

SAJMMR

ISSN (online) : 2249-877X

South Asian Journal of Marketing & Management Research



Published by
South Asian Academic Research Journals
A Publication of CDL College of Education, Jagadhri
(Affiliated to Kurukshetra University, Kurukshetra, India)

SAJMMR

ISSN (online) : 2249 –877X

Editor-in-Chief : Dr. B.C.M. Patnaik

Frequency : Monthly

Country : India

Language : English

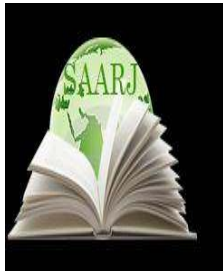
Start Year : 2011

Indexed/ Abstracted : Ulrich's Periodicals Directory, ProQuest, U.S.A.
EBSCO Discovery, Summon(ProQuest),
Google Scholar, CNKI Scholar, ISRA-JIF, GIF, IJIF

E-mail id: sajmmr@saarj.com

VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



Published by: South Asian Academic Research Journals

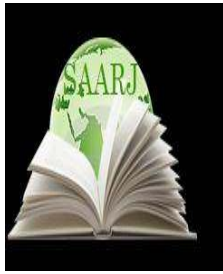
SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Referred & Reviewed International Journal)



SR. NO.	PARTICULAR	PAGE NO.
1.	STRATEGIC MARKETING OPTIONS AND FIRM PERFORMANCE: A CASE OF AN INDEPENDENT AUTOMOBILE WORKSHOP Mr. Dilip Nandkeolyar, Dr. Neeraj Pandey, Dr. (Ms.) Ravi Kiran, Dr. Shailendra Kumar	1-15
2.	GREEN MARKETING IN INDIA: EMERGING TRENDS Saleena T.A, Dr. P.V Basheer Ahammed	16-31
3.	IMPACT OF TOURISM SECTOR ON ECONOMIC DEVELOPMENT IN KARNATAKA Thippeswamy.G	32-44
4.	EFFICIENCY MEASUREMENT IN INDIAN COMMERCIAL BANKS DATA ENVELOPMENT ANALYSIS APPROACH S.Suresh, M.Venkataramanaiah	45-56
5.	SOCIAL MEDIA MARKETING – MAKING A DIFFERENCE? Santhosh Kumar K	57-63
6.	POVERTY & INEQUALITY SCENARIO IN INDIA Prof. Himani Matta, Prof. Arti Sharma	64-75
7.	DIGITAL DOCUMENTATION PROCESSES INVOLVED IN THE INSURANCE SECTOR Karthikeyan Lenin	76-89



Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Referred & Reviewed International Journal)



STRATEGIC MARKETING OPTIONS AND FIRM PERFORMANCE: A CASE OF AN INDEPENDENT AUTOMOBILE WORKSHOP

Mr. Dilip Nandkeolyar*; Dr. Neeraj Pandey;
Dr. (Ms.) Ravi Kiran***. Dr. Shailendra Kumar******

*Research Scholar,
Lalit Mohan Thapar School of Management,
Thapar University,
Patiala, Punjab, India.

**Assistant Professor,
National Institute of Industrial Engineering,
Mumbai, Maharashtra, India.

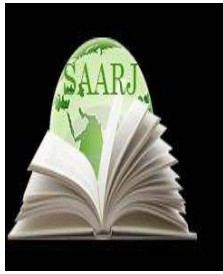
***Professor and Head,
School of Behavioral Sciences and Business Studies,
Thapar University,
Patiala, Punjab, India.

****Assistant Professor,
Indian Institute of Information Technology,
Allahabad, Uttar Pradesh, India.

ABSTRACT

Whilst there are firms having clear strategic intent either as low cost provider or differentiator, we look at the fate of firms that choose to “flow with the wind” and may appear to be doing well but are actually sitting on a time-bomb. With the passage of time these firm become irrelevant due to technology obsolescence, disruptive innovation and competitive pricing. Application of Marketing Concept as a strategic choice to pre-empt competition, it is being argued could be the way forward particularly where basic offering are same or similar and available resources are dear. The research looks at the plight of businesses that are small and independent by taking an elaborate case study of an independent automobile workshop operating in the SMB space. They may appear to be doing well but a deeper investigation exposes the vulnerabilities that could be fatal with the march of time. Focus on 3 P’s viz people, process and physical evidence with an innovative approach would be helpful for SMBs. Further a proactive focus strategy was also found to be quite helpful for SMBs for business sustenance and growth.

KEYWORDS: *SMBs, Generic Strategies, Marketing Concept, Global Competition, Automobile Workshop, Firm Performance.*



Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Referred & Reviewed International Journal)



GREEN MARKETING IN INDIA: EMERGING TRENDS

Saleena T.A*; Dr. P.V Basheer Ahammed**

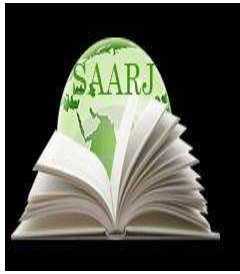
*Assistant Professor,
Department of Commerce and Centre of Research,
PSMO College,
Kerala, India.

**Associate Professor,
Department of Commerce and Centre of Research,
PSMO College,
Kerala, India.

ABSTRACT

Green marketing is a phenomenon, which has developed particular important in the modern market. In the emerging world, the concept of pollution free activity is given more importance in all the sectors and in all stages. The environmentalists are targeting the industrial sectors as the major contributors for depleting natural resources and environmental destruction. Hence, both production and marketing divisions of industries are stressed more to take utmost care in these areas along with fulfilling the market demands. To overcome these difficulties, a new concept has born in the present globalized world where production, consumption and marketing of the products can be carried effectively ensuring environmental safety. This concept is named as 'Green Marketing'. Green marketing is the marketing of products that are presumed to be environmentally safe. Thus Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising. This paper attempts to examine, the concept of green marketing, present trends of green marketing in India and its future as well as explores the challenges and opportunities businesses have with green marketing..

KEYWORDS: *green marketing concept, green marketing mix, green marketing trends, opportunity & challenges.*



Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Referred & Reviewed International Journal)



IMPACT OF TOURISM SECTOR ON ECONOMIC DEVELOPMENT IN KARNATAKA

Thippeswamy.G*

*Assistant Professor,
Government First Grade College,
Tumkur. Karnataka, India.

ABSTRACT

Tourism today has become an important segment of India economy contributing substantially to sustainable development of the country. India has succeeded in becoming the most preferred place amongst domestic and overseas travellers. Tourism exposes international travellers to India's diverse culture. The tourism sector has been instrumental in generating foreign exchange, employment opportunities and household income for Indians, as it has in many other developing economies. Thus, the development of the tourism sector appears to have been as important as the development of other sectors of the Indian economy. The biggest advantage of the tourism industry is that it can generate maximum employment opportunity. Tourism helps in regional and economic development. Recent study shows that the globalisation and open economy helped tourism to emerge as one of the biggest forex earners for India. It brings the opportunity of infrastructure development. The overall development of any country depends especially on the improvement of road, vehicles, communication, water supply, airports and railway stations. Economic progress and industry development depend completely on the overall development of country. And tourism plays a major role in this overall infrastructural advancement. Tourism helps agriculture and other industries directly and indirectly. Tourism is therefore, a major engine of growth for Indian economy.

KEYWORDS: *Tourism Sector, Regionalism and Economic Development.*



Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Referred & Reviewed International Journal)



EFFICIENCY MEASUREMENT IN INDIAN COMMERCIAL BANKS DATA ENVELOPMENT ANALYSIS APPROACH

S.Suresh*; M.Venkataramanaiah**

*Research Scholar,
Department of Statistics,
S.V. University,
Tirupati.

**Professor,
Department of Statistics,
S.V. University,
Tirupati.

ABSTRACT

Data envelopment analysis is a methodology based upon an interesting application of linear programming. It was originally developed for performance measurement. It has been employed for assessing the relative performance of a set of firms that uses a variety of identical inputs to produce a variety of identical outputs. The main aim of the present research study is to measure the pure technical efficiency of the Indian commercial banks by using the Data Envelopment Analysis Models.



Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Referred & Reviewed International Journal)



SOCIAL MEDIA MARKETING – MAKING A DIFFERENCE?

Santhosh Kumar K*

*Research Scholar,
VELS University,
Chennai, India.

ABSTRACT

Social Media has been in the limelight in the recent past. There has been a whopping increase in the number of users on social media and more and more people joining day after day. With the spread of internet facilities across the world, more and more people got the facility to get into the World Wide Web. In 1995 there were about 16 million internet users worldwide which was merely 0.4% of the total population in the world. In the year 2012 internet were accessible to 2405 millions of people which is 34.3% of the total world population. There has been an increase of over 566% growth in the number of users between 2000 and 2012 as per the internet world statistics.

The growth in the number of internet users and the growth of social media and its users have made it really attractive for the marketers to look at it as a better marketing tool there by making present in the various social media sites to market their product. Many a times the marketer goes live in the online space, but they do not follow up or keep themselves updated in the online space through the social media which brings negative results to them. Social media is a live medium which is updated every second. Are these participations worth? Or is social media marketing a myth or a reality? Is it going to help the marketers? This paper examines the effectiveness, opportunities, the threats and other aspects of social media marketing.

KEYWORDS: *Social Media, Social Media Marketing.*



Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Referred & Reviewed International Journal)



POVERTY & INEQUALITY SCENARIO IN INDIA

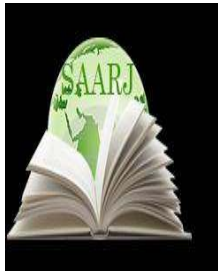
Prof. Himani Matta*; Prof. Arti Sharma**

*Professor,
S.D. College,
Ambala Cantt., India.

**Professor,
S.D. College,
Ambala Cantt., India.

ABSTRACT

The paper is a modest attempt to examine the temporal and cross-state behaviour of the poverty and inequality. In India, after reforms almost all the states have experienced high growth rates. But the nature of the growth experienced by the states is found to be divergent. Almost all the states have experienced declining trend in the incidence of poverty in the varying degrees during the pre-reform period and post-reform period. We also find that the relative positions of the states regarding their ability to reduce poverty varies remarkably at the inter-temporal level.



Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Referred & Reviewed International Journal)



DIGITAL DOCUMENTATION PROCESSES INVOLVED IN THE INSURANCE SECTOR

Karthikeyan Lenin*

*Assistant Professor,
School of Business,
Manipal University,
Dubai Campus, UAE.

ABSTRACT

“New Digital Technologies in the Insurance sector and the time is now”.

At a time where speed of digital change is so rapid that standing still means falling further behind, this article provides fascinating insights into how insurers can respond to such splendid technological progress and how to succeed in the digital future.

Though Insurers view digital as a key priority, they are lagging far behind. Because what the insurers fear is that the traditional documentation process was still reliable and more physical. Persons could be held accountable on the written document at hand.

But adapting to a new digital platform presents many difficulties for insurers as they face challenges in introducing new channels to market, while simultaneously remodeling traditional ones. No single solution can seamlessly incorporate digital into a business; there are elements inborn to all effective digital approaches.

Insurers need a vision that focuses on the basics. Embedding a culture of innovation into the organization and building a work frame, infrastructure etc. is the first step.

Digital strategy begins with a plan and a sound understanding of the practical realities of implementation. Each of the elements like corporate strategies, customer expectations, targeted clients and hence on legalizing frameworks will help shape each other as digital capabilities develop.

Editorial Board

Dr. B.C.M. Patnaik, Editor in Chief

Associate Professor (Accounts & Finance)
KSOM, KIIT University,
Bhubaneswar, Odisha, INDIA.

Dr. Victor Sohmen

Professor
Department of Management and Leadership
Drexel University Philadelphia, Pennsylvania,
USA

Dr. Anisul M. Islam

Professor
Department of Economics University of
Houston-Downtown, Davies College of Business
Shea Street Building Suite B-489
One Main Street, Houston, TX 77002, USA

Shyam Lal Kaushal

Professor
School of Management Studies
Himachal Pradesh University, Shimla, INDIA.

Dr. Zachary A. Smith

Professor
Public Administration, Northern Arizona
University, USA.

Dr. Celaleddin Serinkan

Professor
Business Management, Pamukkale University,
TURKEY.

Dr. Liliana Faria

Faculty
Vocational Psychology,
ISLA Campus Lisboa - Laureate International
Universities, PORTUGAL.

Dr. Marko Olavi Kesti

Faculty
Administration, University of Lapland, FINLAND

Dr. Kapil Khanal

Associate Professor
Department of Management, Shankar Dev Campus,
Ram Shah Path T.U. Kirtipur, NEPAL

Dr. Sunil Kumar

Associate Professor
Faculty of Economics, South Asian University (SAU),
New Delhi, INDIA.

Dr. Dalbir Singh

Assistant Professor
Haryana School of Business,
Guru Jambheshwar Univ. of Sc. & Tech., Hisar,
Haryana, INDIA

Dr. Sonia Sharma Uppal

Assistant professor,
P.G Department of Comm. & Mgt. Arya College,
Ludhiana, INDIA

Poongothai Selvarajan

Lecturer
Department of Economics and Management
Vavuniya Campus of the University of Jaffna,
Vavuniya, SRI LANKA

Mrs. S. Dinesh Kumar

Assistant Professor
Faculty of Mgt. Studies and Comm.
University of Jaffna, SRI LANKA,

S. Anandasayanan

Senior Lecturer
Department of Financial Management
Faculty of Management Studies & Commerce
University of Jaffna, SRI LANKA

Poongothai Selvarajan

Lecturer
Department of Economics and Management,
Vavuniya Campus of the University of Jaffna,
Vavuniya, SRI LANKA

Categories

- Management and Economics
- Financial Management and Accounting
- Industrial and Business Management
- Entrepreneurship Management
- Marketing Management
- Banking and Insurance Studies

Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take three/four working days.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

Published by

South Asian Academic Research Journals

A Publication of CDL College of Education, Jagadhri (Haryana)
(Affiliated to Kurukshetra University, Kurukshetra, India)

Our other publications :

Academicia - An International Multidisciplinary Research Journal

ISSN (online) : 2249-7137

SAARJ Journal on Banking & Insurance Research (SJBIR)

ISSN (online) : 2319-1422