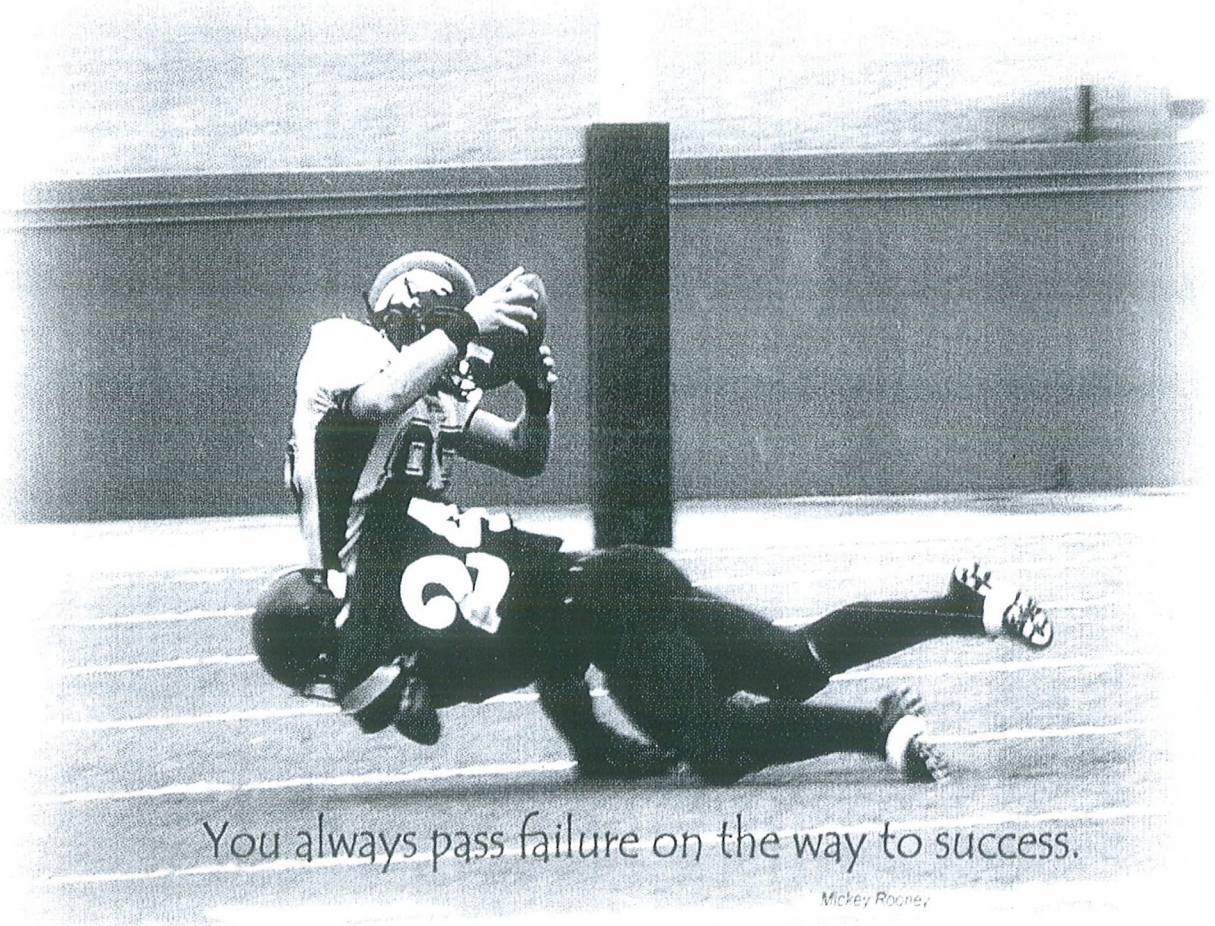


GLOBAL MARKETING STRATEGIES AND PRACTICES



You always pass failure on the way to success.

Mickey Rooney

Dr.R.Karuppasamy

First Edition

: October 2010

Price

: Rs.750/-

Published by

: Agasthiar Publications, Trichy.

E.mail

: karuppasamycbe@yahoo.com

ISBN

:978-93-80530-17-8

Typesetting and printed at

: M/S Sivakumar Printers,

4/1015-A, Hussian colony,

Sivakasi -626189.

copyrights@2010. Copy rights are reserved to the author of this book. Any reference of the content or copy of any portion of articles in this book is restricted. Prior written permission from the author is essential for all including first and second authors.

Market-Driven Quality

High quality and performance also require coordinating the work force so that such quality is an outcome of the design, production, distribution, and sales processes, with input from each function along the way. GTE's director of marketing resource development implies the importance of market orientation as he describes the firm's progression from quality conformance to quality leadership: "Each stage increases the focus of a business on customer and market needs, with the final stage resulting in significantly enhanced business results".

DEVELOPING A MARKET ORIENTATION

Top management leadership is a necessity for the transition to a market orientation. Because top managers often do not have firsthand experience with strategies or activities that build customer value, they must create an environment in which change can occur without specifically decreeing what that change will be. As Harold Leavitt explains:

Probably the best way to maintain a pathfinding culture is, paradoxically, by not working at it - at least not directly - but rather by fertilizing the well-seeded soil that enables and nurtures [visionary] behavior, whenever and wherever it may develop.

Alternative Approaches to Developing Market Orientation

Our studies indicate that the adaptive approach is superior to the programmatic approach for helping businesses become more market-oriented. Why? Contrary to the fundamental assumption of the programmatic approach, individual behavior is most effectively changed by putting people into new roles or responsibilities and empowering them to achieve results. In those new roles, individuals, functions, and businesses develop new understanding and appropriate capabilities in response to market results. The adaptive approach monitors results and then makes appropriate adjustments in the firm's structures and strategies. In contrast, the adaptive approach is focused, flexible, and based on learning from specific market problems and experiences.

Market Orientation and Continuous Learning

Market conditions and competitive threats never stand still. As the requirements for attaining a sustainable competitive advantage change, so must the particulars of the three core components of market orientation.

Market orientation is not a preordained set of specific structures or behaviors. Rather, the three core components are manifested in the organization's culture and climate, and must be continuously adapted, as required, to create and maintain superior customer value within a given market. Ray Stata (1989), CEO of Analog Devices, warns that "the rate at which organizations learn may become the only sustainable source of competitive advantage."

A business's opportunities for success will be maximized when all organizational members recognize that they can contribute to creating buyer value and are motivated and empowered to do so. Market orientation is a culture that focuses their efforts and enables this to happen.

MARKETING OF TRIBAL PRODUCTS

Dr.Sherly kurien

Associate Professor Department of Economics, Avinashilingam Deemed University for Women. V.Malarvizhi

Assistant Professor Department Avinashilingam Deemed University for Women

Marketing is the process of focussing the resources and objective of an organisation on environmental opportunities and needs. The first and most fundamental fact about marketing is that it is a universal discipline. Marketing is a set of concepts, tools, theories, practices and procedures and experience. Together these elements constitute a teachable and learnable body of knowledge. Although the marketing discipline is universal, markets and customers are quite differentiated. This means that marketing practice vary from country to country and from region to region. Each customer is unique and each market is unique. Therefore the method or practice followed in one market differs from that of the other. Not only has that it differed from product to product. Depending upon the difference in customers, competitors, suppliers and channels of distribution plans and techniques.

Tribe: An Idea

Tribes constitute the weakest section of India population. They constitute the matrix of India's poverty. They are isolated from the modern and civilized people and are subjected to worst type of exploitation. There are approximately 200 million tribal people in the entire globe, which is around 4% of global population. India has the largest concentration of tribal population in the world. The tribal are the children of nature and their lifestyle is conditioned by the eco-system. India due to its diverse ecosystems has a wide variety of tribal population. Tribe's people constitute 8.14% of the total population of the country, numbering 84.51 million (2001 Census).most of the tribes live mostly in hilly areas which are often inaccessible and under developed and poorly integrated with the rest of the nation.

Turn To Farming

Continuous use of chemical fertilizers in agricultural field has lead to the depletion of natural resources. This practices need to the reverted by switching on organic farming where we give back to the nature, which was taken from it. It is safe, inexpensive and profitable. Efforts taken to spread the message on importance of organic farming. Most of the tribals even now follow the traditional methods of cultivation. It was reported that a particular tribe called kattunayakans cultivate important crops like Paddy, Coffee, Tea, and Pepper, Garlic, Nutmeg, Gloves, Cardamom and they also grow vegetables like Raddish, Cabbage, Potato, Carrot, Beetroot, Cauliflower, Turnip etc... If these vegetables are grown and marketed with the help of government agency, it will give the tribes a great reward. But most often the middlemen take away their produce by paying a very meagre amount. The illiterate tribes cannot raise their voice and no one comes to their rescue. This can be prevented by establishing centres for marketing the tribals produce. Training centres also should established to educate and train the tribals on better farming techniques organic farming, use of better variety of seeds and other such information. Even while marketing these produce there should be representatives from the tribe to get to know the details. Their involvement would help them to ascertain their position and rights.

ECONOMICS OF HANDICRAFT

The tribal economy is equally distinctive since it is closed and undifferentiated characterized by adoption of primitive technology in economic pursuits. The tribal people earn in their livelihood by undertaking many occupations such as forestry and food gathering, shifting cultivation, settled agriculture, and industrial labour, animal husbandry, fishing, traditional commerce of which household industry including handicrafts is of prime importance Tribal have been producing different handicrafts both utilitarian and decorative over centuries. Tribal economy in the earlier days was a barter system through mutual help. Lending, if any, between different members of the community is also governed by customs and interest has not been applied.

Tribal markets are generally weekly which remain the centre of tribal's economic activities. The weekly markets are the backbone of tribals' economy as they serve the purpose of the main channels through which the local products and other needful items brought from outside are distributed on purchase and sale basis among tribals and non tribals. Marketing of finished products is a matter of vital importance. The elimination of middle man, who grabs the fruits of hapless craftsman's labour, can be achieved only through organizing of markets. Production of handicrafts in different areas by tribal is linked with the availability of raw material locally or in the district.

Conclusion

Analysing the status or position of craftsperson in the present scenario, a craftsperson represents the profile of a person with great skill, creativity and capability for self employment, but lacking in finance, and unsure of the market and constantly at the mercy of intermediaries who have access to both finance and market. Therefore from the planning point of view, it shows that handicrafts sector is full of possibilities for employment and export, but highly deorganised and difficult to service. In the same way we need to focus on agricultural sector also for producing more by employing the tribals and providing marketing facilities for the produce. There is a growing need for awakening and planning for recognition of handicrafts as a potential sector of Indian economy for optimum utilization of natural resources through human force for creation of self employment and natural wealth. The opportunities are focused on growing export market especially in developed countries having preferential taste for handicrafts, awareness and usage of handicrafts in dress and lifestyles, technological possibilities for reducing of drudgery and improving qualities. The challenges and threats to the craft and craftsmen are from growing competition in export market in view of WTO, continued low return weaning craftsman away from their traditional occupation, scarcity of raw material due to depletion and non-presentation of natural mediums and competition from machine made goods. Analysing the status position of craftsperson in the present scenario, a craftsperson represents the profile of a person with great skill, creativity and capability for self employment, but lacking in finance, and unsure of the market and constantly at the mercy of intermediaries who have access to both finance and market.

References

Warren J.Keegan (2008), Global Marketing Management, Prentice Hall

-
- Priyaranjan Sangupta(2009), Global Marketing, Pacific Publications, Delhi
 - Ilina Sen(2008), The Livelihood Crisis For Women, Seminar 583, March, Pg No:14-17

GREEN MARKETING STRATEGIES AND ISSUES

Dr. M. Veeraselvam.,

Assistant Professor., Department of Business Administration., Thiagarajar College, Madurai.

T.Amutha.,

Lecturer, Department of Business Administration, Thiagarajar College, Madurai.

M.Rajalakshmi,

Department of Management studies, Thiagarajar College, Madurai.

INTRODUCTION

Green marketing refers to the process of selling products or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their