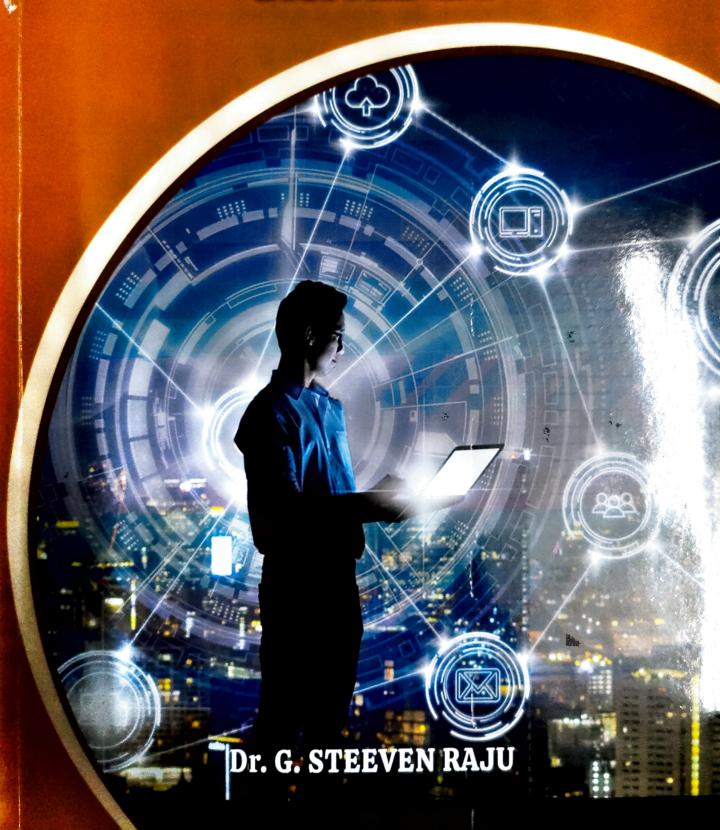
MARKETING STRATEGIES TO GO VIBRANT IN DIGITAL Era



s.NO	CONTENTS	Pg. N
1.	ROLE OF SOCIAL MEDIA IN MARKETING – A STUDY Dr. Ch. Rama Krishna	1
2.	E-COMMERCE IN INDIA: OPPORTUNITIES AND CHALLENGES Dr. Alluri Venkata Nagavarma A.Ramesh, G.Milton	8
3.	A CRITICAL REVIEW OF DIGITAL MARKETING M.L.N. Raju, Dr.D.Suryaprabha. Dr. Alluri Venkata Nagavarma	17
4.	REVIEW OF ETHICAL ISSUES IN MARKETING Dr. V.V.S.Rama Krishn, Dr. D. Ashalatha	26
5.	ARTIFICIAL INTELLIGENCE AS A NEW MARKETING STRATEGY Dr K.Yamuna, Mrs R.R.D Sirisha	32
6.	SOCIAL MEDIA MARKETING – AN EFFECTIVE MARKETING STRATEGY	35
	Dr. Lakshmi haritha M, Sri G.L.N.V.S. Kumar	
7.	FACTORS INFLUENCES THE ADOPTION OF DIGITAL MARKETING STRATEGIES TOWARDS INCREASE SALESOF THE RETAIL CONCERNS IN CHENNAI	39
	Dr.I.M. Karthikeyan, Dr.S.B.Sthiya Moorthi	
8.	UNDERSTANDING THE TRANSACTION COSTS IN THE DIGITAL ERA: A WAY FORWARD	44
	Ganapathiraju Pavani Devi	
9.	EMERGING TRENDS IN DIGITAL MARKETING Sri R. Venkateswarlu	49
10.	DIGITAL MARKETING - AN EFFECTIVE TOOL OF FASHION MARKETING: ISSUES AND INTRICACIES V.A.S.SRIDEVI, Dr. ALLURI VENKATA NAGAVARMA, Dr.U.MADHURI	54
11.	EXPLORING THE POTENTIAL AND PROBLEMS OFE-COMMERCE IN INDIA	59
	Dr. CH. Karuna	
12.	GROWTH OF E-COMMERCE BUSINESS IN INDIA WITH REFERENCE TO THE DIGITAL MARKETING	65
	Dr. D. Pyditalli, N. Pavani	
13.	E-COMMERCE SERVICES IN INDIA: AN ANALYTICAL STUDY B.Nirmala, A.Madhavi	70
14.	ECONOMICS IS THE MOTHER OF MARKETING Dr. Ch.Srinivas, G.Rupanjani Sree Vatsavi	76
15.	AN EMPIRICIAL STUDY ON EFFECTIVENESS OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) PRACTICES	81
7 -	Dr.A.J.Baghyalatha	
16.	ETHICAL ISSUES IN MARKETING COMMUNICATION FOR REAL ESTATE IN INDIA: ISSUES AND INTRICACIES Dr. D. Venkatapathi Raju, Dr. U. Madhuri, Dr. Alluri Venkata Nagayarma	87

No part of this work may be reproduced, stored in retrieval system, or transmitted in any form or by any means, electronic, mechanical photocopying, recording or otherwise, without the prior written permission of the copyright own.

First Edition 2022
© The Author
All rights reserved
ISBN: 978-93-92257-52-0

Published by

Roshan**P**ublications

Visakhapatnam India

Mob: 9493159482