Promotional Strategies and New Service Opportunities in Emerging Economies

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

Continuous improvements in emerging economies have created more opportunities for industrialization and rapid growth. This not only leads to higher standards in accounting and security regulations, but it increases the overall marketing efficiency.

Promotional Strategies and New Service Opportunities in Emerging Economies is a key resource in the field of service marketing and promotions, service innovations, and branding in developing countries. Highlights multidisciplinary studies on self-service technologies, sustainable consumption, and customer relation management.

Readers:

This publication is an ideal reference source for policy makers, academicians, practitioners, researchers, students, marketers, and government officials actively involved in the services industry.


Topics Covered:

- Customer Relation Management
- Online Retailing
- Self-Service Technologies
- Service Marketing
- Service Risk Management
- Supply Chain Management
- Sustainable Consumption

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Vipin Nadda is working as Lecturer and Programme Manager (Postgraduate-Tourism & Hospitality) with University of Sunderland in London. Some of his previous responsibilities involved Lecturer for tourism and hospitality management at Oxford House College, London and Kurukshetra University in India. He also freelance as ‘consultant’ for University of East London, Confederation of tourism and Hospitality, Anglia Ruskin University, BPP University and Cardiff Metropolitan University. He has more than twenty years of experience in education, Industry and research and besides PhD in tourism, also written book Chapters, published two books and attended and presented papers in various international conferences/seminars. As an experienced academician, he has been Lecturing/teaching a variety of subjects ranging from, Strategic tourism development, Destination branding, global tourism, sustainable tourism development, hospitality management studies, Tourism Marketing and International Hospitality Marketing, Marketing strategy, International business environment, Applied Research Methods, supervising MBA, MSc, and PhD Dissertation projects in UK as well as overseas. Dr. Nadda has been also actively involved in development of Programme at different awarding bodies. He has been working with confederation of tourism and hospitality awarding body based at London as an exam board member, external examiner and assessor for last seven years and has helped to develop level-5/6 qualifications for them which are Ofqual recognised and delivered globally. Also, developed level-5/6 qualifications for global examination board, University of East London and assessment for undergraduate and postgraduate tourism and hospitality qualifications for University of Sunderland. He has international exposure having taught students from various nationalities which evidences his adaptability, diversity and multi-levelled skills.
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