

The Growth of Marketing Management System in India a Critical Evaluation

¹Muskan Yadav, ²Dr. Namrata Gupta

Phd Research Scholar, Vikrant University, Gwalior MP,

Assistant Professor, Vikrant University, Gwalior MP

Abstract

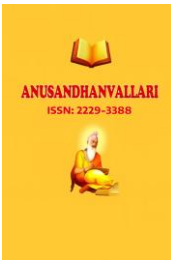
This essay is a critical analysis of marketing management systems (MMS) in India which also discusses its history, current state and its future. The increased use of MMS in India is because of its expansive market that is characterized by rapid digital transformation, strong economic growth, and an expanding middle income group. The report traces the evolution of MMS since the old barter-based systems to the state-of-the-art AI-based systems, citing key milestones such as the introduction of e-commerce, the telecommunication revolution, and the IT boom. Notwithstanding noteworthy advancements, problems with data quality, talent gaps, and the digital divide still exist. This article investigates the reasons propelling MMS development in India and its commercial consequences via the use of a descriptive technique. The findings show that despite the possible development of the MMS environment in India, additional innovations are required to address the issue of regional differences and achieve the potential of digital marketing. This critical evaluation sheds on how MSS is gaining significance in India to enhance customer engagement and corporate planning.

Keywords: Marketing Management Systems (MMS), Digital Transformation, AI-Driven Marketing, Digital Divide, Business Strategy, Economic Growth.

Introduction

The marketing management systems have become key instruments to firms struggling to bargain the complexity of the current market places in the dynamic global business environment. Such technologies have entirely transformed the way companies manage customer relationships, make decisions that are based on data, and do marketing. They comprise a wide range of software applications and methods. Marketing management systems have been adopted and developed in India and attracted much attention and importance since the economy of the country is still growing at one of the highest rates in the world.

Indian market presents a unique combination of opportunities and challenges when it comes to implementing marketing management systems. India is a complex and dynamic place to be a marketer, boasting a population of more than 1.3 billion, a rapidly expanding middle-income population, and a wide range of urban and rural consumers. The necessity to have more sophisticated marketing management solutions has been heightened by the fact that the country is digitizing and this is manifested by the increased use of internet and smartphones.



This research study aims at critically evaluating the evolution of marketing management systems in India. We would like to understand how these systems have evolved to meet the special needs of Indian customers and businesses by examining the historical context, the current state and future trends.

Marketing Management System

Marketing Management Systems (MMS) has transformed how companies manage data-oriented decision making, customer relationships and marketing strategies. This has made the MMS to form a crucial part of the operations of modern corporations. To fully understand the expansion and impact of these systems in India, it is necessary to understand the basics, development, and significance of these systems in terms of international business.

Definition

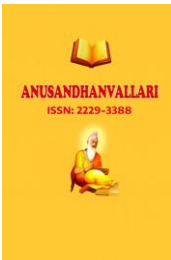
The definition of marketing management

- **According to Philip Kotler defines** “Marketing management is programs designed to meet the needs of the organization. Marketing control is about analysis, planning, execution & control.”
- **According to prof. Lewis Johnson,** “Marketing management is that field of business activity involving the establishment & execution of the plans of all the phases or step of complete sales campaign.”
- **According to Rustam A.Davar,** “Marketing management is the process of assisting consumer needs, consisting there into products or services & moving the product or services to the final consumer or access, to satisfy such needs & wants of scientific custiness, segments with Icophasis on profitability oussusing the optimum use of the source available to the organization.”
- **According to American Marketing Association,** “marketing is action of business processes which guides followers of goods and services between producer and consider.”

By doing so the marketing management assists in exchange of goods and services to bring together all of it flow of producer to consumers to coordinate work towards the customer satisfaction and also to gain a reasonable profit to the business organization (Jogi, 2022).

Historical Development of Marketing Management System in India

The Indian nation is rapidly developing economically, socially, and technically, which is seen in changing the marketing management systems in the country. The road between the advanced digital market of the present and the barter system of the ancient world is a significant change with a number of internal and external factors influencing it. Historical development of marketing management systems in India, major periods and its impact on the current situation.



Ancient and Medieval Periods

Ancient India had prosperous agrarian economies in which the primary way of exchange was barter. Village fairs and bazaars were the main marketing places and the locals would exchange goods such as wheat, livestock and craft with each other without a monetary system and based on mutual need. The Arthashastra of Kautilya, which was composed in the fourth century BCE, sheds a lot of light on the commercial trends of the era emphasizing the influence of the state on the taxation, trade rules and market regulating.

India became a significant trading post between the Middle East, Southeast Asia, and Europe thanks to the Silk Road and the sea trade routes during the Middle Ages. Strong kingdoms like the Cholas and Mughals created well-developed market systems; the Cholas did it through the massive maritime trade, whereas the Mughals through marketplaces, caravanserais, and roads developed internal trade.

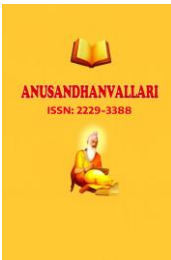
Colonial Period

The marketing environment in India was transformed when the British East India Company came to India in the 17th century. The Company created official distribution networks and Western marketing practices, and monopolized key commodities, such as tea, cotton and indigo. The British also took advantage of resources and set up markets of their own products in the colonial era and this caused the disappearance of the traditional Indian industries. The establishment of ports and railroads, in contrast, fostered trade.

India's economy and marketing were greatly affected by the British Industrial Revolution. Traditional advertising techniques changed when the need for Indian raw materials rose due to industrial manufacturing. Local industries declined as a result of the British products' flood, but Indian businessmen like Jamsetji Tata and Ghanshyam Das Birla used Western marketing techniques to stay competitive by creating multinational corporations and creative advertising campaigns (**Punnavanam & Vp, 2022**).

Post-Independence Period

Following its independence in 1947, India pursued a socialist economic policy centered on self-sufficiency and planned development, with the government being crucial in promoting public sector enterprises and controlling the market. Marketing was dominated by state-run channels, and agencies like as the Minerals and Metals Trading Corporation (MMTC) and the State Trading Corporation (STC) were created to promote and manage the sale of necessities. During the Green Revolution of the 1960s and 1970s, increasing production from fertilizers, herbicides, better irrigation, and high-yield crop types changed agriculture marketing in India. In order to handle excess supply, this resulted in the establishment of controlled marketplaces (mandis) and cooperative marketing groups, which gave farmers greater access to the market and more equitable pricing.



Liberalization and Globalization

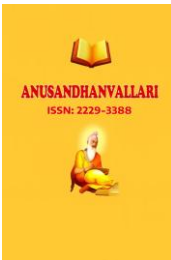
The major shift in India's marketing management systems occurred in 1991 with the country's economic liberalization. The removal of the License Raj, the lowering of trade restrictions, and foreign investment led to a rise in international corporations and competition. With a focus on branding, consumer research, and advertising, marketing adopted a customer-centric approach. Additionally, new industries like IT and telecoms arose, spurring the development of creative advertising techniques.

Many moved from industry to service sectors including retail, IT, and telecommunications after deregulation. New marketing paradigms centered on relationship marketing, high-caliber services, and client happiness resulted from this change. Retail marketing and customer purchasing habits were revolutionized by the rise of Indian retail chains and multinational behemoths. Supermarkets, shopping malls, and online retailers provided customers with an easy way to purchase a range of products and services (Sreekumar & Varman, 2016).

Literature of Review

(Soni, 2017) The phenomena of marketing came into existence as a result of rising affluence and the need for mass manufacturing. As a result of the industrial sector's adoption of new technology and methods of operation, it has developed in reaction to the phenomenon of globalization. Following globalization, a harsh competition emerged as a result. When it came to maintaining environmentally responsible corporate practices, the industrial sector, along with other sectors, found it very difficult. They have made significant adjustments to critical areas such as purchasing, quality control, production, and marketing in order to do this in order to achieve their goal. Management of marketing is influenced by a wide variety of elements, including but not limited to social media, e-marketing, and e-commerce systems. These industries have begun using new marketing tactics and techniques as a reaction to the crisis that has been going on. This study examines the many marketing strategies and concepts that are applicable to this context. In its most basic form, the marketing management process may be seen as an economic activity that determines the monetary price of products and services via the interactions that take place between consumers and sellers.

(Kushwah, 2022) On the other hand, the area of marketing management is concerned with the administration of marketing resources and activities inside a company, as well as the actual execution of marketing goals, strategies, and procedures within organizations and businesses. Through the use of economic and competitive strategy tools, the marketing department conducts an analysis of the industry in which the company works. Groups of competing tactics and a study of Porter's Five Forces are both included in these organizations. investigation of the value chain is one of the things that should be included. Following the identification of the target market, the strategic objectives of the company, and the planned positioning for the business, product, or brand, marketing managers concentrate on the most effective method to put the chosen strategy into action throughout the marketing process. In the course of a competitive analysis, marketers create detailed profiles of each of their competitors. For as long as planning has existed, the four Ps have always been intertwined. product monitoring and analysis The range of prices that a manufacturer establishes for their products, which may include low, medium, and high prices, is referred to as product pricing.

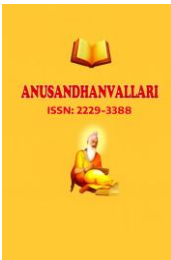


(Tkachenko, 2017) An in-depth analysis of marketing activity as a process impacted by several elements is necessary to evaluate the efficacy of marketing management and create a strong system. The theoretical and methodological underpinnings of marketing management as well as techniques for assessing its efficacy are examined in this paper. The goal is to establish a thorough marketing management system for businesses by figuring out the essential elements and how they relate to one another as well as the variables that affect the system's effectiveness. Utilizing a marketing strategy, abstract-logical analysis, and inductive-deductive techniques, the study investigates theoretical underpinnings and develops a set of indicators to gauge the effectiveness of the system. The findings indicate that current methods mostly concentrate on the procedural components of marketing management and often use the cost-to-result ratio to gauge efficiency, which ignores the significance of certain marketing processes. In order to provide greater control over marketing activities and an evaluation of their overall influence on corporate performance, this research suggests a more integrated approach that takes into consideration the interactions between components and environmental elements. Enhancing the enterprise's marketing management system via the integration of environmental elements has practical value as it guarantees process control and performance assessment grounded on the contributions-performances principle.

(Wujarso & Sumardi, 2022) The term "global marketing" refers to the methods used by multinational firms to promote their products and services in markets all over the globe. Trade between nationals of other countries in exchange for products and services is known as international trade. Businesses are finding it more challenging to put their marketing ideas into action as a result of globalization. Because of globalization, small businesses increasingly face stiff competition from large international organizations that can afford to create higher-quality items and have access to more capital. Managers need to have a global perspective because of the increased competition and globalization of markets. More and more, international companies are seeing Indonesia as a potential gold mine. From a variety of perspectives, this study examines worldwide marketing management. These perspectives include economics, finance, global culture, politics, consumer behavior, and the law. This research presents the data acquired from the study's results using descriptive approaches and a qualitative methodology. All multinational firms require global marketing management, according to the research, if they want to compete and benefit from this massive market.

(K. Kumar, 2019) Digital marketing is seeing a meteoric rise in India. A number of Indian companies are gaining an advantage in the market by using digital marketing strategies. Digital marketing has become more important, and the internet is mostly to blame. The proliferation of internet use for both commercial and non-commercial reasons has opened up a plethora of new channels for advertising and public relations. This article mainly focuses on the contemporary environment's growth of digital marketing. Finding the phenomena linked to the current trend in digital marketing is the main objective of the study. That left the Company, the Third Party Agency, and the Customers as the three sides at odds. Everyone engaged in the survey believes that understanding the internet is crucial for the growth of digital marketing, according to the results.

(P. Kumar et al., 2015) Management of a company's marketing activities, including its resources and processes, and the implementation of marketing strategies, is the essence of marketing management. Globalization has made it necessary for companies to sell outside national borders, making international marketing an essential part of every company's marketing strategy. A marketing manager's duties generally include influencing the kind, rate, and amount of customer demand. Reasons for this include the fact that, depending on factors like firm size, corporate



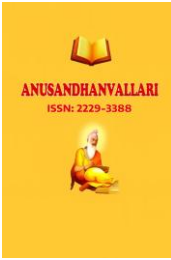
culture, and industry, a marketing manager's duties may vary substantially. Ultimately, this analysis will show that it can explain the chosen research approach by delving deeper into commonalities across various methodologies. By outlining the steps to take to guarantee research quality, this work makes a substantial addition to the field of case study research. This is crucial for the pursuit of auditable data collection and analysis, which in turn produces reliable information.

(Hariharan & Divya, 2023) Major technical developments in the last few years have caused a sea change in the area of marketing management. People prefer to dine out rather than cook at home now that almost any restaurant can be found with a quick internet search. Some of the most popular applications for ordering food online are Zomato, Swiggy, Berets, and others. With their links to many eateries, food apps act as a bridge between clients and establishments. The growing availability of mobile devices and the shrinking divide between urban and rural regions have both contributed to the meteoric rise in popularity and geographic reach of meal delivery apps. In response to customers' evolving needs and preferences on contemporary digital platforms, businesses have shifted their focus. This research looks at the rise and significance of food ordering apps in India, focusing on those used by fast food franchises. In addition, we go over a number of strategies that these service providers may use going forward to ensure steady revenue. The rise in sales may be attributed to many aspects. These are ease of use, promptness of payment options, variety of restaurants and food products, efficiency of delivery and friendly customer support.

(Czinkota et al., 2021) This work is required to go in-depth within the theoretical frameworks of marketing along with its practical uses, both traditional and contemporary. Revised in the fourth edition, Marketing Management has all the bases covered including new examples, both past and present, the broadening of the multi-disciplinary and cross-functional impacts of management theories on business, recent marketing management concepts and principles and a glimpse into the future of how the field can be utilized. Students are provided with an engaging learning experience that promotes critical thinking, comprehension, and future application via the simplification of essential and complicated concepts. There includes a review exam, discussion questions, important terminology, and a brief overview of each chapter at the end. Pedagogically, the book is enriched with special teaching tools that both students and teachers may use. Among these characteristics are: Here in the Manager's Corner, you'll find some practical examples that teachers may use to illustrate theoretical concepts or to spark class discussions. Sections titled "Marketing in Action" provide students with real-world business scenarios to apply what they've learned in class. Web Exercises: These snippets provide students with real-world problems and offer resources for further reading. Further resources for teachers are available online in the form of supplementary lecture notes and a solution manual.

Objective of the study

- To study the development and evolution of marketing management systems in India.



Methodology

The research employs the descriptive methodology that falls under the broader category of analytical research to evaluate the progress of marketing management systems in India. The study aims at discovering the development of marketing management system in India A critical evaluation. This has been done using a vast array of secondary sources including peer-reviewed research articles, industry reports and opinions of marketing experts. These sources are informative in terms of the historical developments as well as the present day trends of the marketing management in the Indian context.

Moreover, the Internet has proved to be a highly helpful tool and provides access to online databases, online journals and other relevant materials. This holistic methodology ensures a critical analysis of the factors that affect the evolution of marketing management systems in India and gives a clear understanding of the opportunities and issues that can be resolved with reference to enhancing their structure and functionality. The study will critically evaluate the evolution path of marketing management in India and its implications on both the companies and customers using diverse sources.

Evolution of Marketing Management Systems in India

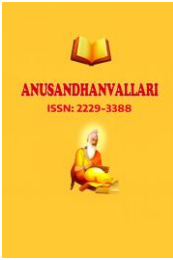
The history of the Marketing Management Systems (MMS) in India is not similar to any other country and it is shaped by the specific features of the economic development of the country, the innovations in the technology and peculiarities of the culture. This section discusses the acceptance and growth of MMS in India, since its initial stages up to its current rapid growth.

Growth Phase (Mid-2000s - 2010)

In the mid-2000s, a revolution in the application of Marketing Management Systems (MMS) in India started taking place. This period witnessed some interrelated forces converging, leading to a significant improvement in marketing strategies and technology.

IT Boom

The emergence of India as a key participant in the global IT market has great implications on MMS. The early 2000s witnessed a boom in the IT sector with a rapid technological development rate and a high influx of highly skilled people. This boom led to the increased awareness and availability of the latest marketing technology. Advanced MMS integration was extremely important in effective marketing campaigns as companies began leveraging IT to automate their operations. The emergence of IT not only enabled the marketing professionals to be more competent; it also preconditioned the increased importance of data-driven decision-making, which preconditioned a more strategic approach to the management of marketing(Sarkar, 2013).



Economic Growth

This was a good time in the Indian economy as it was growing well, influenced by globalization, liberalization and increased foreign investment. This economic growth created a more competitive business route whereby organizations had to be differentiated in order to gain a share of the market. With the emergence of the necessity of efficient marketing tools in order to target various segments of consumers, the demand of the comprehensive MMS boomed. The increasing number of consumers, as well as the increase in disposable income, required new marketing approaches, which could be efficiently implemented with the help of sophisticated systems(Bang et al., 2016).

Telecom Revolution

In India, the telecom revolution had a tremendous effect on communication dynamics, which established a strong base on which MMS can grow. As the number of mobile phones and low-cost internet providers increased, business could now have a real time communication with their customers. This not only decreased the cost of communication but also helped in more effective strategies of communicating with customers. With companies tapping into the strength of telecom innovations, MMS became part of their customer relationship management, customer market analysis and targeted marketing campaigns(Sridhar, 2011).

Rise of Indian IT Companies

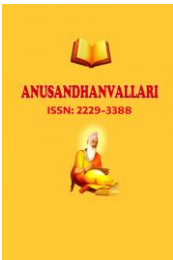
Through this developmental phase, the Indian IT powerhouses such as Tata Consultancy Services (TCS), Infosys and Wipro became major players in the MMS arena. These firms realized the special needs of the Indian market and started formulating specific solutions that could respond to local business problems. Indian IT companies helped to democratize the advanced marketing technologies, as they manifested themselves with customizable MMS solutions, which are affordable to more companies, including startups and large corporations(Gillpatrick, 2019).

Entry of Global Players

The increase of marketing management systems in India was further stimulated by the entry of international MMS providers like Salesforce and Oracle. With them were sophisticated technologies, best practices and new marketing solutions that improved the competitive environment. Their existence did not just improve the standards of MMS but also triggered the local companies to be innovative and implement more advanced approaches to marketing. The partnership between local and international players resulted in a strong ecosystem that supports the creation and deployment of MMS, which eventually positively impacts the enterprise of different sectors (Iduoze et al., 2023).

Digital Transformation Era (2010 - Present)

The present wave has witnessed the explosive increase in the usage of MMS in India and has been characterized by:



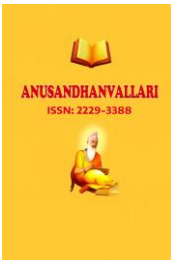
- **E-commerce and Digital Marketing:** With the advent of mobile phones and the internet at the turn of the century, marketing campaigns in India were changed. E-commerce sites such as Amazon, Snapdeal and Flipkart have made a variety of inexpensive goods and services accessible to consumers. Reaching consumers became more important due to the digital marketing efforts like search engine optimization, content marketing and social media. The digital revolution also brought about the online market place, online payment and fintech companies, further transforming the marketing environment.
- **Data-Driven Marketing:** The evolution of data analytics and AI has changed the marketing management systems. Companies use big data to understand consumer behavior, which allows them to advertise to consumers individually and to better campaign effectiveness, campaign targeting, and ROI. Also, machine learning and predictive analytics enable business to optimize marketing efforts with predicting customer needs and market dynamics.
- **Social Media Influence:** Companies are realizing the potential of social networking platforms such as LinkedIn, Instagram, Twitter, and Facebook as a marketing tool. They interact with their target market, generate targeted advertisements, and increase customer loyalty using a number of channels. Social media marketing, in which businesses engage some of the most popular social media users, has become increasingly popular, especially in the younger age groups. This trend is driven by consumers' desire for more interactive and tailored brand experiences.
- **Startups and Innovation:** In India, especially in IT powerhouses such as Hyderabad and Bengaluru, innovative advertising campaigns have been triggered by the startups. These enterprises tend to utilize agile marketing strategies, which believe in speedy testing and experimentation to identify the most effective method of reaching their audience. Startup culture has created innovative and entrepreneurial thinking, which has resulted in the creation of new marketing platforms and technology(Sreekumar & Varman, 2016).

Over the years, marketing management practices in India have changed to reflect the booming economy and the growing social fabric in the country. Since the first form of bartering to the latest type of digital marketing, the concept of marketing strategies has been enhanced and refined over the years. The future is likely to bring more changes in the marketing management systems due to increasing market dynamics, consumer preferences, and technological changes as the Indian economy grows more interdependent with the world economy. Companies will have to keep on changing their products and advertising methods in order to survive in such a dynamic market.

Key Milestones in India's marketing management system landscape

There are a number of major events which influenced the landscape of the marketing management system in India:

- **2000:** Tata Consultancy Services introduced the first India specific CRM solution.
- **2004:** Salesforce enters the Indian market, bringing in cloud-based CRM.
- **2009:** Implementation of social media management functionalities in marketing management system, as the popularity of social media sites and platforms in India increases, such as Facebook.
- **2012:** Companies such as WebEngage and Capillary Technologies introduce India-specific marketing automation solutions.



- **2016:** Adding high-tech AI and machine learning features to the marketing management system products to Indian market.
- 1. **2019:** Adoption of omnichannel marketing solutions has been on the increase since the rise of multi-channel retail in India (J.Swopna & K.Uma, 2022).

Factors Influencing Marketing Management System Evolution in India

The development of marketing management system in India has been affected by several peculiar aspects:

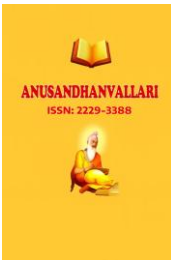
1. **Demographic Dividend:** The high youth population has led to a high rate of uptake of digital technologies in India, which has provided a good environment to be penetrated with digital marketing solutions.
2. **Language Diversity:** Multilingual MMS features have been developed to address the issues of serving several languages.
3. **Be Worthy of the Consciousness:** The cost consciousness Indian market has led to the establishment of low cost MMS solutions.
4. **Mobile-First Approach:** MMS has been influenced by the high number of mobile internet users in making it mobile-friendly.
5. **Data Privacy Laws:** The enactment of the data protection laws has contributed to the creation of compliance functionality in MMS.
6. **Jugaad Innovation:** The Indian notion of frugal innovation has given rise to innovative ways of adapting MMS to local demands and limitations.

Current State of Marketing Management Systems in India

Marketing management systems in India are currently at a point of transition into digital marketing due to the high number of internet users (more than 900 million) and the fast development of e-commerce. Businesses are taking advantage of online platforms, including social media and online stores, to increase their consumer awareness and connect with the specific audience more efficiently. Consumer experience has become the primary priority, and businesses have customized the experience with data analytics and customer relationship management solutions. The rising availability of technology in the rural setting in spite of the difficulties such as rural-urban divide and regulation challenges offers fresh opportunities to grow markets. With businesses operating in this dynamic environment, digital strategies and a focus on consumer-centric strategies will be central to future growth and competitiveness in the Indian market.

Challenges in Marketing Management System Adoption

Although the Marketing Management Systems (MMS) have experienced great development in India, their uptake has been met with a number of very challenging factors that have hampered their successful development and use.



1. **Digital Divide:** National digital gap is a significant problem. There is a wide difference in Internet access and digital literacy, particularly between urban and rural areas. The city centers are well equipped with internet and many digitally literate individuals but the countryside lacks internet and digital literacy. This disparity does not allow most companies to target or get a significant portion of the audience with MMS. Therefore, companies can have difficulty developing comprehensive marketing strategies of diverse customer segments.

2. **Skill Gap:** Another significant barrier to the adoption of MMS in India is the skills shortages. As the marketing management becomes more data-driven and technologically enhanced, digital marketers, data analysts, customer relationship managers are in demand. There is a talent gap in the industry as institutions of higher learning and training facilities have failed to match demand. Most companies find it hard to recruit or train people who can learn to use and operate new and sophisticated marketing systems that can underutilize MMS capabilities and lower marketing efficiency.

3. **Issues of Data Quality:** To have a good marketing management, there must be good consumer data and many companies particularly informal find it hard to get and maintain it. The problem of unreliable data input, inability to be standardized, and the inability to update the information about clients can result in incorrect or incomplete sets of data. With low quality data, companies will not be able to make informed marketing decisions, focus on the right consumers, and measure the effectiveness of campaigns. This problem is aggravated by the fact that informal enterprises often lack the infrastructure and means by which to apply effective practices of data management.

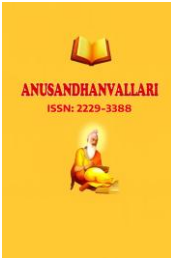
4. **Complexities in Integration:** Indian firms have old systems that may not be able to support MMS. The process of integrating the new marketing management technology with the existing systems is not only complex, time consuming but also involves a lot of time and resources. Businesses have to handle data transfer, compatibility of systems as well as maintenance and support. The complexity of MMS may put off its adoption particularly among small enterprises that are not well equipped to integrate with the technical expertise and financial capability.

1. **Cultural Resistance:** A cultural resistance to change is another obstacle to the adoption of MMS in India. Most traditional organizations adopt relationship-based marketing as opposed to data-driven methods. Human connections and intuition may be challenging to translate data analysis and automation into decision-making. This reluctance may be due to lack of knowledge of data-driven marketing, fear of the unknown, or cynicism about new technology. To address this challenge, companies need to implement change management activities that emphasize MMS value and provide training to ease the transition(Chappa, 2023).

The development of the Marketing Management Systems in India is the reflection of the way the country is going through the digital transformation process. Since the 1990s when it was a simple matter of software development and installation, the MMS have now evolved to a complex, and indispensable part of business processes in India, thanks to AI and cloud solutions. Next time we are going to discuss the present situation with MMS in India and analyze case studies that can demonstrate successful applications in different spheres.

Conclusion

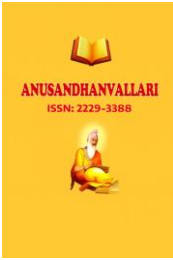
The development of marketing management systems in India is a reflection of the positive changes in technology and economy in India. Since the inception of the traditional marketing world to the current digital world, the



implementation of MMS has revolutionized the way business is done and how to reach out to customers. Nevertheless, the ride has been characterized by obstacles including the digital divide and low digital literacy, particularly in the rural regions. The future of MMS in India will probably be determined by additional development of AI, big data, and mobile-first approaches, which will allow companies to make marketing activities more personalized and focus on customer experiences. To maximize on these opportunities, it is important to overcome infrastructural and educational challenges. With the Indian economy expanding, MMS will become a more important part of the business environment in the country, providing organizations with new instruments to maneuver in an ever-changing business environment.

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