

International Multidesciplinary Recognized Research Journal Impact Factor 1.9508 (UIF) RNI: MAHMUL 2011/38887

# **Golden Research Thoughts**

This is to certify that our Editorial, Advisory, and Review Board Accepted Research Paper of Dr. /Shri. /Smt.: Bhurelal Patidar Topic:- Green Marketing : Green Environment -Strategies And Challenges College:- Professor in commerce Government college Sonkatch (DEWAS ) (M.P.) The Research paper is Original & Innovative it is Done Double Blind Peer Reviewed. Your Article is Published in The Month of May Year 2014



#### **Laxmi Book Publication**

258/34, Raviwar Peth, Solapur-413005 Maharashtra India Contact Detail: +91-0217-2372010 / 9595-359-435 e-Mail: ayisrj2011@gmail.com Website: www.isrj.net

## Author's Profile



## **Bhurelal Patidar DEWAS**

Present Designation: Professor in commerce Government college Sonkatch (DEWAS) (M.P.)

**Academic Projects:** He has guided to 10 Ph.D Research Scholar

#### Short Profile:

Bhurelal Patidar is a Professor in commerce, Government college Sonkatch (DEWAS) (M.P.). He has completed M.com, Ph.D. He has teaching experience of 20 years. He has published 12 research papers in national and International Journals. He has participated 3 International seminars, 15 national seminars and workshops

Contact Us:

**Authorized Signature** 

Rajani Kota **Review Editor** 

# Happy Writing...

# **Article Review Report**

# **Golden Research Thoughts**

International Recognition Multidisciplinary Research Journal

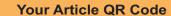
**DOI Prefix: 10.9780** ISSN 2231-5063 Journal DOI: 10.9780/22307850 Impact Factor: 2.2052 (UIF)

### **ORIGINAL ARTICLE**

Received: 15th April. 2014, Published: 1st May .2014

Vol. - 3, Issue - 11, May. 2014

**Green Marketing: Green Environment-strategies And Challenges** 







	<b>DRJI</b> (India)				
GO ARTICLE (United States)	<b>DOAJ</b> (Sweden)	<b>ZOTERO</b> (United States)	GOOGLE SCHOLAR (United States)	<b>CITULIKE</b> (United States)	MY NET RESEARCH (United States)
<b>DIGG</b> (United States)	<b>MENDALEY</b> (United Kingdom)	<b>DELECIOUS</b> (United States)	FIGSHARE (United States)	ENDNOTE (Ireland)	Easybib.Com (United States)

## Correspondence to,

**Bhurelal Patidar** 

Professor in commerce Government college Sonkatch (DEWAS) (M.P.)



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
- Green Marketing: opportunities for innovation Jacquelyn A Ottman.
- http://www.articlesbase.com/marketing-articles/green marketing.
- Green marketing & management: a global perspective-By John F Wasik
- 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		4			
2. Originally & Novelty of the ideas			✓		
3. Importance of the proposed ideas			1		
4. Timelines	4				
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)			1		

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

CONTACT: Mr. M. Selvarasu (0)9962425906 and Ms. M. P. Suganya (0)9940145568

E-mail: conference on franchising 2014@gmail.com

Website: www.unom.ac.in