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UNDERSTANDING THE TWEEN SHOPPER

Dwarika Prasad Uniyal

Tweens (Children of the age group 8-14) are confident, market savvy and have money of their own to spend in the way they wish. Such children demonstrate a clear desire for products as well as brands. Today they have become consumers, buyers, spenders, and more importantly shoppers. Marketers are developing special marketing programme targeted at children for informing, persuading and selling.

Although children learn their consumer behaviour from parents and consumption not being taught deliberately, the marketers have been able to influence children and create preferences for brands. Studies have been conducted to explore their life style, values and consumption behaviour. However, there is a lack of study in the area of children as shoppers.

Research shows that these children are more comfortable with visual images than they are with words. This paper tries to understand the pictures in children's minds that are being reproduced in their drawings that are the basic images of the shopping experiences and products they wish to buy. These drawings depict their shopping experience brought out their perceptions of product types, brand names, packaging etc. Marketing and Communication plans should be developed based on the tween shoppers' expectations.

Key Words : Tweens; Communication; Shopping; Visual Merchandising

INTRODUCTION

Move aside, teens, adults and oldies, you are no longer the strong force in the marketplace. The "Tweens" have arrived. They are a growing breed of youngsters, who hate to be kids yet, much younger than adolescent teens. This world is practically a marketplace and over the years, Tweens have now become a potent force. They pack an economic punch and they are confident, big spender and are able to cope in that market place. They prefer stores that are child friendly, preferred by parents, and stock desired products in depth.

They have come of age and today they are customers, buyers, spenders, shoppers' etc

In Indian context, this phenomena is attributed to the new Indian society that is characterised by fewer children per parent, dual working families, increase in overall income levels of the families. Thus, children spend a lot of time all alone and are exposed to shopping at an early age, are more independent too. In a recent survey conducted by Cartoon Network (Kukreja, 2002) it was found that the percentage of kids receiving pocket money varies from city to city. Delhi has the highest and Bangalore has the lowest. Mumbai kids have third highest purchasing power. The pocket money has increased

as against in 1998. Interestingly, kids from smaller towns like Ludhiyana, Jaipur and Indore have higher spending powers than children in metros.

They constitute a market large enough to merit a study as a separate segment considered as current market, a market of influencers and are viewed as future consumers too, so three in one market. In India kids influence 43% of brand purchase, while in South Korea this figure is 66% (Kukreja, 2002).

Marketers need to believe that children (especially Tweens) are their future customers as well, and hence they should try to cultivate tweens patronage so that they will favour the firms' offerings when they reach the market age. It is to be noted that tweens begin developing brand and store preferences quite early in life, thus retailers are reaching out to consumers early to build awareness and liking among them and thus to convert them as customers in later course of life. During this waiting period, marketers have to spend more to grow customers from childhood, but ultimately they become the most faithful customers, much more than the ones snatched from the competitors. Consciously managing these images among kids will definitely help in building a customer base for the future when these tweens are at their peak as adult spenders.

age. It was found in the drawings that 50% of them were gender biased. Girls preferred dolls, ornaments, dresses, ice-creams etc; while boys showed their liking for toys, outdoor games, cars, watches, cricket bats

and guns etc. Thus it gave us an idea that from this age group onwards their purchases are going to be very much influenced by their gender.

CONCLUSIONS

The research clearly showed that Tweens were more comfortable with visual images than words. They have a typically different behaviour towards shopping than adults and teens. They could be targeted by marketers in an early stage in order to convert them into a life long loyal customer. It was also found that Gender differences have got a strong base till this age segment. As the concept of shop is not evident, kids have not been able to think about the actual shop setting. It was found that ID dominated amongst the kids of this age. They were found to be watchful of their surroundings as they analyse and adapt to the environment they live in. Tweens had a crystal clear image of its item before reaching to shop. They are brand conscious and identify themselves with the brand. The study also indicated that Tweens had a very strong selection power. They have a good recalling power as well. Both marketers and researchers have to believe in them and in their imagination

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Dr. Dwarika Prasad Uniyal is currently an Associate Professor of Marketing and Retailing and Former Founder Dean (Academics) at Jindal Global Business School, O.P. Jindal Global University, India.

Prior to that, he served as a faculty member with many premier business schools in India like SPJIMR and MICA as well as SPJCM in Middle East.

He has more than 12 years of experience in retail industry, academics, research and teaching.

He is visiting faculty to top business schools in India including IIMs.

He is also co-author of bestselling textbook *Managing Retailing* (Oxford University Press).

ENVIRONMENTAL MANAGEMENT PRACTICES IN THE HOSPITALITY INDUSTRY: A STUDY OF SELECTED HOTELS IN UDAIPUR CITY

Deeksha Dave & Kartik Dave

With their massive resource consumption and waste generation, big hotels quite literally function and pollute like a mini city. Hotels consume resources like energy, water, food, paper and pollute the environment in the form of smoke, noise and chemical pollutants. Keeping the above issues in view, the industry has come forward to save the environment and is playing a major role in environment protection by developing awareness and adopting environmental friendly practices. Since hotels occupy a central place in the tourism industry and its development does impact the environment considerably, it is believed that hotels should be more proactive in their managerial response concerning environmental performance. Udaipur city in Rajasthan is a world famous tourist destination and to cater to the needs of all types of guests a range of diversified hotels are operating here. Keeping this in mind the study explores the environmental management practices among hotels operating in Udaipur. The results have shown that although hotel companies are concerned with environmental management issues, many are not proactive enough in their responses and prefer to only take management initiatives that have considerable financial benefits for their business. Focus has been mainly on cost-cutting management measures such as minimizing energy use and water conservation as this contributes directly towards a hotel's profitability. The current paper is an effort to critically examine the environmental management practices followed by the hoteliers of Udaipur city and investigate the attitude of the Hotel managers towards the adoption of Green policies.

Key Words: EMS, Sustainable Tourism, Green Hotels, Udaipur

INTRODUCTION

As the level of understanding of environmental issues has increased in all sectors of society, the environment is no longer a relatively narrow issue, but is a pervasive concern of all society. The playing field in which we operate is a lot more crowded, and the rules are more complex. Over the past decade there has been an increasing awareness in many ways that businesses affect the ecology of the planet. Adoption of an environmentally friendly management approach is one of the popular issues addressed in many industries (Blum, 1997; Bader, 2005). Initially, one was only concerned about those industries which directly pollute the environment. Therefore most of the attention has been directed towards activities of organizations in the manufacturing sector of the economy.

In contrary the role of service organizations cannot be overruled. The increasing environmental consciousness among the consumers makes it incumbent on the service organizations not just to respond to it but also to adopt it as a strategy to combat competition and improve corporate image.

The hospitality industry is an interesting case that exposes many of the conflicts which arise when implementing environmental policies. First, many hotels and restaurants are situated in areas of outstanding natural beauty, in historic cities and in areas with a delicate ecological balance. The addition of new hospitality facilities may attract visitors to areas which already suffer from too much tourism. For this reason there are often serious planning constraints while developing a new hospitality facility. Second, many of the customers who seek hospitality services, do so expecting to be pampered, with lashings of hot water, high-pressure showers, freshly laundered linen, an ample supply of towels, bountiful supplies of food and drink, the availability of swimming pools and saunas and the limousine to take them to the airport. Clearly, whatever is done to reduce waste can only be done either with the consent of the customers or in such a way that they do not notice any deterioration of service. Third, the customer visits the location of the hospitality operation, which is fixed by customers' needs and therefore cannot always, be situated where there will be minimized effect from traffic, cooking smells and the noise of the disco.

Green Globe 21. This finding is surprising considering that one of the key benefits that managers saw in having an EMS was competitive advantage. The researcher would expect there to be more interest in international certification on the grounds that international certifiers would be more widely recognized and provide additional competitive edge. It is further suggested that lack of understanding and awareness among hotel managers about EMS was observed because of limited holding of a formal EMS certifications (ISO 14001).

Therefore, it may be desirable for Udaipur hotels to intensify their efforts towards adopting more formal EMS certification programmes. It is further recommended that such efforts will help organisations to develop meaningful training programmes for staff and guests, establish job responsibilities and help monitor environmental activities, because the certification programme provides a useful framework for developing in-house policies, procedures and programmes. The results of this study also suggest that environmental management systems will help organisations to deal with environmental issues in a more effective manner on an ongoing basis.

The final part of this study examined Udaipur hotel managers' attitudes towards EMS adoption and what they saw as the advantages and barriers of implementing EMS. It was observed that the geopolitical, economic and socio-cultural context of Udaipur all have an influence on the environmental attitude of hotel managers. For example, most Udaipur hotel managers indicated strong affinity with the green image of Udaipur and placed considerable emphasis on preserving and protecting that image.

It was also observed that Udaipur hotel managers showed that they are aware of all the possible benefits that are associated with implementing environmental management systems and are willing to make changes to accommodate the environmental programmes. It was further noted that the barriers to EMS implementation cited by the Udaipur managers were consistent with those identified in the literature, although different from previous

studies, the Udaipur managers additionally cited barriers such as high cost of implementation, high cost of certification renewal and the process is too time consuming.

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Deeksha Dave is Assistant Professor, Department of Applied Sciences and Humanities, I.T.S. Engineering College, Greater Noida, U.P. She obtained her doctorate from University College of Science, M.L. Sukhadia University, Udaipur and is M.Sc. Gold Medalist in Environmental Sciences from the same university. She has been teaching ecology and environmental sciences to undergraduate and postgraduate students for over 10 years. She has been associated with several research projects funded by various government agencies. She has to her credit over 05 research papers in national and international journals and has authored 8 books in the area of Environmental Studies. She has contributed several research papers to conferences and journals of national and international repute. Her areas of research interest include ethnobotany, pollution control, biodiversity, alternative sources of energy, and sustainable development.

Kartik Dave is an Associate Professor in Marketing with BIMTECH, Greater Noida. He has done his doctoral research in marketing of IT products. His research interests lie in services marketing, product and brand management, retail management and management of education sector. He has published extensively in these areas in noted journals. He has also been cited extensively in industry and trade journals.

E-BANKING: (NON) ADOPTION BASED ON DEMOGRAPHICS

Nityesh Bhatt, Sanjay Jain & Zakiya Khan

Penetration of technology, more specifically Information and Communication Technology (ICT), has made the human life better, faster and simpler. ICT in banking sector in form of ATM, PC-banking, online banking and mobile banking has proved to be a boon for banks as well as the customers across the globe. Almost, all major banks have embarked on this technological bandwagon in India. Despite its advantages, there are a lot of customers still hesitant to leverage these electronic channels. While there are numerous reasons for the same, demographic variables also play an important role in adoption of e-banking. This paper is an attempt to classify Users and Non-Users of e-banking in Southern Rajasthan. Results reveal that demographic variables like such as gender, age and education differentiate the Users from the Non-Users. Personal Income, Occupation and Computer Proficiency do not play significant role in (non) adoption of e-banking.

Keywords: ICT, Banking, e-Banking, M-Banking, Users, Non-Users, Satisfaction

INTRODUCTION

Information and Communication Technology (ICT) has significantly transformed the banking, financial services and insurance (BFSI) sector. According to Vij (2006) "I.T. has introduced new business paradigms and is increasingly playing a significant role in improving the services in the banking industry." The foundation for induction of computer technology in the Indian Banking Sector was laid by Dr. Rangarajan Committee's two reports in the years 1984 and 1989. In 1990s, banks started thinking about tying-up disparate branches together to facilitate information sharing. Entry of private banks and foreign banks in banking arena with radically different strategies and huge IT budgets gave big fillip to e-banking in India.

FACETS OF E-BANKING

An array of banking services offered to retail and wholesale customers through an electronic distribution channel is collectively referred to as e-banking. (Rajshekar, 2004) E-Banking is a mix of services which includes internet banking, mobile banking, ATM, fund transfer system, Real Time Gross System (RTGS), National Electronic Funds Transfer (NEFT), Electronic Clearing Services (ECS), credit/debit/smart cards, cash management services, and data warehousing, operational data for MIS and Customer Relationship Management (CRM). While e-banking offers a lot of advantages in terms of convenience, ubiquity, speed of transaction,

efficiency (in terms of cost and time) and effectiveness (in terms of scope of activity), it also poses lots of challenges in form of registration hassles, navigation difficulties and security & trust.

Varma (2006) states that a bank which moves fast and tries to capture the first mover advantage can think of succeeding in this sector. Another key success factor will be the value, which the online operations of the banks will be offering to the consumer. Shaw (2004) asserts that internet affected the competitive landscape of the banking industry by many ways. Firstly, it changed the industry structure and in doing so, altered the rules of competitions. Secondly, it created competitive advantages for banks giving them new ways to outperform their rivals and finally the internet had spawned the creation of new businesses that were beyond the traditional banking domains.

It has been established that increasing the role of technology in banks can serve to reduce costs and often improve service reliability (Lee, 2002). The motivation of cost reduction has been argued to be the primary reason for banks adopting the Internet platform in recent years (Daniel, 1999; Howcroft, 2003). Internet banking increases operational efficiencies and reduces costs, besides giving a platform for offering value added services to the customer, thereby fulfilling all the essential prerequisites for a flourishing banking industry. According to the industry estimates, a bank teller costs at Re 1 per transaction, ATM transaction costs

e-banking. This may be against the general notion that computer literacy may lead to higher adoption of e-banking. Researchers here caution about the generalization of the findings of the study due to some inherent limitations. They also do not rule out the role of psychographic variables affecting the e-Banking usage. Nonetheless, the study provides a valuable picture of Users and Non-Users of e-Banking based on their demographic profile. This can be useful for banks in strengthening their efforts on appropriate segment but at the same can focus their energy on motivating non-users segments (female, higher age group and less educated people) through a blend of educational and promotional measures.

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Nityesh Bhatt is working as Sr. Associate Professor and Chairperson in the area of Information Management area of Institute of Management, Nirma University, Ahmedabad. Before Nirma, he has worked with First Computers, NIIT and Pacific Institute of Management, Udaipur. Dr. Bhatt has guided two Ph.Ds in the area of ICT in management. He is national executive member of Special Interest Group on e-Governance of Computer Society of India. He is credited with 5 edited books and more than 25 research papers.

Sanjay Jain is Associate Professor (Marketing) at Institute of Management, Nirma University, Ahmedabad. He has over 12 years of experience in both industry and academia. He has published numerous papers at national and international level. He is recipient of Doctoral-Fellowship from Indian Council of Social Science and Research (ICSSR), New Delhi. He has also been awarded with best Doctoral thesis at IBS, Gurgaon.

Zakiya Khan is currently Asstt. Prof. at Pacific College, Udaipur in the area of Finance. She completed her doctorate in E-Banking and completed her MBA in the area of Finance (major) and Marketing (minor). She is NET qualified and is presently dealing with subjects - Research Methodology, Banking, Production Management and Organizational Behaviour. She has total work experience of 8 years in industry and academia.

A STUDY ON IMPACT OF USING THIRD PARTY LOGISTICS SERVICE PROVIDERS IN MAINTAINING LOGISTICS FLEXIBILITY IN CO-OPERATIVE DAIRIES

Mahendra Sharma & Tejas Shah

Co-operative dairies contribute significantly in production of fluid milk and milk products in Gujarat. In recent years there has been growing trend of outsourcing logistics activities in a wide variety of industrial sectors. The logistics flexibility for fluid milk and milk products is important due to lowest shelf life, higher inventory carrying cost and logistics cost and disposal of outdated products are vital issues. The decision to outsource logistics activities depends on evaluation of costs and benefits of outsourcing. Regression analysis was done to find out important benefits of using third party logistics service providers, creating significant impact on logistics flexibility of organization. On time delivery, cost consideration, quality of services, flexibility, customization of products and services and shipments in terms of value/volume were found to create significant positive impact on maintaining logistics flexibility. The analysis provides a resource based view and Transaction cost economics view, of dairy co-operatives in using third party logistic service providers.

Key Words: Outsourcing, Third party logistics service providers, Logistics, Logistics Flexibility, Co-operative dairies, Gujarat

INTRODUCTION

The Indian logistics environment comprises road transport companies, railways, airfreight companies, inter-modal transport providers, ports and shipping companies, as well as third party logistics service provider companies. A logistics management system comprises a variety of components: corporate headquarters; retail stores; distribution centers (DCs); suppliers; manufacturers; distributors; carriers; networks; information service providers; insurers and bankers. The 1986 Council of Logistics Management definition of logistics has been augmented to include services along with goods and information movement. A great deal of research into defining various types of flexibilities in manufacturing has occurred over the last two decades. Despite this, there is no general agreement on how to define flexibility (Kumar et. al, 2006). Logistics flexibility includes many activities such as organizing inbound and outbound shipments, providing manufacturing support, and supplying information to coordinate these efforts. The conceptual literature indicates that the domain of any type of flexibility is defined by four building blocks of range-number, range-variety, mobility and uniformity (Bernardes and Hanna, 2009).

Gujarat is one of the important states in India in terms of fluid milk and milk products' production. In

Gujarat there were 13646 organised District Co-operative Societies (DCS) centers in the year 2008-09, constituting 2839000 farmer members out of which 784000 were women members. The total milk procurement in India was 10,84,63,000 tonnes, while in Gujarat it was 83,86,000 tonnes, which constitutes around 7.73% of total production in India. The Gujarat is ranked 5th among the states producing milk in India. Logistics Management is crucial and critical for fluid milk and milk products due to the high number of product variants, strict traceability requirements, shorter shelf life of products and larger volume of the goods to be handled.

In recent years there has been growing trend of outsourcing logistics activities in a wide variety of industrial sectors. As a result there has been an emergence of large companies that have the capabilities to offer sophisticated logistics solutions, known as logistics service providers. Various terms have been used interchangeably to describe the organizational practice of contracting out part of or all logistics activities like logistics outsourcing, logistics alliances, third party logistics, contract logistics and contract distribution (Berglund et al. 1999, Aertsen, 1993, Bagchi and Virum, 1996, Bowersox, 1990). Third party logistics is usually associated with the offering of multiple, bundled services, rather than just isolated transport or warehousing functions. 3PL activities are based on

varieties of products at various locations. It brings flexibility in delivering varieties of fluid milk and milk products effectively at various locations in local and other markets.

5. The third party logistics service providers should be educated in terms of handling retailers' and customers' complaints, providing their suggestions and feedback to dairy unions. It will be helpful to dairy unions in getting real picture of the market, which brings efficiency in maintaining flexibility to provide customization. It will also lead to more satisfaction to consumers.
6. Third party firm with experience, focus and expertise should be included in the logistics network. A complete understanding of customer requirements must be developed to the third party logistics service provides, which will determine the needs of the co-operative dairies, such as type of facilities required by the customers (Gooley, 1992). The co-operative dairies must plan for educating the logistics service provider about the co-operative dairies' requirements and integrating them through information systems.
7. While outsourcing the logistics function to third party logistics service provider firms, the followings aspects should be taken care of by dairy co-operatives (Bagachi and Virum, 1998): (1) Ability to manage goods flow requirements, volumes, seasonal fluctuations, handling requirements and order sizes; (2) Ability to manage inventory volumes, vehicle requirements, in-bound and out-bound flows; (3) Ability to meet quality standards for customer service elements; (4) Ability to manage information flows and requirements for information and communication technology; (5) Ability to meet specifications of required cost and service reports and (6) Ability to maintain confidentiality in dealing with sensitive information.

CONCLUSION

The third party logistics service providers create significant impact on maintaining logistics flexibility in Co-operative Dairies in Gujarat. The nature of the milk and milk products requires the third party logistics service providers to maintain quality standards in providing services. The wide

fragmented market requires the third party logistics service provider firms to provide customized services at required time. Cost is considered as one of the important aspects of using third party logistics service providers in logistics system of fluid milk and milk products. Overall, the outsourcing of logistics function to third party logistics service provider by co-operative dairies in Gujarat provides a complete resource based view and transaction cost economic view of outsourcing.

IMPLICATIONS AND FUTURE DIRECTIONS

Logistics outsourcing represents a specifically defined contractual relationship, which is dependent on 3PLs meeting specified performance criteria set by the outsourcing organizations. Third Party Logistics Service Provider is seen as a strategic partner when outsourcing decision is made due to resource considerations. But, the major challenges in establishing 3PL relationship are trust and confidence in service providers. These implications are similar to earlier study conducted by Bolumole (2001). There are two important interfaces that need to be assessed before outsourcing the logistics function: the logistics service provider-client and the logistics service provider-final customer interface. This research opens the way for other in-depth studies on some of the critical factors determining the role and scope of third party logistics service providers in logistics management for fluid milk and milk products in Gujarat. Empirical research should be directed towards identifying contractual practices and the critical success factors for implementation and establishing performance measurement system, while outsourcing logistics function. The future research can also be extended towards finding out factors affecting the integration of third party logistic service providers, management of these relationships with logistics system of co-operative dairies in Gujarat. If this integration proves successful, the further research can be done to study the impact of third party logistics service provider on firm as well as channel members and customers, which can be termed as logistics triad relationships.

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Mahendra Sharma is Pro Vice Chancellor (Academics) and Dean of Faculty of Management Study, Ganpat University, Mehsana, Gujarat. He has done his Ph.D. in area of Sales and Distribution Management. He has published many research papers in national and international journals. He has presented and published many research papers at national and international conferences. His areas of interest are Logistics and Supply Chain Management, Sales and Distribution Management and Consumer Behaviour.

Tejas Shah is an assistant professor at ShriChimanbhai Patel Institute of Management and Research, Ahmedabad, Gujarat. He is pursuing his Ph.D. in area of Logistics and Supply Chain Management. He has published certain research papers in national journal. He has also presented and published certain research papers at national and international conferences. His areas of interest are Logistics and Supply Chain Management, Sales and Distribution Management and Consumer Behaviour and Market Research.

PRODUCING QUALITY DEMOGRAPHIC DIVIDEND: CHALLENGES FOR INDIAN MANAGEMENT EDUCATION

Prerna Jain & Pragati Jain

In the globalized era of ever increasing competition the role of management education has become most crucial. There has been explosion in Indian Management Education which has created volume not value. The present paper is an attempt to explore the future challenges and opportunities with regards to management education in India. The methodology adopted is to review the existing situation of B-schools and draw inferences for the future. The paper draws its conclusion that the scope of management education in 2020 shall widen up but of course it will revolve around the traditional business school model. To meet the challenges it will have to upscale the quality of management education with the measures discussed.

Key Words: Management Education, Challenges, Demographic dividend

INTRODUCTION

The contribution of business has an enormous impact on the quality of life and well-being. Successful business enterprises have been monumental in flourishing the economies through innovation, techno know-how. Over the course of the last hundred years, business has transformed the world. It has been a driving force in shaping society and the catalyst behind extraordinary economic growth and opportunity. Effective management of business has spurred the creation of jobs, the generation of wealth, and access to opportunity for an increasingly diverse population.

Management education plays a vital role in transforming and shaping individuals, organizations and society. Successful students of management education acquire the knowledge and skills that enhance and enrich their lives and enable them to make meaningful contributions to their organizations and society at large.

BACKGROUND

"India is currently experiencing a favourable demographic phase. The United Nations estimates suggest that the median age of India's population will be 25 years in 2010, and 29 years a decade later. This is in sharp contrast to other Asian countries with much higher median age such as Japan (45 and 49 years, respectively), Korea (38 and 43 years, respectively), and China (34 and 37 years, respectively).

According to the United Nations, India's working-age population (15-64 years) is projected to increase from 781 million (64.3% of the total) in 2010 to 916 million (67% of the total) in 2020. India's working-age population share is projected to increase about 2035; and then decline gradually. The projected addition of 135 million to the working-age group in just one decade. It has important policy implications for India's own economic growth trajectory, competitiveness and social stability.

The benefits associated with the demographic gift phase are not automatic. The demographic dividend phase entails a rapidly growing number of young people who need to be empowered with good quality education, while creating economically productive and sustainable jobs in sufficient numbers to absorb them. The balance between preserving existing jobs, which are not in sync with the current or anticipated structural transformation of the economy on the one hand and creating new livelihood opportunities on the other must shift in favour of the latter.

According to the Economic Intelligence Unit (EIU) projections, during 2005 to 2020 period, India will need to create 142 million jobs (or 30% of the world's total, nearly twice India's share in the global population). Without substantial investments in human capital and its development, reform of labour market institutions and practices, the

well as with the emerging scenario locally and globally. Curriculum should be updated at regular intervals and obsolete courses should be deleted. In each course a live project should be made a compulsory component so that students have access to practical exposure.

Course Delivery: Knowledge should be imparted in a way that it helps them relate the theory and concepts to business requirements. Students should be given exposure at various industries where they can apply concepts to real business situations.

Assignments and projects which make students emotionally tough with effective time, stress and change management skills should be given, as this shall help in building the right attitude among students to have team working spirit.

CONCLUSION

To sum up, B-Schools in India have to do considerable thinking and envisioning so that the products coming out are capable of meeting the job demands of a global marketplace, though the firms may operate only in some geographies. The existing system of accreditation and benchmarking are insufficient to make the B-Schools respond to the new context. The time has come to give a new thrust for management education in India. The schools that are not on the top need to be supported and they have to be monitored through an appropriate system of corporate governance.

As the Indian economy gets integrated with the global economy, our managers need to possess skills that are equivalent to that available in the global firms. International companies are investing in India

and Indian Companies are going global. Internationalization of business makes it necessary to have different knowledge and skill sets. Similarly, ethics and corporate governance will also become crucial issues in management. The management schools in India should strive for some specialization and distinctiveness if they have to make a strong contribution to the growth of the economy.

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Prerna Jain is Associate Professor at Jaipuria Institute of Management, Jaipur. Her academic satchel is brimming with laurels such as a National Scholarship that she won during her graduation, a Gold Medal that she won for highest marks in Post-Graduation. She has also qualified the UGC NET examination and is a Doctorate in Economics. She has extensively worked on the Demographic Features of Rajasthan as her dissertation topic. She has eleven years of teaching and research experience. She is a life time member of Rajasthan Economic Association and has an impressive number of research papers and articles to her credit. Her areas of interest are Managerial Economics, Macro Economics, Economic Environment of Business and International Economics.

Pragati Jain, (M.A. (Economics), M.Phil, Ph.D) is Assistant Professor at Central University, Rajasthan where she teaches graduate and post graduate students. She has eight years of teaching and research experience. She has also qualified the UGC-NET examination. A Gold Medalist at Post-Graduation and M.Phil level, she has an impressive number of research papers and articles to her credit. She has extensively worked on Regional Disparity in Rajasthan as her dissertation topic. Her areas of interest are Micro Economics, Macro Economics, Econometrics and Environmental Economics.

E-RETAILING STRATEGY BOOM ACROSS THE GLOBE

Asma Zaheer

The Concept of marketing which is known as conventional marketing mix McCarthy Jerome(1957), has now grown up with time, popularizing one of the activities of global syndrome or the so-called democratic marketing. Further development of the marketing Concepts into other areas are more applicable i.e creative and innovative by modern expert, kotler in the 1980s expressed, it to other areas of marketing programs; aimed at commercial and non commercial marketing the social sector or social welfare. Because developing longer a concept of integrated marketing communications and marketing activities to the global field have been visualized through the support and development of Tunisia democratic system of government. Whereas the function and role of mass media outlets being focused .And overall it has been resulted that the public voices through the print and electronic media viz radio, internet plus the number of television stations etc. All these have been found as leap over the masses through emerging channels either national or local TV. The mass medias incredible roles specialize towards disseminating and invigorate others to join and read of the messages. Since news or information through various forms of marketing communications, and political marketing, political campaigns through the media channels of publication, have been an incredible role in contacts and creativity of political awareness through (political advertising) which is widely exposed without insulation or even beyond the boundaries of the land or borderless country to all its viewers without exception.

And at the outset of the topic of the discussion for the media expression pertaining to Marketing in the era of democracy vis-à-vis globalization could be an efficient and enhancing source of marketing vis-à-vis e-retailing Strategy across the globe. And whatever the in this context is being found in global arena will be taken an arduous lead of replacement with old pattern. And as a result it further can help to obtain information freely without pressure, directly, and with the help of its entire endeavor could play a fruitful share in the era of Global business systems.

The concept of retail is based on a four-prolonged mission, the right product in the right place at the right price at the right time. So what about the "e"? There is no doubt that the Web has changed the landscape of the retail industry. The Web is what Harvard Business School professors Christopher M. Christensen and Richard S. Tedlow called a "disruptive innovation."¹ As such, we must pay special attention to the way retail concepts apply to the medium. The retail industry has adapted to disruptive innovations before. The upscale department store, the mail-order catalog, and the discount department store were earlier disruptive innovations that forced retailers to rethink how they did business and for whom. The full impact of the Web would on retail will not be completely clear for several hyped-up holiday shopping seasons, in other words, for several years. However, even at this stage, we can begin to think of the Web like the telephone, a tool that soon no business can afford to be without, that makes every step of business more efficient, and which enhances rather than replaces existing retail prospects. As with technology shift, adoption rates for e-retailing is growing in Western Europe, Japan, North and South America and India also. Global markets will develop in varied ways, sometimes using PC-based access to the web to enable many styles of e-retailing around the world.

Keywords: Fixturing, Signage, Hypothesized, Globalization, E-Commerce, E-Retailing

E-RETAIL DEFINITION

The business of e-retail has been defined as the sale of goods and services via Internet or other electronic channels, for personal or household use by consumers. This definition includes all e-commerce activities that result in transaction with end consumers (rather than business customers), i.e. B2C rather than B2B. Some e-marketing activities that do not directly involve transactions, such as providing (free) information or promoting brands and image, are considered to be a part of B2C but are not normally considered as being within the scope of e-retail. E-retailing presents a new way to shop. The store is open 24 hours a day with a few clicks.....

E-RETAILING INTRODUCTION

Internet Retailing or e-retailing as is usually referred to us covers retailing using a variety of different technologies or media. It may be broadly a combination of two elements.

- Combining new technologies with elements of traditional stores and direct mail models
- Using new technologies to replace elements of store or direct mail retail.

Internet retail also has some elements in common with direct mail retailing. For eg, e-mail messages can replace mail messages and the telephone, that

easily. Shopping comparison sites are providing assistance in these areas as well.

- The US will provide insight as to how emerging markets may evolve. However, each region's market forces will create an idiosyncratic path of development.
- Change comes quickly. High-profile players can vanish overnight. Technologies that seem advanced now will soon be eclipsed by competitors' new developments. And, there will continue to be tremendous momentum from consumers, businesses, and governments to boost the economy through ongoing e-business progress.
- E-retailing in Western Europe is following much the same developmental path as it did in the US but with a time lag that is perhaps 12- to 18-months long. Rationalization is occurring as stronger players consolidate through mergers and acquisitions and weaker players cease operations altogether, while multi-channel retailing is becoming the preferred go-to-market strategy.
- A growing number of manufacturers and technology providers have been jumping into the lucrative business-to-business (B2B) e-commerce market, building trading exchanges and large marketplaces that connect suppliers, partners and customers online. Oracle for one, has made an aggressive push to tackle the fast growing market, which Forrester Research predicts will reach \$1.3 trillion.
- Much of Latin America has a long way to go before it can truly embrace the Internet, and especially, e-retailing. Income is not the only barrier to Internet usage in Latin America. A less developed telecommunications infrastructure is also a major inhibitor in many parts of the region especially away from major urban centers. Compared to the US and Western Europe, the number of households with a telephone is considerably lower. For example, there are only between 11 and 21 main phone lines per 100

persons throughout key Latin American countries, versus 68 per 100 persons in the US.

- The Internet is at last becoming important to an increasing proportion of Japanese. According to the country's Ministry of Telecommunications, nearly half of Japan's population of 120 million now uses the Internet via computers, mobile phones or other devices. This is up from 37% last year. The most common use of the Internet is to exchange e-mail (65% of all Internet users). Even though only 19% actually make online purchases, 46% use the Internet to search for coupons and other shopping informations.
- There are divergent views on the future of e-retailing in India. Some experts are of the opinion that the giant the big brand retailers would dominate the small ones due to their wider investment capacities. It would be next to impossible for the small retailers and the kirans to prove their existence in the battlefield of online retailing. Another viewpoint is that there would be an exponential growth in the online retailing business in India.

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Asma Zaheer is a certified trainer from Malaysia and presently working as assistant prof in department of marketing of Shobhit University. The author has published and presented many papers in international journals, conferences and also working as a researcher with the university professors abroad. The author area of interest is Management Information System-MIS and service marketing.

CUSTOMER RELATIONSHIP WITH NETWORK MARKETING (A SPECIAL REFERENCE OF AMWAY CO.)

Rajul Dutt, Himanshu Mittal & Mandeep

The Network Marketing, first popularized by Amway, in 1950s in USA is gaining momentum in India. The total turnover of network marketing companies in India was estimated at Rs 301,044 crores in 2008 with an annual growth rate of 25%. The India Direct Selling Association (IDSA) has projected that the network marketing industry will be around Rs 8000 crores by 2010. Studies have shown that consumers often have negative perception of direct selling organizations and network marketing organizations in particular. The aggressive selling techniques, exaggerations of facts in recruiting, pyramiding scams and unethical way of exploiting relationships all together form a basis for this negative perception. The paper presents the exploitation of Relationships viz friends, relatives and colleagues and attitude of channel members in network marketing.

Keywords: network marketing, relationships, Direct sales

INTRODUCTION

Business organizations have long relied on direct marketing to target customers without spending a lot of money on retail distribution. However the Network (Multilevel) Marketers have taken the direct model one step further, i.e. not only they do the sales, but recruit and train new distributors i.e., independent sales persons who are members in the network marketing company. This 'ingenious' method was first popularized by Amway in 1950's. The big draw card in network marketing is the commission paid not only for direct sales made by the salesperson, but also from the sales made by the recruits made by him. i.e. if you get friends and relatives to join up, you get a commission not only from the products your friends and relatives purchase, but also from the sales they make to their friends. This 'wonderful' opportunity attracts prospective candidates to join network marketing companies. Studies reiterate the fact that a 100 percent annual turnover rate among sales personnel in certain network marketing company is not unusual. According to the Direct Selling Association in the United States, 70% of the revenue from the direct selling industry was generated by network marketing companies and most of this came from the better known companies, such as Amway, that use multilevel instead of single level compensation plans. In the case of India, network marketing momentum was conspicuous in India during mid

90's followed by the establishment of the Indian arm of Amway Corporation. The total turnover of network marketing companies in India was estimated at Rs.30,104 crores in 2005 with an annual growth rate of 25% (Tribute, 2006). Amway India, and desi companies like Modicare, Hindustan Lever Network are the major network marketing players in the Indian market. Indian Direct Selling Association (IDSA) facilitates membership to genuine network marketing companies. The IDSA projection for 2010 for the network marketing industry is Rs.8000 crores. According to National Council of Applied Economic Research, the Indian middle class was projected to grow from 1.1 crore households in 2001-02 to 1.7 crore households in 2005-06 and the figure is expected to be 2.8 crore by 2009-10.

The researchers in this study propose to explore whether such a phenomenal growth of network marketing in India is because of the exploitation of relationships with friends and relatives.

NETWORK MARKETING

Network Marketing is a subset of direct selling and is also known as "multilevel marketing", "structure marketing" or "multilevel direct selling". Network marketing can be described as a direct selling channel that focuses heavily on its compensation plan because the distributors (members of the network) may receive compensation in two fundamental

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International Marketing Conference on Marketing & Society, 8-10 April, 2007, IIM

Rajul Dutt, is currently working as Professor and Director in JP School of Business Meerut

Mandeep is working as Lecturer in Management Department in Tirupati Institute of Professional Studies Meerut

Himanshu mittal, Associate professor GNIIT Department of Management Studies Greater Noida