Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

Economic growth is directly impacted by a multitude of different industries in recent years, the service industry has emerged as a significant contributor to the global economy. As such, the effective management of this sector has become a widely studied topic.

The Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector is an authoritative reference source for the latest research on emerging methods for innovative service design and delivery, examining how growing customer expectations and global competition has influenced this industry. Features quality factors, marketing tools, and the effects of consumer behavior.

Readers:

This publication is ideally suited for researchers, professionals, and academicians actively involved in the service industry.


Topics Covered:

- Brand Positioning
- Customer Defection
- Customer Engagement
- Film Marketing
- Green Marketing
- Information Technology Applications
- Tourism Marketing

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U. S. Panwar has rich experience in academics and industry. Graduate in Pharmacy & did MBA before doing his PhD. He is UGC NET qualified and pursuing M.A. (Economics). Dr. Panwar has rich experience in R&D and published more than 20 papers in various research journals and presented 15 papers in various national and international seminars in India and abroad. He has been invited as Co-Chairperson for International Conference at VSOM. He was also invited for Expert lecture for International Programme for the students at Thammasat University, Bangkok, Thailand. He has authored two books, one of his book titles ‘Environmental Studies’ and other on Customer satisfaction perspective. He is one of the six researcher selected for ICSSR-India and NRCT-Thailand for doing research in Thailand for the year 2014. He has attended many seminar/workshops like International workshop to establish Pan Asian platform for social science research co-operation (ASSA) at Bangkok to word a few. He has successfully completed yoga certification and Six Sigma Yellow Belt. He is closely associated with Social Governance, NGO, Training and Consultancy to various organizations.