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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE POTENTIAL EFFECTS OF MANDATORY AUDIT FIRM ROTATION: EVIDENCE FROM NIGERIA <i>DR. FAMOUS I.O. IZEDONMI &amp; KILLIAN O. OGIEDU</i>	1
2.	UNDERSTANDING THE DYNAMICS OF WORK - FAMILY INTERFACE THROUGH THE BOUNDARY THEORY: A REVIEW OF EMPIRICAL RESEARCH <i>RUKSANA BANU, DR. DURRISHAH BTE IDRUS &amp; DR. VIJAYA KUMAR GUDEP</i>	13
3.	BUSINESS STRATEGIES OF BANKS: IT'S IMPACT ON CONSUMERS <i>DR. KAUP MOHAMED</i>	18
4.	A STUDY ON READER'S PREFERENCE OF THE GULF NEWS AND THE KHALEEJA NEWS PAPERS IN THE UAE <i>DR. K. DURGA PRASAD &amp; BANDA RAJANI</i>	22
5.	LOCAL GOVERNMENT AUDIT IN NIGERIA: EFFECTIVENESS AND AUTONOMY <i>DR. FAMOUS I.O. IZEDONMI &amp; KILLIAN O. OGIEDU</i>	28
6.	RETAILING AND CONSUMER BEHAVIOUR LINKAGES TO BRANDING OF WOMEN APPAREL <i>SAIJU M JOHN &amp; DR. K. MARAN</i>	38
7.	DEVELOPING A KNOWLEDGE MANAGEMENT STRATEGY TO REDUCE COST OF QUALITY FOR AUTOMOBILE INDUSTRY <i>S.N.TELI, DR. V. S. MAJALI, DR. U. M. BHUSHI &amp; SANJAY PATIL</i>	45
8.	PROFITABILITY AND CONSISTENCY ANALYSIS OF INFORMATION TECHNOLOGY SECTOR <i>DR. K. S. VATALIYA, RAJESH A. JADAV &amp; MALHAR.G.TRIVEDI</i>	49
9.	IDENTIFICATION OF TECHNOLOGICAL NEEDS AND PROBLEMS OF POULTRY FARMERS FOR FORMULATION OF RESEARCH AND EXTENSION PROGRAMMES IN ANIMAL HUSBANDRY <i>DR. P. MATHIALAGAN</i>	54
10.	MARK MODEL FOR IMPROVING THE PERFORMANCE OF TEMPORARY EMPLOYEES IN AUTOMOBILE INDUSTRY <i>DR. MU. SUBRAHMANIAN &amp; ANJANI NAGARAN</i>	58
11.	EXPLORING THE FACTORS FOR CHANNEL SATISFACTION AMONG EMPLOYEES IN INDIAN RETAIL <i>AJMER SINGH, R. K. GUPTA &amp; SATISH KAPOOR</i>	63
12.	EXECUTIVES' PERCEPTION ABOUT PROJECT MANAGEMENT PRACTICES IN BEML BANGALORE <i>L. MYNAVATHI &amp; DR. P. NATARAJAN</i>	69
13.	PERCEPTION, EXPECTATIONS AND EXPERIENCE OF PASSENGERS: AN ANALYTICAL STUDY OF USERS OF VAYU VAJRA BUS SERVICES IN BANGALORE BY USING ACSI MODEL <i>DR. S. JOHN MANOHAR &amp; SUSHEELA DEVI B.DEVARU.</i>	75
14.	MOMENTUM COEFFICIENT (Me) – AN EFFECTIVE TECHNICAL TOOL FOR PROJECTING TIME & PRICE TARGET CORRELATION IN THE PROGRESSION OF TRADABLE FINANCIAL SECURITIES <i>DR. PRAVIN MOKASHI</i>	82
15.	STUDY OF BRAND RECALL OF CONSUMER DURABLES AMONG CONSUMERS IN PUNJAB <i>BHAVNA PRASHAR &amp; ANUPAMA SHARMA</i>	84
16.	TIME DEPENDENT ERROR DETECTION RATE: SOFTWARE RELIABILITY GROWTH MODELS V/S STATISTICAL TECHNIQUES <i>SANJEEV KUMAR &amp; SACHIN GUPTA</i>	89
17.	EMERGING ISSUES OF DEVELOPING MARKETING TACTICS THROUGH INTERNET: EVIDENCE FROM CAPGEMINI <i>MADHUPARNA DAS &amp; NILANJAN RAY</i>	94
18.	"SATYAMEV JAYATE" AAMIR KHAN'S TALK SHOW: AN AVANT-GARDE MARKETING CASE <i>GUNJN SINGH</i>	100
19.	EFFECTIVENESS OF KISAN CREDIT CARD SCHEME IN KARNATAK STATE <i>DR. RAMESH.O.OLEKAR</i>	104
20.	IMPACT OF FOREIGN EDUCATION PROVIDERS IN INDIA <i>DR. HANNAH FREDERICK</i>	110
21.	EMOTIONAL INTELLIGENCE AND STRESSORS AMONG WORKING COUPLES <i>H. L. NAGARAJA MURTHY</i>	115
22.	SOCIO-ECONOMIC CONDITIONS OF WOMEN WORKERS IN SOME SELECTED BRICK KILNS IN WEST BENGAL: AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO NADIA DISTRICT <i>SWAPAN KUMAR ROY</i>	121
23.	TATA INDICA: NEW PRODUCT LAUNCH-OPERATIONAL ISSUES-MARKETING STRATEGIES <i>SHIKHA SINGH, MANMEET KOCHHAR &amp; NILOSHA SHARMA</i>	129
24.	STUDY OF INVESTOR'S BEHAVIOR TOWARDS INVESTMENT IN FINANCIAL SECURITIES <i>RICHA TULI &amp; ABHIJEET KHATRI</i>	137
25.	SOCIO ECONOMIC DETERMINANTS OF WOMEN EMPOWERMENT THROUGH MICRO FINANCE WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT <i>M. MUTHUMANI &amp; K. GUNASUNDARI</i>	142
26.	LEVEL OF AWARENESS ABOUT MUTUAL FUNDS AMONG MANAGEMENT ACADEMICIANS IN RAJASTHAN- AN EMPIRICAL STUDY <i>DR. DHIRAJ JAIN &amp; SAHARSH MEHRA</i>	148
27.	LEADERSHIP & MANAGEMENT STYLES WORKING HANDS ON WITH ORGANISATIONAL CULTURE <i>BISWAJIT PATAJOSHI</i>	156
28.	A CRITICAL – ANALYTICAL STUDY OF THE BUSINESS STUDIES TEXT BOOK PRESCRIBED AT THE HIGHER SECONDARY CLASS OF KERALA STATE <i>MUJEEB RAHIMAN KATTALI</i>	162
29.	THE IMPACT OF WORKING RELATIONSHIPS AND DELIVERY OF EVP IN THE EMPLOYEE TURNOVER PROCESS <i>L. R. K. KRISHNAN &amp; SUDHIR WARIER</i>	167
30.	OPPORTUNITIES OF INDIAN TOURISM INDUSTRY (WITH SPECIAL REFERENCE OF MEDICAL TOURISM) <i>K. N. MARIMUTHU</i>	175
	REQUEST FOR FEEDBACK	184

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## EMERGING ISSUES OF DEVELOPING MARKETING TACTICS THROUGH INTERNET: EVIDENCE FROM CAPGEMINI

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### ABSTRACT

*Application of internet has revolutionized the functioning of business all over the world. Its impact has been felt mostly in the information dependent industries as well as other industries. This study examines the penetration of internet in the context of developing marketing practices. This study has found differences in usage of IT and attitudes towards its dependence upon size of organizations. In the case of smaller companies, the low cost access to Internet and on-line systems was viewed as an expensive investment. The reach of Internet may not yet be as wide as that of other mass media, but given its unique advantages, it is undoubtedly the communication medium of the future. Marketers around the world have from time to time tried to reach their target audiences through various media. Internet is one of the latest to join the list of such media inventions. This paper examines about 4Ps marketing practices on internet, different technological internet marketing strategies and critical success factor in E-marketing. Scientific and technological advances have and will continue to create newer media to improve communication, and marketers will try to use the same to effectively address their audiences.*

### KEYWORDS

E-marketing Mix, Information technology, Internet marketing, Internet marketing Tactics.

### INTRODUCTION

Internet has its existence since the late 1960s and was mainly used for academic purpose and to enable military people to exchange defence information. It has been estimated that after the commercialization of Internet as an international network since 1990's has resulted in its popularization and incorporation into almost every fields of modern human life. The introduction of Internet gave rise to Online marketing which helped both the retail outlets and small artisans and traders to incur growth as well as profit. The Internet is allowing greater flexibility in modern marketing by enabling companies to link their internal and external data processing systems more efficiently, the workers can now work more closely with the suppliers and partners that helps them to satisfy the requirements and expectations of their customers. The results show that when measured by the amount spent per capita, the United Kingdom has the biggest e-commerce market in the world even higher than the USA. The internet economy in UK is likely to grow by 10% in 2010 to 2015. This has led to changing dynamics for the advertising industry. Amongst emerging economies, China's e-commerce continues to expand with almost 384 million internet users. The survey shows in 2009 through online marketing China's sales has rose to \$36.6 billion as they have been successful to gather the trust level of customers. As per the economist's introduction of online marketing leads to intensified price competition as it increases the ability of the consumers to gather information about products and prices.

To bring improvement in online marketing there are various types of options that can be incurred using internet such as E-Mail, Websites, SMS, Search Engines, etc. But it has been found that due to the massive use of internet and computers for both working and business purpose has led to E-waste which contributes to pollution. To abolish such problems more emphasis has been put to the aspects of green marketing. Such pollutions can be restricted to some extent by the usage of CO2 servers which are eco-friendly. The electronic media has at the same time boosted the green business by bashing off the wastage of paper as we use computers and televisions. The main objectives of green marketing include improved environmental quality and customer's satisfaction. It is being believed by the green markets that well-crafted rules are required to assure that pollution trading does not compromise environmental objectives. Green marketing is an increasing concern of customers in all sectors. Therefore, it is essential to give importance both to the greenness of our existing business and to develop the new business model which will meet the changing priorities and demand of the customers. Green Technology is the term for any application of science towards improving the relationship between human technology involvement and the impact this has on the environment and natural resources. Generally green technology is supposed to conserve the natural environment and resources, and to curb the negative impacts of human involvement. Sustainable development is the core of this concept. When applying sustainable development as a solution for environmental issues, the solutions need to be socially equitable, economically viable, and environmentally sound. Over the past decade, the concept of Green Technology has emerged to be one of the vital issues of economical, technological and social benefits to the society. With new opportunities flourishing in the market, there is a need of new perspective of marketing for these products/services. The technological companies are implementing variety of green-oriented strategies. Impact of green technologies on sustainable development, besides creating employment opportunities, income generation and societal development particularly in rural sector is also well known. Sustainable development can be viewed as the way resources are used so as to meet human needs by preserving the environment in such a pattern like utilization of modern technologies so that both the present and future generation can be secured. It can also be considered as a social movement where a group of people gather together with same ideology to achieve a common goal. Today, to bring sustainability and eco-responsibility more attention has been given in the sectors of energy, built environment and mobility but we should also focus in the information and communications technology sector. Sustainability can be brought by reducing, reusing and recycling in the areas of power, production, waste, purchasing and education. Sustainable development can be achieved by the proper contribution of every individual in the society. It is very essential for the production house to produce and consume in smarter ways by innovating new sustainable ways of growing economically, so that every individual gets benefitted.

### SURVEY OF LITERATURE

The Internet is changing the industry structure by altering barriers to entry, minimizing switching costs, revolutionizing distribution channels, facilitating price transparency and competition, whilst enhancing production efficiency. The Internet as a distribution source has relatively high entry barriers, constraining all new entrepreneurs. IT developments, offered new opportunities for tour operators like several tour operators market their products through electronic brochures and booking forms over the Internet directly to consumers. The marketing mix is one of the central tenets of marketing literature –particularly the concept of the four P's (product, price, place and promotion) and the role these play in creating a successful approach to the marketplace. Initially,

research concentrated on the 4 P's – and even today, many authors do not consider the fact that marketing has to develop new concepts, or at least new variations of the marketing mix as a result of the introduction of the Internet. Lautenborn (1990), who developed the 4 C's, was the first author to become aware of this necessity; and some years later Kotler (1999), possibly the most widely-published author in the marketing field, took this approach. In different views of marketing literature in the point of view of 4Ps approach Kotler et al. (1999) Product, Price, Place, Promotion and 4Cs context Customer needs and wants, cost to the customer, convenience, communication, Bovée et al. (1995) Product, Price, Distribution, Promotion & 4Cs context Communication, Convenience, Customer needs. The application of the Internet in the business world has become a major trend in practice and generated a hot stream of research in the recent literature. The Internet, as a collection of interconnected computer networks, provides free exchanging of information. Over 400 millions of computers on more than 400,000 networks worldwide today are communicating with each other (Napier, Judd, Rivers, and Wagner, 2001). As such, the Internet has been becoming a powerful channel for business marketing and communication (Palmer, 1999), and for new business opportunities - as it is often called as "e-business" or "e-commerce" today (Schneider & Perry, 2001). E-commerce has been defined as "the buying and selling of products and services by businesses and consumers over the Internet" (WWW.Commerce.net). The Internet and e-commerce give consumers an opportunity - through the easy on-line information gathering and convenient online shopping - to be better prepared to purchase the right product (or service) at the right time (Schulze, 1999). In the current performance criteria for service operations, fast service delivery and prompt and reliable service have been identified as two key competitive priorities for the future Web-based service delivery operations (Verma and Young, 1997), while time-based competition through better customer service has been re-emerging as a major tool of delivering high-quality services to customers through a total operation cycle – including planning, design, processing, marketing, and distribution (Sue Abdinour-Helm, 2000).

## OBJECTIVES OF THE STUDY

The objectives of study are:

1. To study the role of technology in modern marketing.
2. To identify the major emerging issues of internet marketing strategy.
3. To study the applicability of marketing mix in the context of internet marketing.
4. To highlight different marketing tactics to promote the internet marketing
5. To figure out the internet marketing strategy with special reference to Capgemini

## METHODOLOGY

This study is based on both primary and secondary data. While conducting this research study observation and survey methods are used so as to fulfill the objectives of the study. The survey included on the online marketing aspects such as e-mails, SMS, social networking, search engine optimizations and websites. The survey also showed the trend of people marketing through online with the help of Amazon and eBay. It also depicts that companies are gaining profit through advertisement on web as it creates relationship with the customer and helps the company to build interest for their coming products eg. Face book. The survey also shows that social networking sites also help to recruit individuals even of high level posts through LinkedIn. Sources of secondary data collected were legal documents, official statistics, reports, articles, publications and other documents, reports of self-government bodies and organizations websites. The reports taken from Capgemini shows how the Group emerged from its recession period and incurred 57% increase in its total profit in the year 2010 as compared to previous year. The collected data has been analyzed using ordinary method of least square regression for future prediction of revenue.

## E-MARKETING

Online marketing or internet-based marketing is the one which uses internet and related digital technologies to achieve marketing objectives. It includes the Internet media and others such as wireless mobile, cable and satellite to support the concept of modern marketing. While performing online marketing one would require accessing the company's web site and can improve its search using different search engines, banner advertising, e-mail, SMS and other links. Internet Market helps in the promotion of product and services of the company through internet. There are many benefits of marketing through internet such as: lesser marketing costs and wide exposure. Through e-marketing, one can reach to masses. It focuses on large number of people, which drives maximum traffic to the companies' website.

### *Internet options to enhance online marketing*

There are wide varieties of e-marketing options available each with their own particular strengths and weaknesses. Marketing online depends on knowing customers. The Internet proves to be one of the best ways for promoting enterprises and increasing exposure to customers.

#### **E-mail**

E-mail, commonly known as Electronic mail, is a method of exchanging digital messages between one or more recipients. It can be operated using internet or other computer network. Email has been widely accepted by the business community as the first broad electronic communication medium. It is very simple to understand and like other postal mail, email solves two basic problems of communication such as logistics and synchronization.

#### **Text Messaging**

Text messaging or SMS (Short Messaging Service) are the brief messages that people send from their mobile phones. It is the most widely used data application in the world, with 2.4 billion active users, or 74% of all mobile phone subscribers. SMS has become a massive commercial industry, worth over 81 billion dollars globally as of 2006. As people tends to read almost all of their messages, unlike junk mail, spam or adverts which can be ignored, hence, the organization can advertise their products or services through SMS easily.

#### **Websites**

A website can benefit a firm in many ways. It is a collection of 'pages' of information that can be viewed by anyone with internet access. One can use it for anything from promoting once company to making sales and exchanging information with customers and suppliers. Websites also helps the customers to know the present collection or new arrivals of the firm. Consumers can even buy their products from companies' websites and perform research for their future purchase through websites. It is emerging as an important tool for total marketing plan of a firm.

#### **Internet-based Social Media**

Like websites, social media also allows organizations to connect with wider customers. It is an Internet tool which is used for sharing and exchanging information in the form of text, photos, and videos such as, blogs (Internet journals), social networking programs like Twitter and Facebook. These are modern ways are used by anyone and everyone to post, share, and comment on various topics online. Using social media to promote products and services is completely a new concept. However, social media permits the user to connect on a personal level (e.g. blogs) (See Figure 1) Social media proves to be one of the best tools for building and strengthening relationships with both current customers and potential ones.



TABLE 1: ADVANTAGES AND DISADVANTAGES OF DIFFERENT INTERNET OPTIONS

Internet Options	Pros	Cons	Costs
E-Mail	Flexible, Easy to use, Immediate action, Less intrusive than telephone	Loss of context, Information overload, Attachment size limitation, Spamming and computer viruses	Low cost.
SMS	Powerful way to reach people, Act as a quick reminder, Less ignorance	Limited space, people may respond negatively, SMS Spoofing	Rate per SMS varies on mobile phone agencies.
Websites	Good web page attracts customer, carries more information, entire marketing and buying process can take place, creates publicity	Many competitors so design should be made carefully, high expectation of users	Depends upon the number of static and dynamic pages.
Social Media	exchanging information is easy, wider audience, educate the general public	connects on personal level, fraudulence, wrong information or idea can be generated by the competitors	No cost required

Table 1 shows the different options available through internet that can be used to enhance e- marketing. It also depicts the pros and cons related to the different options available and the cost required for investment.

Internet marketing is the method of attracting visitors to the organizations site so as to buy products or get services. This increases web site's position in search engine results, thus increasing site's popularity. The main advantage of the Internet Marketing is the one-on-one interaction between the manufacturer and the customer. It is much more economical than any other type of traditional marketing. The importance of Internet marketing is expanding. There are free services which are best way to make your products or services known to the millions of prospective consumers (See Table: 1).

### INTERNET MARKETING STRATEGY: THE RELEVANT TOOL OF MODERN MARKETING

The word marketing has different meanings in context to modern marketing. It can be described as the range of specialist marketing functions carried out within many organizations, which includes market research, branding, public relation and customer service. At the same time, we can say marketing is an approach or concept which is used as a guide for all functions and activities of an organization. These concepts unites in modern marketing and stresses that marketing combines organizational functions and processes which determines the requirements of target market and delivers products and services to the customers accordingly. The concepts of marketing should lie at the heart of an organization and strategies should be made as per the need. It is very essential for organizations to be committed to the customer or market oriented in modern marketing and therefore should co-ordinate with the customers so as to ensure efficient, effective and profitable market. It is essential for online marketing to focus broader applications within total market rather giving importance only to communication and selling tools so as to establish as a strategic management tool. The signification of marketing through internet varies dramatically for different products and markets. For companies such as electronics equipment manufacturer, internet marketing has a very significant effect as they conduct most of their business promotions such as development of new products and customer services online using internet. Similarly, the travel and tourism companies gains great profit through the introduction of online marketing as they can sale their tickets online and aims in fulfilling most of their customers service request via Internet. However, the picture is different for manufacturers of high-involvement purchases such as cars or some consumer goods (FMCG) brands. Here, the sales mode mostly takes place through traditional retail channels.

### E - MARKETING MIX

The Product on the Internet usually changes form online, and the user experiences it electronically, in the form of text, images and multimedia. Physical goods are usually presented in the form of a detailed online catalogue that the customer can browse through. Content and software are two avatars of digitized products that can be even distributed over the Internet. On the Internet, E-marketing will be based more on the product qualities rather than on the price. Every company will be able to bring down the cost of its products and hence competition will not be on price. It will rather be on the uniqueness of the product. The Price has been drastically changed over the Internet. It lets the buyer decides the price. Also it gives the buyers information about multiple sellers selling the same product. It leads to best possible deal for the buyers in terms of price. The Place revolves around setting up of a marketing channel to reach the customer. Internet serves as a direct marketing channel that allows the producer to reach the customer directly. The elimination of the intermediate channel allows the producer to pass the reduced distribution cost to the customer in the form of discounts. Promotion is essential to capture the customer to its website. Promoting a website includes both online and offline strategies. Online strategies include search engine, banner ads, multiple points of entry, virtual marketing, strategic partnership and affiliate marketing.

Traditional marketing mix is co-ordinate so efficient product, price, promotion and place strategies are developed for products purchased over the counter. The internet is changing the way to deliver products and services. Consumers now use the internet to research and purchase products/services through online. So organization now needs online strategies to attract and retain target customers. The e-marketing mix considers the elements of presenting the marketing mix online. The buyer knows immediately about product features, the facts, not sales persons assumptions. Electrical store offers clear information on products and their specification, consumers know what they get if not there is a customer service number where they can find out more. The buying process is also customized for returning visitors, making repeat purchases easier. Organizations can also offer immediately ancillary products along with the main purchase.

Traditional pricing was about finding about costs, discovering how much consumers want to pay. The internet has made pricing very competitive. Many costs i.e. store costs, staff cost have vanished for complete online stores, placing price pressures on traditional retailers. The internet gives consumers the power to shop around for the best deal at a click of a button. Such easy access to information helps to maintain prices within the online world.

E-pricing can also easily reward for customers. Technology allows repeat visitors to be tracked, easily allowing incentives to be targeted towards loyal customers. Payment is also easy online credit cards use allows for easy payments. One of the biggest changes to the marketing mix is online purchasing. The challenge for online retailers is to insure that the product is delivered to the consumer within a reasonable time. Location is important within our place strategy.

Online location can refer to where links are placed on other websites. Promoting products and service online is concerned with a number of issues. Having a recognizable first stage is e- promotion. Most organizations today have some form of webpage used in most if not all advertisements. Placing banner advertisements on other web pages is a common form of e- promotion. Banner ads must be placed where potential customers browse. Web public relations are another approach to promoting online. News worthy stories based on product or service launches can be placed on the company's webpage, or WPR articles sent to review sites for consumers to read. This form of online promotion will pull the consumer in. Direct email is a popular and common form of e-promotions, although slowly becoming the most hated many consumers. Organizations can send e-leaflets to hundreds and thousands of respondents, hoping a small percentage will reply. To summaries e-promotion includes: Banner promotion, Web public relations (WPR), E-leaflets and having a domain name. The e-marketing mix must work together and support each other if the company is to have a successful online marketing strategy.

### INTERNET MARKETING TACTICS

#### Tactics: 1 Write Articles

Writing articles and reports on chosen subject will get free advertising, increase credibility in the eyes of prospects and customers, and provide a ready source of material for own opt-in newsletter. Free reports are also one of the best freebie offers.

**Tactics: 2 Build Mailing List**

One of the most important parts of internet marketing strategy is to build own opt-in list of customers and prospects. This list will become a source of revenue, and a vital strategic asset for business. It costs little or nothing to mail to own list, and sharing the knowledge through a newsletter will help and build a loyal following.

**Tactics: 3 Updated Media Advertising**

Looking for ways to make online advertising more compelling, and hopefully thereby more acceptable, marketers have increasingly been turning to streaming advertising.

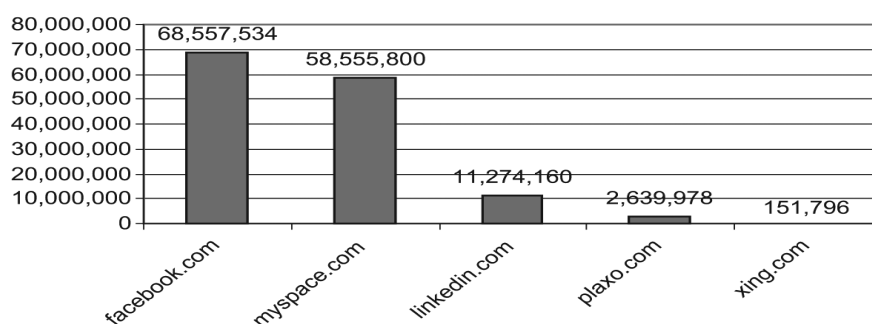
**Tactics: 4 Controlled- Updated Web pages**

For attraction of Web site to attracts new customers. Publish a Web page allows customers to receive free trial version service of a software application and virtual experience.

**SOCIAL NETWORKING: EMERGING TOOL FOR ONLINE MARKETING**

The introduction of information technology in the organizations has reduced the cost of communication among the people. The use of internet, the World Wide Web and the social networks makes it possible for many individuals to access enough information to take their own decisions rather than following the decisions made by their hierarchy. In recent time social network is enjoying great success as it allows working with freedom and helps us to incur both the benefits of human values, large organizations and economies of scale. It is flexible in nature, creative and motivates individuals to focus on new trends. The search for performance and intelligence has got no end. Wikipedia, Google, Amazon and eBay are the best examples of collective intelligence and they need Internet for its existence. The social network is just another part of a larger phenomenon that includes new technologies which helps individuals to communicate, collaborate and co-ordinate with the entire world more effectively. To make the best use of social network the companies must think about their achievements, their aims, strategies and processes that they require to adopt so as to get benefits from those objectives rather than thinking in technological terms.

**TABLE 2: SOCIAL MEDIA MARKETING**  
Number of unique users



[Source: Razmerita, Kirchner and Sudzina (2009)]

Table 2: depicts the number of users registered in different social networking medias.

There are many social media platforms available with massive number of users and they all have a big growth. From the table we can see more than 68 million users are registered in Facebook, more than 58 million in MySpace, more than 11 million people in LinkedIn and many more. The result has been shown for the year 2009 and it is increasing massively (See Table: 2). Today, many companies are using social media channels for their marketing campaigns, generally related to consumer goods within B2C (business to consumer) field of e-commerce. Companies are interested to give advertisements on web that will help them to have direct contact with their existing and future clients. The social networks also prove to be wonderful way to recruit new staff, even for high positions. LinkedIn is a good example of it. The companies need to use the web intelligently. They should start by releasing general fair information to identify targets and as soon as they see the customer are showing some signs of interest than the next step would be to turn that interest into a relationship.

**EVIDENCE FROM CAPEGEMINI****CAPGEMINI**

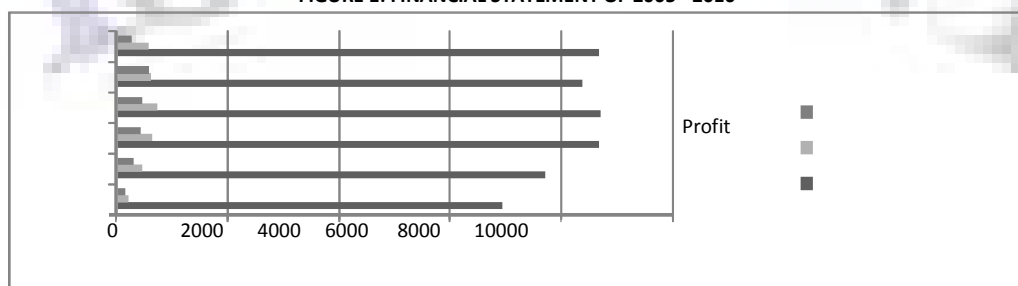
Capgemini, formed in 1967 is now one of the top 5 providers of IT consulting, technology and outsourcing services in the world. It enables its clients with concrete business results through technologies. Capgemini follows a unique way to do work that provides their clients with proper insights and opportunities so as to achieve better results. Right shore®, its global delivery model aims to maintain a proper balance of its best talents from all over the world by working as a team to deliver best solutions for its client. Over the past four decades Capgemini has witnessed a period of success and challenge more 90,000 people from 30 countries.

**GROWTH REPORT: EVIDENCE FROM CAPEGEMINI**

As per the annual report submitted by Capgemini, the year 2010 has shown a remarkable growth.

It emerged from recession period globally by achieving confidence of their clients and showed prior interest of investing in the field of IT. In 2010 Capgemini found growth in new order bookings and signed many new contracts, worth 9.86 billion Euros with a gain of 9% as compared to the previous year. The growth mainly took place in three Capgemini businesses, such as, Systems Integration, Consulting and Local Professional Services with an 11% growth in order booking as compared to fourth quarter of 2009. As per Paul Hermelin, Capgemini CEO, Capgemini is forecasting a gradual increase with growth pointing towards correct direction by introducing innovative technological issues. He moreover says that to transform and make companies more competitive in nature, it is very essential to spend on IT.

**FIGURE 1: FINANCIAL STATEMENT OF 2005 - 2010**



The above figure shows revenue, operating margin and the profit of the year 2005 – 2010 as shown in the financial report of Capgemini, 2009

There was an increase in revenue (See Figure: 2), operating margin and profit from the year 2005 to 2008 but in the year 2009 the Group faced fall in its overall financial statement due to recession. During that year the revenue fall from 8,710 million Euros to 8,371 million Euros, the profit reduced to 178 million Euros from 451 million Euros. The figure shows growth in the Group during 2010. This increase of the Group shows that it has started emerging from the recession period globally, which in turn increased the client confidence. In the year 2010 the Group signed new contracts worth 9,863 million Euros with an increase of 9% as compared to 2009 which counted contracts worth 8,973 million Euros.

**TABLE 3: FINANCIAL STATEMENT FROM 2005 – 2010 (ACTUAL REPORT)**

Year	Revenue (Million Euros)	% Change
2005	6,954	-
2006	7,700	10.7
2007	8,703	25.1
2008	8,710	25.2
2009*	8,371	20.3
2010	8,697	25.1

Source: Database from Capgemini Annual Report

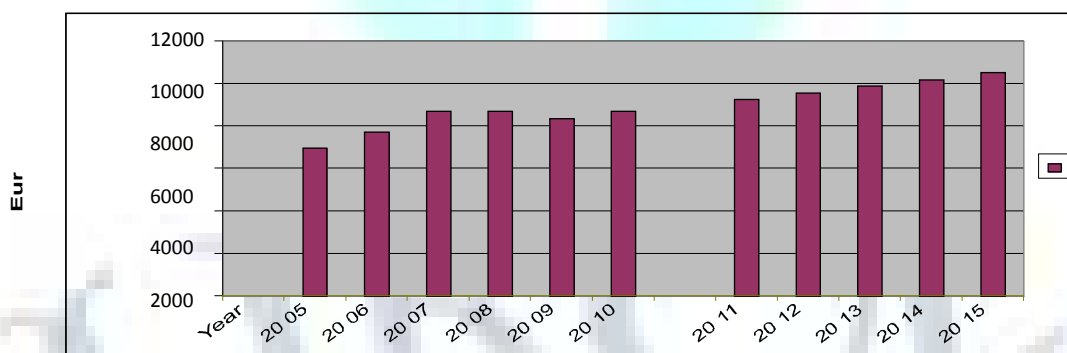
Table 3: reveals the actual revenue of Capgemini starting from the year 2005 onwards. The table also reveals that the revenue is increasing every year except the year of 2009 due to recession.

**TABLE 4: FINANCIAL STATEMENT FROM 2011 - 2015 (FORECASTED REPORT)**

Year	Revenue (Million Euros)	%Change
2010	8956	-
2011	9263	3.42
2012	9569	6.84
2013	9876	10.27
2014	10182	13.68
2015	10489	17.11

From the above forecasted table (See Table: 4) it is evident from the above trend percentage analysis statement there was a constant increasing trend of revenue and it is matching the actual

Revenue of Capgemini with a negligible difference, which we have already seen from the recent compiled statistics of the year 2010. Where the actual revenue is 8,697 Euros and projected revenue is 8956 Euros with a minimum error of 1.02%. The Group took the total advantage of markets from strategic sectors to incur growth. The sector which was given more attention was utilities (Anglian Water in UK), the manufacturing sectors, and the public sectors in United States and especially in BPO (Business Process Outsourcing) contracts.

**FIGURE: 2 GRAPHICAL REPRESENTATION OF INCREASING TREND OF REVENUE**

#### **Rightshore® to deliver BPO contracts**

Right shore®, launched seven years ago is responsible for global delivery of orders and contracts which aims to maintain a proper balance of its talents from all over the world by working as a team to deliver best solutions for its client in the sectors of Customer Service, Finance & accounting, Supply Chain Management, Procurement, Supply Chain Management, Human Resources, Management Assurance Services, insurance companies and vertical solutions for banking. Reports says that Capgemini's Rightshore® delivery network with the help of 11,400 BPO professional provides service worldwide with more than 60 clients spread all over the world working 24 x 7 hours a week in 36 different languages from 20 centres across all countries. With the introduction of BPO Capgemini's technological framework enhanced as it supported a robust transition methodology which helped in delivering consistent service in its delivery centers. Some of the clients of Capgemini include Coca-Cola, Dell, Kraft Foods, Nokia Siemens Networks, BlueScope Steel, Bombardier and many more.

TABLE 5: BPO SERVICE PROVIDED IN SOME OF THE PLACES WORLDWIDE BY CAPEGEMINI

Places	Cities	Team member	Client	Language	Services	Type
United States	Dallas	650	6	1	COM,F&A,SC,PAYG,RM	Hub
Canada	Toronto	540	3	1	COM,F&A,SC,PAYG,RM	Satellite
Chile	Santiago de Chile	570	2	3	F&A	Satellite
Brazil	São Paulo, Campinas, Gaspar	795	3	4	F&A, Taxes, SC	Hub
Sweden	Stockholm	240	50	1	P	Hub
China	Guangzhou, Nanhai	810	14	12	F&A, SC, COM, Payroll,	Hub
Philippines	Manila	310	3	1	F&A, FS	Satellite
India	Bangalore, Chennai, Kolkata, Mumbai, Gurgaon	4,585	40+	4	F&A, COM, FS, HR	Hub
Germany	Munich	40	1	1	SC	Satellite
Poland	Kraków, Katowice	2,200	20	29	F&A, P, COM, FS, HR	Hub
Australia	Adelaide	180	2	1	F&A, HR, P	Satellite

Table 5: shows the distribution of BPO service of Capgemini all over the world with information regarding its team members, number of clients, languages used, service provided in different sectors and the type of service. \*COM: Customer Operation Management or Customer Service; F&A: Finance & Accounting; FS: Financial Services; HR: Human Resources; P: Procurement; PAYG: Pay-as-you-go; RM: Revenue Management; SC: Supply Chain

The above table reveals that to overcome the situation of recession and to bring new contracts, Capgemini has made massive use of its BPO service. The table shows detail information of some places, cities, team members, clients, languages, sectors and services where Capgemini has targeted to fetch new orders. It has used two different types of services such as, hub and satellite all over the world. Places like, United States, Brazil, Sweden, China, India and Poland are the hub as it has multi-client operational centre which delivers different types of services while the places such as, Canada, Chile, Philippines, Germany and Australia are the satellites that have operational sectors for limited number of services and customers (See Table 5).

## FINDINGS

The findings of the above study are:

- Ø The Internet proves to be one of the best ways for promoting enterprises and increasing exposure to customers.
- Ø Internet marketing attracts visitor to the organizations site so as to buy products or get services. This increases web site's position & increasing site's popularity.
- Ø The main advantage of the Internet Marketing is the one-on-one interaction between the manufacturer and the customer. It is much more economical than any other type of traditional marketing. The importance of Internet marketing is expanding.
- Ø Direct email is a popular and common form of e-promotions. Organizations can send e- leaflets to hundreds and thousands of respondents, hoping a small percentage will reply. To summaries e-promotion includes: Banner promotion, Web public relations (WPR), E- leaflets and having a domain name. The e-marketing mix must work together and support each other if the company is to have a successful online marketing strategy.
- Ø Social network is a larger phenomenon that includes new technologies which helps individuals to communicate, collaborate and co-ordinate more effectively. To make the best use of social network the companies must think about their achievements, their aims, strategies and processes that they require to adopt & get benefits.
- Ø In the context of Capgemini evidence, introduction of BPO Cape Gemini's technological framework enhanced as it supported a robust transition methodology which helped in delivering consistent service in its delivery centers. Some of the clients of Cape Gemini include Coca-Cola, Dell, Kraft Foods, Nokia Siemens Networks, and Blue Scope Steel.

## CONCLUSION

In the conclusion, we can say that, the significance of internet marketing has a vital role for development of enterprise. This study reveals that emerging issues of e-marketing has a great prospect for business promotions as well as development of new products and customer services through online using internet. Similarly, in service sector travel and tourism companies gains great profit through the introduction of online marketing as they can sale their tickets online and aims in fulfilling most of their customers service request via Internet. Therefore we can reasonably argue that internet marketing will pave the way for sustainable development of business. It is also expected to emerge as an important key factor for delivering consistent service.

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