



Certificate

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Golden Research Thoughts

This is to certify that our Editorial, Advisory, and Review Board Accepted Research Paper of Dr. /Shri. /Smt.: **Alka Rani** Topic:- **E- Marketing- An Emerging Trend In Indian Market** College:- **Kalindi College, Department of Commerce, University of Delhi, Delhi, India.** The Research paper is Original & Innovative it is Done Double Blind Peer Reviewed. Your Article is Published in The Month of **June** Year 2014



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E- MARKETING- AN EMERGING TREND IN INDIAN MARKET	
	
See your article on Mobile	

How to Write Articles-

Here are a few basic steps to take to craft an interesting, informative article.

Method 1 of 3: Come Up With An Idea

1. Get to know your audience. Decide who you need to write for before proceeding with planning or writing an article. Identify the needs of your readership. What do your readers need to know? How does your own knowledge match up against the information they need? This will be the easiest way for you to find a topic to write about
2. Be unique. If you are writing an article about something that other people are also writing about, try to be unique in how you approach the material
3. Be passionate. You should care about the topic you choose to write about. Your enthusiasm will show in your writing and it will be much more engaging for your readers

Method 2 of 3: Research Your Idea

1. Learn the basics. Get the general explanation of whatever you are trying to write about. This will give you a basic framework for what to look for as you research.
2. Find reliable sources. Now that you know what to look for, research your topic. You can use the internet, a library, conduct interviews, watch documentaries, or whatever you feel is appropriate to teach you everything you need to know about your topic. Be an expert!
3. Get different types of material. During your research, look for material that isn't text. This can be used or altered to add to your article.

Method 3 of 3: Write Your Article

1. Decide your length. Does this article have a word count? Do you need to fill a certain number of pages? Consider what type of content you're writing about and how much space that can fill, as well as how much needs to be written in order to cover the topic adequately, before proceeding with writing your article.
2. Outline your article. Before you begin formal writing, you will want to outline your article.
3. Edit your work. Before you submit your work, you will want to do some editing and revision. If time allows, wait for a day or two before editing
4. Respect the rights of other writers. If you are using information from an external source, be sure to cite the source at the bottom of the article.
5. Submit your work. When you've finished, submit your work in the appropriate manner.

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ABSTRACT:

E- Marketing is also known as online marketing, I- marketing and web marketing. In India there are around 154 million internet users and they are growing at the rate of 27%. Only 13% of India has internet connectivity, which shows that there is a large untapped market. Marketers use internet and various digital media and try to capture the market. It not only facilitates the business but also provide round the clock services to the customers also. E – Marketing is a broader term as it includes the internet banking also. The objective of this article is to understand the meaning and process of E- marketing and how a business can adopt it.

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

INTRODUCTION:

Information technology is at its peak. We can experience it in our day to day life whether it is in studies or travelling. Business also uses information technology in almost every activity of their business, preparing data for their employees, making strategic plan and the most importantly in marketing. They use internet to reach the potential customers. The most approachable place online marketing is social networking sites such as Facebook, twitter etc. Traditionally marketing does not require much use of internet but in today's techno savvy world one has to think seriously of using IT in order to create and expand its market.

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

METHODS & MATERIALS:

This data has been collected from secondary sources i.e., website and articles.

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

CONCLUSION:

E- Marketing has proved its importance to the marketer. In today's world no business can survive in the market without the use of the digital technology and internet. Many popular social media and digital marketing agencies are providing their services to the clients to build and expand their online business. E- Marketing has replaced the traditional marketing to a great extent. E- Marketing is not only limited to B to C transaction but also C to C and B to B transactions also. Government sector in India is also adopting the e- marketing strategies to market their product. Social media and web advertisement became an important part of day to day life which helps the marketer and customers to interact with each other and stimulates the buying and selling process. More innovative ideas are yet to come in coming years in the field of digital marketing which no doubt will facilitates the consumers more efficiently.

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:

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Reference Report: There are Places where the Author Alka Rani 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)		✓			

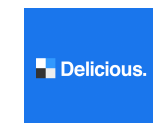
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Future Research Suggestions

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



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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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1. Career For Faculty (<http://academicprofile.org/Professor/CareerForFaculty.aspx>)
 2. Academic Plan (<http://academicprofile.org/Professor/AcademicPlan.aspx>)
 3. Regarding Professor Promotion

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