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Golden Research Thoughts

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Author's Profile



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Review Editor

Happy Writing...

Happy Writing...

ABSTRACT:

Green marketing is a phenomenon which has developed particular import in the modern market. This concept has enabled for the remarketing and packing of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others

Abstract Report: The Title Accurately Said The Study was About.

INTRODUCTION:

Green marketing is a golden goose. Green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment." Green marketing involves developing and promoting products and services that satisfy customer's want and need for Quality, Performance. Affordable Pricing and Convenience without having a detrimental input on the environment.

Introduction Report: This Article Include Full Introduction, Methods, Results & Introduction Section.

METHODS & MATERIALS:

The research paper is descriptive and analytical in nature. The research paper is mainly base on primary and secondary sources which include books, journals and WebPages.

Methods & Materials Report: Tables/Boxes/Diagram & Images are Used to Explain Specific Points or Background Information. Figures That The Plotted Parameters are Clearly Mentioned.

RESULT:

Reult must add in your article

Result Report: Conclusion is blank

CONCLUSION:

Everyone is concerned about global warming and other environmental concerns Organic product eco-friendly cars, reusable grocery bags, and celebrity documentaries about global warming are inescapable in everyday life . It is impossible to ignore that there has been a growing concern with the Earth and people are very preoccupied with environmental issues.

Conclusion Report: The Text is Rounded off with a Conclusion that Discusses the Implication of The Findings & Ideas Discussed & Their Impact on Future Research Direction.

REFERENCES:

- Ottman, J. (1993), Green Marketing: Challenges and opportunities, NTC Business books, Chicago.II
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- Chopra, S. Lakshmi (2007), "Turning Over a New Leaf", Indian Management, Vol-64. April-2007.

Reference Report: There are Places where the Author Bhurelal Patidar Need to Cite a Reference, but Have Not

RECOMMENDATIONS:

Abstract Report: Introduce New Regular For Content & Communication.

SUMMARY OF ARTICLE:

	Very	High	Average	Low	Very Low
1. Interest of the topic to the readers		✓			
2. Originally & Novelty of the ideas			✓		
3. Importance of the proposed ideas			✓		
4. Timelines	✓				
5. Sufficient information to support the assertions made & conclusion drawn		✓			
6. Quality of writing(Organization, Clarity, Accuracy Grammer)	✓				
7. References & Citation(Up-to-date, Appropriate Sufficient)			✓		

This Article is Innovative & Original, No Plagiarism Detected

Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC



Future Research Planning :

- 1 Innovation for Tomorrow's Enterprise – Research Areas: Digital consumers, Healthcare economy, Sustainable tomorrow, Emerging economies, Pervasive computing, Smarter organizations.
2. Certificate Courses in Commerce
<http://targetstudy.com/courses/commerce/#CertificateCoursesInCommerce>
3. International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce
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