RELATIONSHIP IN MARKETING GAINING GOOD RESPONSE IN INDIAN CULTURE

Staff Reporter

The sense of relationship marketing in the Indian cultural context is on rise and getting good response. This was highlighted by Anil Sharma, Secretary of Green Heaven Group of Institutions. He presented a paper titled 'Relationship Marketing: Involve to Evolve' in the recently held International Conference on Marketing (ICOM 2014) in Colombo, Sri Lanka. The conference was organized by The International Institute of Knowledge Management, Colombo, Sri Lanka. The theme of the conference was 'Marketing: Involve to Evolve'. The paper was held in significant of the views and experiences with the western world, which considers Indian markets as lucrative business and investment destinations.

Anil Sharma's paper was appreciated and well received by the audience and all. Anil Sharma dedicates his success to his family and friends who will help in the future.