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Call for Papers

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Theme: Rural Marketing Strategies and Challenges

Rural marketing involves marketing of manufactured goods and services including agricultural products in rural areas. As we know that the Indian economy is predominantly having a rural character which is reflected by the very high proportion of its population living in rural areas. Post globalization, with increasing disposable income the rural population have also started aspiring to improve its life style. This has led to a growing interest and enthusiasm among the business towards rural markets and they are now targeting the non-urban consumers. Due to the intense and growing competition in the urban markets business houses are now looking for opportunities in the rural areas. The market opportunities could be clearly perceived through comparison of consumption patterns for durable as well as non durable goods and services between the urban and rural markets.

India has an enormous rural market that offers a huge potential for a business facing tough competition in the urban markets. The corporate creates a demand of new and exciting choice of products among the rural customers. Thus, rural market could be developed in both durables and non-durables through new products and suitable positioning. The use of the existing network of retailers and salesmen in rural markets is the key to connecting with the rural heartland. *Haats* (periodic markets) and *melas* (fairs); which are the oldest and unique trading institutions of rural India, supplement the retailer route to rural markets.

However, rural marketing faces many competitive situations like generic competition, competition with the unorganised sector, new entrants, meeting the challenges created by imitations, etc. despite these challenges, there are huge opportunities in rural marketing. Moreover, the different environment of the rural markets including the customs and behaviours of rural consumers pose a hindrance in rural marketing. Thus understanding the dynamics of India's rural market is very important so far as consumers' response to marketing decision variables are concerned.



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Underlining the significance of the subject, may I request you to kindly contribute your scholarly significant research papers on any of the following sub-themes?

- Rural Marketing in Conceptual and Historical Perspective;
- Role of Government, NGO and Corporates in Promoting Rural Marketing;
- Corporate Social Responsibility and Rural Marketing;
- Rural Marketing: Opportunities and Problems;
- Communication Strategy for Rural Marketing; Role of Media including Social Media;
- Traditional Haats and Melas as Retailers for Rural Marketing;
- Emerging Channels for Accessing Rural Consumers;
- Emerging Strategies in Rural Marketing;
- Cooperative/Micro Finance Institutions and Rural Marketing;
- Agriculture and Cottage Industry Products for Rural Marketing;
- Recent Case Studies Promoting Rural Marketing; and
- Any other topic related with the theme of Rural Marketing.

We request you to submit your article by email, not exceeding 5000 words, to the Editor (jjdms.xiss@gmail.com) as per the guidelines of the journal (see <http://xiss.ac.in/JJDMS/guidelines.php>), on or before **31st October, 2017**. We ask you to submit only original work, with full and correct citations and references (using APA style). Contributors including the co-authors will be provided with one complimentary copy of the printed journal issue.

Dr. Fr. Alex Ekka, S.J
Editor-in-Chief, JJDMS