

## CONTENTS

Sl. No.	Title	Page No.
	<b>PART I – SOCIAL RESPONSIBILITY, ETHICS &amp; MARKETING</b>	
1.	Social Implications Of Invasive Marketing: A Crosscultural Empirical Investigation In The Indian And American Contexts : <i>Dr. Mahima Singh Thakur, Dr. Puja Khatri, Neeti Leekha</i>	1-8
2.	Marketing – A Major Menace to Society : <i>Dr. S. Franklin John, Ms. J. Kandaleena Jeba</i>	9-15
3.	Social Responsibility and Ethics in Marketing: <i>M Mohamed Labbai</i>	17-27
4.	Do successful companies value Social Responsibility and Ethics in Marketing in India?: <i>Prof. Sudeep Chatterjee</i>	29-37
5.	Building Castles in Thin Air: Uncreditworthiness of Credit Cards: <i>Hory Sankar Mukerjee, Vedha Balaji</i>	39-44
6.	Socio-Economic and Ethical Implications of Advertising – A Perceptual Study: <i>Dr. Raghbir Singh, Sandeep Vij</i>	45-59
7.	Ethics in retailing – perceptions of management and sales personnel : <i>Dr. Nripendra Narayan Sarma</i>	61-68
8.	Target Marketing to Children – The Ethical Aspect : <i>Dr. Ritu Bhattacharyya, Dr. Sangita Kohli</i>	69-74
9.	Impact of Quality on Ethics and Social Responsibility in Marketing, in Industries in Kerala in the present Indian Scenario : <i>N.R.U.K. Kartha, Dr. V.P.Jagathy Raj</i>	75-78
10.	Relevance of Social Marketing in Kudumbashree : <i>Dr. Manoj Edward, Mr. Zakkariya K A</i>	79-85
11.	‘Intend to Quit’ Behavior of Smokers : <i>Dr. K. Abdul Waheed, Rakul Gondal</i>	87-89
12.	The Dark Side of Organizational Identity : <i>Dr. S. Jeyavelu</i>	89a-89f
	<b>PART II – CO-OPERATIVE, RURAL &amp; BOP MARKETING</b>	
13.	Marketing of Cooperative products: Challenges and Social benefits : <i>K Anbumani</i>	91-102
14.	Social Changes and the Growth of Indian Rural Market : An Invitation To FMCG Sector : <i>S John Mano Raj, Dr. P Selvaraj</i>	103-110
15.	Rural Tourism – Challenges and Opportunities: <i>Piali Haldar</i>	111-129
16.	The Ethical Value of Brand feelings in Rural Society – A micro level study : <i>P Baba Gnanakumar</i>	131-138
17.	Role of Corporate Social Responsibility in Developing Economies : <i>Dr. Sanjeev Verma, Rohit Chauhan</i>	139-146
18.	New Energy Technologies and Integrative Capability: A Case Study of India: <i>Basir Ahmed</i>	147-157
19.	Network Marketing: Exploitation of relationships – Myth or Reality? : <i>Geevarghese K. Mathews, Dr. James Manalel, Siby Zacharias</i>	159-163
20.	A Vedic Critique of Marketing : <i>Subhash Yadav</i>	165-170
21.	Innovation as a tool of building competitive advantage at the bottom of the pyramid : <i>Shiv Shankar Tripathi, Dr. Sadhan K. De</i>	171-179
22.	A Study Of Multi-Level Marketing (MLM), As A Potential Tool For Socio- Economic Development : <i>P. Sreekumar</i>	181-184
23.	Information Technology Improving Retail Marketing In Agriculture : <i>Dr. A .G .Matani</i>	185-186
	<b>PART III – SOCIAL, PUBLIC SERVICE &amp; CAUSE RELATED MARKETING</b>	
24.	Referral Marketing in Management Education- An Assessment : <i>D. Malmarugan, Dr. H. Sankaran</i>	187-192
25.	Cause Related Marketing : <i>Mr. Tapan Trivedi, Ms. Ravneet Kaur</i>	193-201

26.	A study on the Impact of Cause Related Marketing on the Consumer's Buying Behavior : <i>Swaralipi Saha</i>	203-206
27.	Cause related marketing: Tactic or Strategy? : <i>S. Sundar</i>	207-214
28.	Cause Related Marketing A Conceptual Paradigm : <i>Rajeswari S.P</i>	215-218
29.	Cause Related Marketing and its Impact on Corporate Brand Image and Sales : <i>Mr. Bhavet Garg</i>	219-221
30.	The End of Innocence: Marketing war on 6 to 6 : <i>Smitha Vasudevan</i>	223-232
31.	Social Marketing : A Communication Tool For Development : <i>Ms. Puja Mahesh</i>	233-240
32.	Effect of Retailing Naunces Society : <i>A. G. Sivasankar, Bineeth.C.B</i>	241-248
33.	Himachal Tourism : A Swot Analysis : <i>Saurabh Rishi, Dr B. Sai Giridhar</i>	249-260
34.	The Making of Brand India : <i>Mr. Manish Gupta, Dr. P B Singh</i>	261-274
35.	Bringing the Public into Public Services : <i>Prof. Anjan Raichaudhuri, Ms. Sheenu Jain</i>	275-281
	<b>PART IV – ADVERTISING &amp; SOCIETY</b>	
36.	The Impact of television advertising on child health and family spending -A Case Study : <i>Dr. Kadambini Katke</i>	283-286
37.	Escalation of Destructive Behaviour due to Advertising - An Empirical Study on Adults: <i>Dr. C. Karthikeyan</i>	287-298
38.	Distorted Mirror Images in Social Advertising with special reference to AIDS awareness advertisements : <i>Dr. B R Londhe, Karishma Kumbhoj</i>	299-302
39.	Impact of Advertising on Children's Health : <i>Anand Nawathe, Rohan Gawande, Sudhir Dethe</i>	303-311
40.	Pester Power Effect of Advertising : <i>Prof. Swati Soni, Prof. Makarand Upadhyaya</i>	313-324
41.	Sales Promotions – Good or Bad? : <i>Dr. James Manalel, Jose M. C, Siby Zacharias</i>	325-329
42.	Challenges in Creating Brand Equity for Products with Short PLC (Product Life Cycle) : <i>Prashant Saxena, Priya Rammohan</i>	331-339
43.	The Relationship between Advertising and Consumption in India: An Analysis of Causality : <i>Dr. Abey P. Philip</i>	341-346
	<b>PART V – HEALTH CARE &amp; MARKETING</b>	
44.	Modern Blood Banking in India: A Study of Prathama Blood Centre: <i>Abhinava S. Singh, Dr. Siddharth G. Das</i>	347-362
45.	OTC Drug Marketing – Global Trends and Indian Experiences : <i>Ajith Paninchukunnath*</i>	363-370
46.	Role of Marketing in Polio Eradication: <i>Rahul Goswami</i>	371-386
47.	Drug Abuse: Trends and Issues: <i>Ravneet Kaur, Dr. (Mrs.) Jatinder K. Gulati</i>	387-395
48.	OTC Marketing of Drugs: <i>Vijay Bhangale</i>	397-402
49.	Exploration of parameters for brand promotion for next generation Cephalosporins and its brand Cefadur CA for Cipla Protec (A Division of Cipla Pharmaceuticals Ltd) : <i>Mr. Adwait Lele, Prof. Jayant Panse</i>	403-414
50.	Health Tourism in India Growth and Opportunities: <i>Ms Jaspreet Kaur, Mr. Hari Sundar. G, Deepti Vaidya, Sheela Bhargava</i>	415-422
51.	Marketing of Condoms with reference to Hindustan Latex Ltd : <i>Issac George</i>	423-426
	<b>PART VI – CONSUMER MARKETS &amp; MARKETING</b>	
52.	A Study on Consumer insecurities and fears in select product categories using Verbal Protocol Analysis : <i>D.K.R. Sarma, A. Ramesh</i>	427-432
53.	Marketing and its impact on vulnerable consumer groups like children, adolescents etc. : <i>Fezeena Khadir</i>	433-441
54.	The Little Emperors of a Ubiquitous Kingdom Marketing and its Impact on Vulnerable Groups – Tweens: <i>Mrs. Neena Prasad</i>	443-451
55.	The Dark Side of Relationship Marketing : <i>D. Ramkumar, S. Saravanan</i>	453-457
56.	Are Consumer Perceptions of Brand affected by Materialism? : <i>Amit Sahdev, Priyanka Gautama</i>	459-462

57.	Branding for 21 <sup>st</sup> Century Teenagers : <i>Professor Dindayal Swain, Suprava Sahu</i>	463-476
58.	Do We Know Enough to Market to the Older Consumer? The Case of Marketing Correctness : <i>Suresh Paul Antony, P.C. Purwar</i>	477-485
59.	Marketing Warfare for an AIDS Free Society : <i>Dr. Moli P. Koshy, Dr. Mary Joseph</i>	487-496
60.	Money Attitudes, Materialism, and Achievement Vanity: An Investigation of Young Chinese Consumers' Perceptions : <i>Srinivas Durvasula, Steven Lysonski</i>	497-499
61.	Cognitive Justice for Consumers: Mediation through Efficiency of Information Exchanges : <i>Sandip Anand, B.P. Patra, Ibha Kuma</i>	501-505
62.	Corporate Societal Marketing and the Process of Building Corporate Brand Equity: The Case of Malayala Manorama: <i>Saji K.B, V. Mukundadas</i>	507-511
63.	Banking Channel Perceptions An Indian Youth perspective : <i>H.S. Srivatsa, Dr. R. Srinivasan</i>	513-527
64.	Consumerism and Mindless Consumption Sustaining the New Age Urban Indian's Identity : <i>Subhashini Kaul (Ms.), Abhishek</i>	529-534
65.	ICT Adoption Propensity In The Hotel Industry - An Empirical Study : <i>Pongsak Hoontrakul, Sunil Sahadev</i>	535-544
66.	Compulsive buying behaviour in Indian Consumers and its impact on credit default- An emerging paradigm : <i>Joji Alex. N, Dr. P.T. Raveendran</i>	545-562
67.	IMPACT: Marketing on Society Vs Society on Marketing : <i>Gaurav Wadekar</i>	563-569
68.	Marketing & Society: <i>Joemon Pappachan</i>	571-580
69.	A Study on Purchase Pattern of Cosmetics among Consumers in Kerala : <i>Dr. Vinith Kumar Nair, Dr. Prakash Pillai R</i>	581-595
70.	Emotional labor as a means of influencing the self-concept of consumers in service organization : <i>Sushanta Kumar Mishra</i>	597-602
71.	Organized Retail Market Boom and the Indian Society: <i>A. Sreejith, Dr. Jagathy Raj V.P.</i>	603-612
72.	Marketing to Children –Issues & Remedies : <i>Prof. Chetan Chaudhari, Prof. Milind Marathe</i>	613-626
73.	Consumers' Purchasing Pattern in Liberalized Market - A Study on the Household Durable Products : <i>Dr. D. Ashok</i>	627-648
74.	The power of social influence: East-West Comparison on Purchasing Behavior : <i>Hari Krishna Maram, Kritika Kongsompong</i>	649-655
75.	Effect of Marketing on Society : <i>Ms. Christie Cherian, Mr. Nilabhra Dasgupta, Prof. Doreswamy A G</i>	657-663
76.	Changes in Consumers Decision Making Process Led by Environmental Information : <i>Dr. Parag Dubey</i>	665-671
77.	Materialism among Adolescent: Understanding Conceptual Framework and Imperatives for Marketers and Society for New Horizons : <i>Bhavin Ushakant Pandya, Mr. Mitesh M. Jayswal</i>	673-701
78.	E-Satisfaction – A Comprehensive Framework : <i>Akshay Anand</i>	703-710
	<b>PART VII – REGULATIONS &amp; MARKETING</b>	
79.	Prohibition! A Constitutional Promise And The Reality A study on Indian Made Foreign Liquor Markets in Kerala : <i>Hareesh N Ramanathan, Prof. Dr Jagathy Raj V P</i>	711-718
80.	New IPR (Intellectual Property Rights) Legislation and Regulations for Marketing Activity : <i>Prof (Dr) V.V. Sople, Ms. Jyoti Gattani</i>	719-724
81.	Servperf Analysis In Retail Banking : <i>Dr. T. Vanniarajan, B. Anbazhagan</i>	725-736
82.	Countering Counterfeits : <i>Dr. G. Sridhar</i>	737-742
83.	A Conceptual Review of Advertising Regulation And Standards: Case Studies In The Indian Scenario : <i>Panchali Das</i>	743-752
84.	Global Haat : <i>Anjali Gera Roy</i>	753-760
85.	Avenues Amid Advertising Regulations for socially Unacceptable products with special focus on alcohol : <i>Dr. P. Uma Sailaja</i>	761-774