

indian management

The Journal of
AIMA
ALL INDIA MANAGEMENT ASSOCIATION

FEBRUARY 2017

VOLUME 56 ISSUE 2 PAGES 92

₹60

A SPENTA MULTIMEDIA PUBLICATION

MARKETING IN EMERGING ECONOMIES



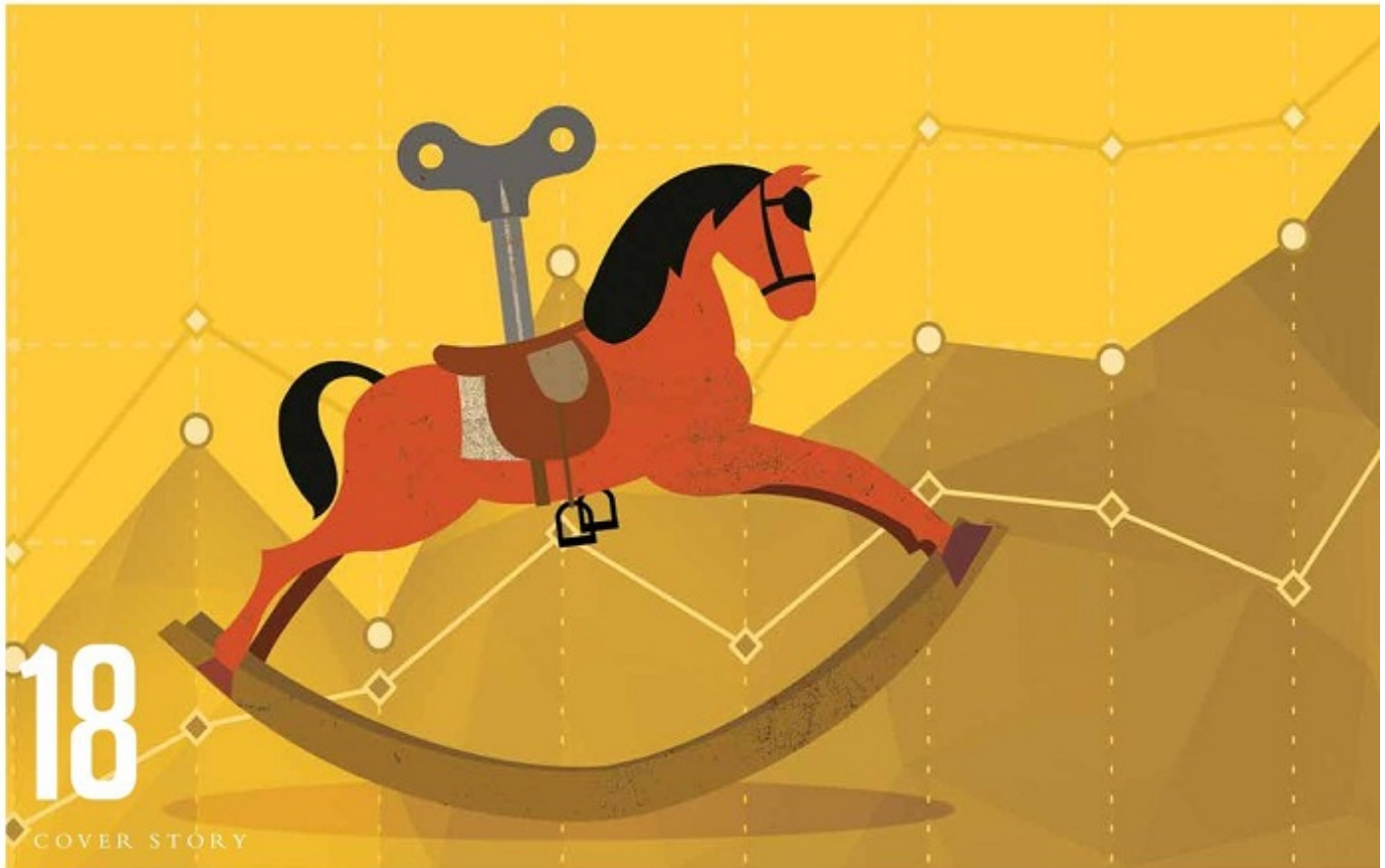
◆
**SPOTLIGHT
BUDGET
2017**

◆ **DR JAGDISH SHETH**
Emory University

◆ **DR RAHUL SINGH**
Birla Institute of
Management Technology

◆ **PROFESSOR PIYUSH SHARMA**
Curtin University

THIS ISSUE



18

COVER STORY

SPOTLIGHT ON BUDGET

- Nilesh Shah, Kotak Mahindra Asset Management Company Limited
- Anant Gupta, TECHCELX
- Ganesh Natarajan, 5F World and NASSCOM Foundation
- Sourajit Aiyer, Motilal Oswal Financial Services Limited

COVER STORY

THROUGH A DIFFERENT LENS

Recalibrate your marketing approach in emerging markets.

- DR JAGDISH SHETH

DEMOCRATISING THE MARKETING APPROACH

Democratisation of marketing is in tune with the concept of value co-creation.

- DR RAHUL SINGH

THE 'EMERGING' REALITY

Emerging markets should not be seen through the cultural-institutional lens of the typical Western context.

- PIYUSH SHARMA

12

CUSTOMER RELATIONSHIP

ENGAGE FIRST, SELL NEXT

34

An engaged customer base is essential for developing a successful business.

- SHIL NIYOGI

CASE STUDY

A CHANGE OF COURSE

38

Financial services KPOs will need to undergo a major overhaul to sustain in India.

- DR NITIN BALWANI

MARKETING

THINK BEFORE YOU LEAP

46

How different is startup marketing from the mainstream one?

- RAJIV JOSHI



BETWEEN THE COVERS

★
SUMMARY
G LAKSHMANAN ON
COMPETING AGAINST LUCK

★
EXTRACT
THE ESSENTIAL BOOK OF
CORPORATE GOVERNANCE

★
BOOKSHELF

★
MUST READ



WORK CULTURE

LISTEN TO EVERYONE 62

Feedback is important for establishing an amicable work environment.

- ABHIJIT NINGAONKAR

PERSONALITY DEVELOPMENT

GET HOLD OF YOURSELF 66

What are the essential abilities of extraordinary people?

- VIRENDER KAPOOR

CORPORATE WELLNESS

FIT COMPANIES 70

Investing in employee health results in increased productivity.

- AMARESH OJHA

LEADERSHIP

MAXIMISING POTENTIAL 74

Leaders should find new and efficient ways to keep their employees at their finest.

- GAURAV DUREJA

E-TAIL

A HEALTHY OPTION 78

Challenges facing online pharmacies in India.

- PRADEEP DADHA



TALENT RETENTION

BUSTING 'GHOSTS' 82

Managers must ensure office ghosts are not created instead of trying to bust them.

- VISHWANATH P

SECTOR FOCUS

FIRM GROUND 86

The impact of demonetisation on the real estate sector.

- ARUNA DHADE

