

Ecological Paradigm of Retail Marketing Service Appeal to Indian Consumers

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Abstract - The paper provides detailed information about the latest trends of retailing marketing services in India. The competitive retail sector is under pressure to provide efficient services to hold its share of the market. Retail is the sale of goods and services from the individuals or businesses to the end user. Retailers are part of an integrated system called “supply chain”. A successful retail marketing campaign should explore different avenues. A retailer purchases goods or products in large quantities from manufacturers directly or through a wholesaler and then sells smaller quantities to the consumer for a profit. Retailing can be done in either fixed locations like stores or markets, door-to-door delivery. Retailing includes subordinated services such as delivery. Consumers demand higher levels of service and supply simultaneously encouraged by other alternatives like mail order and out of-town-shopping. This paper proposes that the retail service provides a link between production and consumer. It also allows retail personnel to study operation practices in other organizations and to compare different methodologies.

Index Terms - Supply Chain, PR, IOT, AI and GRDI

I. INTRODUCTION

In this paper the retailing marketing services are explained. A retailer may be defined as a dealer or a trader to sell goods in small quantities. Retail marketing is the process of bringing a product directly to customers in a retail store and it involves planning, promotion, and presentation of a product. The four gold standards of retail marketing are product, price, place, and promotion. Retailing may be understood as the final step in the distribution of merchandise for consumption by the end consumers. Retailers attempt to satisfy consumer needs by having the right merchandise, the right price, and the right place. Retailers are the final business in a distribution

channel that links manufacturers with consumers. Indian retail industry is the second largest employer in the country with almost 12 million retail stores in India.

Retail marketing is an intertwined process, and every marketing strategy has to be custom made to fit the business. Retailing involves selling products and services to consumers for their individual or family use. As the final link between consumers and manufacturers, retailers play a vital part in the business world. According to Philip Kotler, “retailing includes all the activities involved in selling goods or services directly to final consumers for personal and non-business use”. He has also said “Every sale of Goods and Services to the final consumer”. The fundamental goals of retail marketing are effective public relations which seek to communicate information to the following:

- Launch new products and services
- Reposition a product or service
- Create or increase interest in a product, service or brand
- Influence specific target groups
- Defend products or services that have suffered from negative press or perception
- Enhance the firm's overall image
- The result of an effective public relation strategy is to generate additional revenue

Different retail outlets are available, and they include:

A. Department Stores

These are big retail stores with different sections selling a variety of products. It includes food section, clothing, electronics, etc. All products are clearly separated and labeled.

B. Franchises

This allows local and international retail store owners to use an established business name for their stores.

C. Supermarkets

These stores are most common for food items, grocery and related items.

d. Malls and Shopping Centers

These are large buildings with several retail stores inside. Their popularity is due to favorite franchise stores in one location by making the customer shopping a little convenient.

e. Online Retail

The internet has made it possible to operate online stores with drop shipping options to consumers. From their comfort, consumers can go online to find a store and shop for a product. The consumer can pay online and leave their preferred address for delivery.

f. Discount Stores

The consumers are looking for bargains on a variety of products. The discount stores provide low-cost shopping options. These are extremely affordable whereas the quality and trend of the items may not be up to standard.

II. EVOLUTION OF RETAIL MARKETING IN INDIA

The beginning of retail business in India can be traced back from the emergence of Weekly Bazaars and Rural Fairs (WBRF). These weekly bazaars were big attraction to both urban and rural people by catering their day-to-day requirements of grocery, utensils, spices, grain, clothing, livestock, wooden/handmade items, handmade candles, fruits, etc. besides serving source of entertainment.

In comparison to weekly markets, village fairs were usually bigger in size selling a wide variety of goods such as handmade items, food, clothing, cosmetics, and small consumer durables. Then, the traditional age saw the emergence of neighborhood ‘kirana’ store (usually known as convenience stores or Mom-and-pop store) to cater to the convenience of Indian consumers as shown in figure 1.

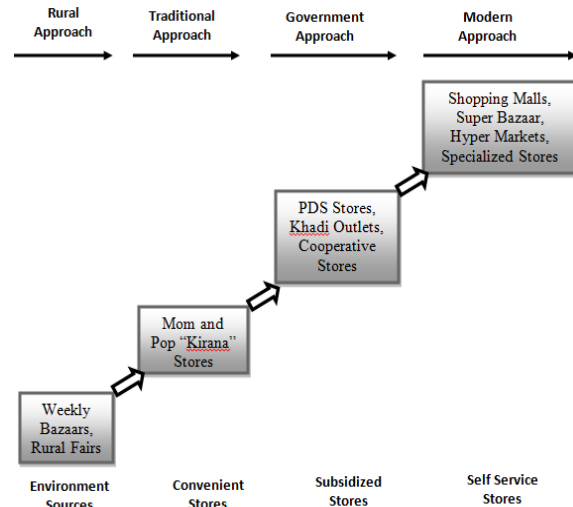


Figure 1. Evaluation of Retail Marketing India

Ultimately, the government came forward and supported the rural retail and many local franchise stores. They came to nation’s main commerce stream with the financial and marketing support of Khadi & Village Industries Commission (KVIC). Today, KVIC has a nationwide chain of more than 7000 stores in India. This phase has also eye witnessed the emergence of multi-level shopping stores with parking facility.

With the opening up of economy in 1980s, the retailing in India saw huge change in terms of its size and functioning. Later, Titan (Tata Product) launched retail showrooms in various parts of the country under organized form of retailing. Retail outlets such as Food world in FMCG, Crossword in books, Music World and Planet M in Music, entered the market during mid-1995.

Malls emerged in metros and big cities like Hyderabad providing a world-class experience to the customers under one roof. Supermarkets and Hypermarkets started emerging with the continuous improvement of distribution channels, supply chain management, backend, and technology operations. Today, India has a host of both small and large formats with exclusive stores having national and international brands under one roof catering to all sections of the society. These new retail formats such as supermarkets and hyper markets are constantly trying to provide the customer with 3 V’s. (Variety, Value and Volume).

Over the last couple of years, Indian retail industry has witnessed a ridiculous growth rate, due to the entry of various international quality formats to suit the Indian middle class by offering affordable merchandise under

great width and depth. Today Indian retail industry is the second largest employer in the country with almost over 12 million retail stores in India.

III. THE EXTENDED MARKETING MIX

The extended marketing mix is the combination of seven elements (7P's) of marketing and they aim to work together to achieve the objectives of a marketing strategy. These seven elements are: product; price; place; promotion; people; process and physical. The challenge of marketing is to ensure that the elements of the mix work together should achieve the marketing objectives. Traditionally, the marketing mix has been considered to comprise four elements: (product, price, promotion, and place). The efficiency of the retail market as reflected by the marketing costs of the system and to what extent price changes are transmitted through the marketing system strongly influence the operation of the markets. The extended marketing mix is shown in the following figure 2:

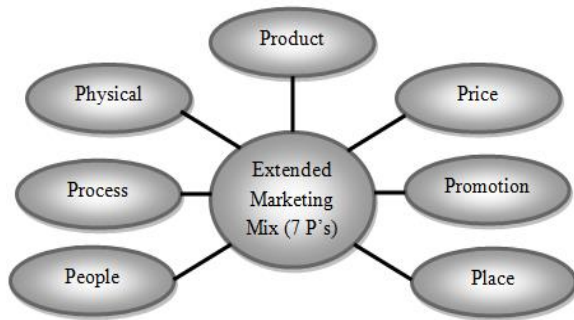


Figure 2. Extended Marketing Mix Connected with 7 P's

However, in recent years it has become more common to add three new elements with the traditional marketing mix by making a combined 7p's. This is called extended marketing mix. The 7p's of extended marketing mix therefore comprise the following elements:

- Product - The good or service that the customer buys
- Price - It is the measurable factor of the product. How much the customer pays for the product?
- Place - How the product is distributed to the customer?
- Promotion - How the customer is found & persuaded to buy?
- People - The people who make contact with customers in delivering the product

- Process - The systems and processes that deliver a product to a customer.
- Physical - The elements of the physical environment that the customer experiences

A key implication of an extended marketing mix is that the seven elements need to work even closer together for making marketing to be effective: Extending the marketing mix by adding Physical, Process and People to usual 4P's connects the marketing function much closer to both human resource management and operations. These are illustrated in the following figure 3:

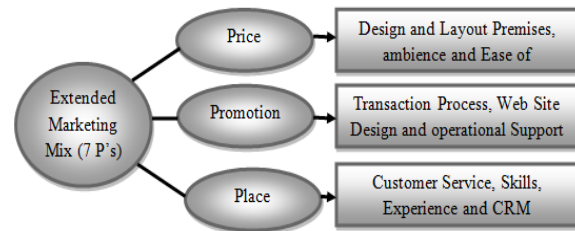


Figure 3: Extended marketing Mix Connected with 4 P's

IV. STRATEGIES OF RETAIL MARKETING

An online store will invest more in social media advertisements than print media. Similarly, a physical store will do more direct marketing in the form of advertisements than online marketing. A retail marketing agency will be able to build a plan suitable for retail outlet. There are 4 boulevards explored:

A. Internet

The internet connects billions of consumers with different products. Retail stores require an online presence to remain relevant to its consumers. A website outlining the products, prizes and location of the store makes it possible to direct customers. We can also include an online purchase platform available for clients. A good way to fully utilize the internet in retail marketing operation is to blast the sales across social media platforms and forums.

B. Word of Mouth

Most of the retail shops offer excellent customer service, a variety of products and unbeatable prices and attracting more customers. Most popular stores and other to invite service providers have a referral program to encourage their existing clients to motivate new customers. The program usually has an incentive to both the referee and the referral. This program can

be available to both individuals and corporations or businesses. Networking events also provide the platform for business owners to advertise local networking agents who are the most appropriate to provide immediate target audience.

C. PR Marketing

Public Relation (PR) professional designs a variety of programs to maintain or enhance a company's image, products, and services. Successful implementation of an effective public relation strategy can be a critical component to a marketing plan.

A public relation strategy may play a key role in an organization's promotional strategy. A planned approach for leveraging public relation opportunities can be just as important as advertising and sales promotions. Public relations are one of the most effective methods to communicate and relate the market. It is powerful and the most cost-effective of all promotional activities.

D. Direct Marketing

This involves billboards, advertisements, brochures, catalogs and so on. It is basically any print, audio, and visual marketing of business. Direct marketing is the most popular avenue exploited by retail marketing agencies. It provides a platform to directly communicate with the target audiences.

V. COMPARISON BETWEEN PR AND RETAIL MARKETING

Indian consumers have been rapidly evolving and accepting modern formats overwhelmingly. Retail space is no more a constraint for growth. Modern retailers are adapting new technology for marketing, retail operations, and business transactions. Forward-thinking retailers are using social media to communicate with the consumers.

A. Activities / Tactics

Marketing generally covers promotional, direct marketing and advertising which seek to return direct sales whereas PR focuses on reputation management through generating positive media coverage and stakeholder communication.

B. Target Audiences

Marketing aims to reach current and potential customers whereas public relation is all about maintaining positive relationships with anyone who has an interest in the organization or brand. This covers a broader audience across customers and becomes a medium to employees and shareholders.

C. Two Separate Goals

The goals of marketing teams are to reach consumers and make them think, believe, or do some kind of sales focused action. Essentially, it is about selling the product or service. The public relations are about selling the product or brand through positively managing the communication channels between a company and its stakeholders. Overall, marketing activities are trying to achieve direct revenue, while PR is trying to drive a positive reputation through an effective PR strategy.

D. Legitimacy of Messages

Messages delivered through PR channels such as articles, conference speakers or reputable bloggers are subconsciously regarded by consumers as more legitimate than those presented through marketing tactics. Generally, people can clearly recognize that advertising and marketing are driven by a company's desire to increase sales. However, presentations by someone classified as an industry expert are more likely to be received by the consumer as a credible source.

E. Business ROI

Marketing is generally defined as a business investment paid for branding and promotional activities with new customers being the ROI. Whereas PR is classified as free exposure for increasing credibility around a company's image. It is usually more difficult to measure ROI for PR consulting for marketing because it is harder to demonstrate a change in perception or beliefs as opposed to direct sales.

F. Longevity

Marketing is a relatively short-term activity whereas PR reaps its benefits over a longer period of time. The benefits of a PR program can be viewed as a long-term investment that a company would recognize for future achievements.

VI. TRENDS IN RETAIL MARKETING IN INDIA

In 2020, the retail industry experienced rapid, large-scale disruption, as customers chose to stay home due to public health pandemic, and instead move to more online electronic commerce experiences. Now, retail marketers must determine how they can take these changes and apply them to their marketing strategy moving forward. Consumer-facing industries are creating and implementing next-generation marketing strategies to improve the customer experience in the fourth coming year.

A. Shift from Unorganized to Organized Retailing

Retailing in India is thoroughly unorganized. There is no supply chain management perspective. The key factors that drive the growth of organized retailing in India are higher disposable incomes, rising urbanization, growing consumerism, nuclear family structure, growing number of educated and employed women population.

B. Store Design

Irrespective of the format, the biggest challenge for organized retailing is to create an environment that pulls in people and makes them spend more time in shopping as well as increases the amount of impulse shopping.

C. Competition

Competition has been increasing between different types of retailers. Discount stores, departmental stores, supermarkets, etc. all compete for the same customers. The small independent retailers can survive by providing personal services to the customers.

D. New Form of Retailing

Modern malls made their entry into India in the late 1990s, with the establishment of Crossroads in Mumbai and Ansal Plaza in Delhi. Information of customer preferences should be collected via sources like social media or IoT (Internet of Things) sensors. Then, AI (Artificial Intelligence) marketing and machine learning should be leveraged to create personalized recommendations based on the real-time needs of the customers. Malls have providing a new dimension for shopping experience.

E. Technology

Technology today has become a competitive tool. It is the technology that helps the organized retailer to

score over the unorganized players by giving both cost and service advantages. Technology has also made possible the growth of non-store retailing.

F. Consumer Buying Behaviour

In India, there are no uniform trends with respect to consumer buying behaviour. There are visible differences in the shopping pattern of consumers across income segments. However, even in this segment, items such as milk, fruits, vegetables, and a significant portion of 'through-the-month' purchases seem to be done at traditional outlets. Organized retail outlets seem to be associated with branded items/special purchases. Organized retailing does not seem to have made an impact on the lower class except for 'curiosity' shopping.

G. Entertainment

Modern retail formats provide a place for people to assemble and become means of entertainment by providing facilities such as food courts, mini theatre, children's play spaces and coffee shops. These facilities help the customers enjoy shopping.

VII. CHALLENGES FACED BY THE INDIAN RETAIL MARKETING SECTOR

Indian Retail industry is expected to have a bright future and will offer numerous opportunities for progress and growth. According to GRDI (Global Retail Development index) reports, some favorable factors which support the growth of retail business are rise in fashion loving and brand conscious young population, extensive urbanization and expansion of opportunities for new investment in retail sector.

Even though the retail sector in India has a lot to offer regarding opportunities and prospects of business growth, it is susceptible to various impediments/bottlenecks which may slow down the pace of growth. Several challenges such as infrastructural limitations, rigid or stringent regulations, political uncertainties, etc., may restrict the growth prospects and provide a lot of hurdles. Some of the major challenges faced by Indian retail industry are:

- Competing with the international standards
- Indian retail industry is exposed to several systemic inefficiencies and problems with the supply chain framework

- Indian retail outlets operate in a constrained space of below 500 square feet which is too small as per the international retail outlet space standards.
- Growth in the retail industry has given rise to real estate related problems with increasing requirements for setting up hypermarkets and supermarkets across various locations in large scale.
- Problems related to the shortage or lack of availability of trained or skilled manpower.
- Frauds in the form of thefts, vendor frauds or administrative loopholes in the retail industry are a major cause of worry and this has made several challenges before the management.
- Infrastructural and logistics related issues

VIII. ECONOMIC VALUE OF RETAIL MARKETING

A retailer is a dealer or trader who sells goods in small quantities. Retailers interact with the final customer in a supply network. The purpose of retail is to meet the needs wants and desires of a specific group of customers. Retailing provides real added value of utility to customer. Retail offers finished goods and services in a form that the customers want. Retailers make offerings to customers at a time suitable to their customers. There is a utility from possession in that retailers facilitate the transfer of ownership to customer.

Retail marketing is the range of activities undertaken by a retailer to promote awareness and sales of the company's products. This is different from other types of marketing because of the components of retail trade such as selling finished goods in small quantities to the consumer or end user, usually from a fixed location.

A. Functions of Retailer

Buying – A retailer buys a wide variety of goods from different wholesalers after estimating customer demand. The consumer selects the best merchandise from each wholesaler and brings all the goods are brought less than one proof. In this way, the twin functions of buying and assembling of goods are performed.

Storage – A retailer maintains a ready stock of goods and displays in the shop.

Selling – The retailer sells goods in small quantities according to the demand and choice of consumers. This is an efficient method of selling to increase the turnover of the retailers.

Grading and Packaging – The retailer grades the goods which are not graded by manufacturers and wholesalers. The goods are packed in small lots for the convenience of consumers.

Risk-bearing – A retailer always keeps stock of goods in anticipation of demand. He/she bears the risk of loss due to fire, theft, spoilage, price fluctuations, etc.

Transportation – Retailers often carry goods from wholesalers and manufacturers to their shops.

Financing – Some retailers grant credit to consumers and provide the facility of return of exchange of goods. In some cases, home delivery and after sale service are provided by retailers.

Sales Promotion – A retailer displays goods. We carry out publicity through shop decoration, window display, etc. He/she maintains direct and personal contacts with consumers and persuade consumers to buy goods through personal selling.

Information – Retailers provide knowledge to consumers about new products and uses of old products. They advise and guide consumers about better choice of goods. They also provide market information to wholesalers and manufacturers.

Retailing is not simply selling. Even there is face-to-face contact for many marketing activities before and after sale in order to ensure that the customer is fully satisfied. Marketing is simply managing the exchange with customers in the best possible way. The ability of retailers to increase the availability of merchandise is fundamental to success.

IX. TRADITIONAL RETAIL MARKETING VS. MODERN RETAIL MARKETING

A. Direct Marketing/Direct Response Marketing

It is the branch of marketing by which an organization directly communicates with customers to generate revenue producing response, transaction or sale through leaflets, pamphlets, brochures, print ads

mailed or catalogs distributed directly to its existing and potential consumers.

In other words, direct marketing is a form of retailing under which a potential customer is first exposed to a product or service through any form of non-personal communication and then through orders by phone, fax, courier, or email.

According to Direct Marketing Association (DMA), direct marketing is an interactive system of marketing that uses one or more advertising media to attract a measurable response at any location. The response can be in the form of:

- An order (direct order)
- An inquiry (lead generation)
- A visit to a store or other place of business for the purchase of a specific product(s) or service(s).
- Most important results in the creation of a database of respondents
- Direct order includes all direct response advertising communications through any medium (mail, print, TV, radio, electronic media (such as the Internet)
- These are specifically designed to solicit and close a sale.
- All of the information necessary for the prospective buyer to make a decision to purchase and complete the transaction (product description, price, a response mechanism (phone number, toll free number, or order form) are provided in the advertisement.

Lead Generation includes all direct response advertising communications that are designed to generate interest in product or a service and provides the prospective buyer with a means to request and receive additional information about the product or service. The advertising message prompts the customer to follow-up in order to get further information (from a phone number or address information). A direct relationship with the consumer is the basis of direct marketing. In direct marketing, customers become aware of the products/services offered through a non- personal medium like TV, internet, mail, phone or catalogue etc.

B. The Modern Retail Marketing Environment

The modern retail marketing environment is dramatically different from traditional marketing. Customers need convenience in a variety of new retail

forms which have emerged. Retailers are experimenting with “pop-up” stores that create buzz through interactive experiences and promote brands for a few weeks in busy areas. Also, giant retailers such as Wal-Mart have been using information systems, logistical systems, buying power and delivering good service and immense volumes of product to masses of consumers at appealing prices. The growth of retailers declines whereas discount retailers improve both quality and image and some retailers move even further upscale.

An important trend in fashion retailing is the emergence of fast retailing. The modern retailers develop completely different supply chains and distribution systems to allow consumers constantly changing product choices. Technology is profoundly affecting the way the retailers conduct virtually every facet of their businesses. Almost all people now use technology to produce forecasts, control inventory costs and order from suppliers, reduce the need to discount and run sales to clear out languishing products. The major types of corporate retail organization are shown in the following Table I:

TABLE I. TYPES OF CORPORATE RETAIL ORGANIZATIONS

Sl. No.	Types	Description
1	Corporate Chain Store	It means that the parent company owns and operates all of the units. Moreover, all the profits or losses made by the units/chain stores are assumed by the parent corporation
2	Voluntary Chain	A voluntary chain is an independent retailer in a given line of business for collective action in buying, advertising and other phases of management
3	Retailer Cooperative	A retailers cooperative is essentially a group of independently owned businesses that pool their resources to purchase in bulk
4	Consumer Cooperative	A consumers co-operative is an enterprise owned by consumers and managed democratically needs and aspirations of their members
5	Franchise Organization	Franchising is based on a marketing concept which can be adopted by an organization as a strategy for business expansion
6	Merchandising Conglomerate	Merchandising conglomerates are the corporations that have

		diversified retailing under central ownership
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Technology is also directly affecting the consumer shopping experience inside the store including experiments with virtual shopping screens, audio/video presentations and other applications. Shopper marketing is the way that manufacturers and retailers use stocking, displays, and promotions to influence consumers actively shopping for a product. Social media are especially important for retailers during the holiday season when the shoppers seek information and share successes. Beyond the holidays, many retailers link their customer photos by supporting their brands on Instagram, Pinterest, Face book and other sites to create social engagement.

Retail business is the largest private industry in the world generating sales of approximately USD 6.6 trillion. Traditional formats have established relationships, quality to trust, availability of credit facilities etc. Comparatively, modern retail formats have a contemporary look and feel, self-service, availability of many things under one roof and a pleasant shopping experience.

TABLE II. CUSTOMERS MOVE AWAY FROM A RETAILER

Sl. No.	Response	Percentage
1	Attitude of the Service Provider	68 %
2	Unsatisfied with the Product	14 %
3	Lured Away by Competition	9 %
4	Influenced by Friends	5%
5	Simply Moves Away	3%
6	Customer Dies	1 %

If modern retail formats such as malls wish to enjoy the same kind of customer loyalty as in traditional outlets, intense research, and analysis are required. They can should adopt sales and marketing strategies that reflect a more personalized approach in offering products and service to their customers.

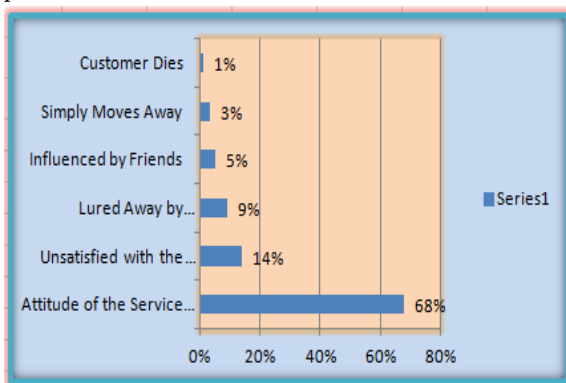


Figure 4: Comparison of Customers Move away from a Retailer

X. CONCLUSION

Retail marketing is a broad subject with various boulevards to exploit. It is possible to incorporate all the marketing types with your business to reach more consumers. Connecting with the customers is one of the biggest challenges facing retail business today. Customer acquisition and retention are the key factors that decide the success of a business. The retail marketing sector has been playing a phenomenal role throughout the world in increasing the productivity of consumer goods and services. It is also the second largest industry in India in terms of numbers of employees and establishments. The India Retail Industry is the largest among all the industries with more than 10 per cent of the country’s GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. The India Retail Industry has been gradually inching its way towards becoming the next booming industry.

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