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Innovations in Services Marketing and Management: Strategies for Emerging Economies



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

Anita Goyal
(Indian Institute of Management (IIM), Lucknow, India)

Modern corporations face a variety of challenges and opportunities in the field of sustainable development. Properly managing assets and maintaining effective relationships with customers are crucial considerations in successful businesses.

Innovations in Services Marketing and Management: Strategies for Emerging Economies presents insights into marketing strategies and tactical perspectives in both large and small enterprises. The chapters in this book explore case studies, contemporary research, and theoretical frameworks in effective business management, providing students, academicians, researchers, and managers with the resources and insight necessary to identify key trends in emerging economies and build the next generation of innovative services.

Topics Covered:

- Customer Relationship Management
- Change Management
- Employee Management
- Healthcare Delivery
- Innovative Marketing Strategies
- Market Orientation
- Organizational Innovations
- Public Service Innovation
- Society and the Consumer

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Anita Goyal is an Associate Professor (Marketing) at Indian Institute of Management, Lucknow, India. She has 18 years of experience in academics. She is an MBA in Marketing Management from University of Poona, India, and a Ph.D. in Services Marketing and Consumer Behaviour from Jamia Millia Islamia, New Delhi, India. She has exposure of teaching and supervising projects at International level with EDHEC Business School, France and Thames Valley University, London. Her teaching and research interest areas include Principles of Marketing, Services Marketing, Product and Brand Management, Consumer Behaviour, and Strategic Marketing. She has guest edited two journal issues, one with *Vision* and another with *Journal of Indian Business Research (JIBR)*. She has publications in national and international journals. She has also presented her research work in various national and international conferences.



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