Let s Get Engaged Crossing the Threshold of Marketing s Engagement Era The volume includes manuscripts relevant to marketing strategy consumer behaviour quantitative modelling among others **Marketing Management Strategies** O. C. Ferrell,Michael D. Hartline,2011 Thoroughly revised and updated MARKETING MANAGMENT STRATEGIES 5e International Edition continues with one primary goal to teach students to think and act like marketers Packed with cutting edge coverage current examples new cases and for the first time photographs the fifth edition delivers a practical straightforward approach to analyzing planning and implementing marketing strategies helping students learn to develop a customer oriented market strategy and market plan Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy Continuing in the text s signature student friendly style the fifth edition covers essential points without getting bogged down in industry jargon all in a succinct 12 chapters **Marketing Strategy** O. C. Ferrell,Michael D. Hartline,2005 Marketing Strategy is presented from a perspective that guides strategic marketing management in the social

economic and technological arenas in which businesses function today This text helps to develop a customer oriented market strategy and market plan **Marketing Strategy Series: 1955-1960** ,1956 Cases in Marketing Strategy Richard M. Clewett,1964 *Cases in Marketing Strategy* Richard M. Clewett,1968

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