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Perspectives in Marketing Resilience **from Emerging Markets**



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Call for Chapters

Perspectives in Marketing Resilience from Emerging Markets

Aims and Scope:

The aim and scope of perspectives in marketing resilience from emerging markets revolve around understanding, adapting to, and capitalizing on the unique challenges and opportunities presented by dynamic and evolving business environments. It encompasses a holistic approach that addresses the multifaceted challenges and opportunities specific to the markets. It involves a strategic blend of cultural sensitivity, technological innovation, ethical practices, and adaptability to create resilient marketing strategies that contribute to sustainable business growth in diverse and evolving environments.

List of Topics:

- Understanding the dynamics of consumer behaviour and preferences in diverse emerging markets
- Analyzing the factors influencing purchasing decisions and brand loyalty
- Tailoring marketing messages to align with local cultures and values
- Strategies for quickly adapting marketing plans to respond to market changes
- The role of flexibility in sustaining competitiveness in emerging markets
- Leveraging e-commerce opportunities in emerging markets
- Relationship marketing as a tool for building trust with consumers
- Integrating sustainability into marketing initiatives
- The impact of social and environmental responsibility on consumer perceptions
- The role of data analytics in understanding market trends
- Leveraging data for informed decision-making in marketing strategies
- Pricing strategies that consider affordability in emerging markets
- Balancing product quality with price sensitivity
- Strategies for educating consumers about products and services
- Collaborative approaches for successful market entry and expansion
- The importance of local talent in understanding market nuances
- Strategies for maintaining market presence during economic challenges
- Adapting marketing approaches to thrive in uncertain economic conditions
- Promoting innovation in product development and marketing strategies
- Leveraging local influencers for effective marketing
- Building authentic connections with influencers to enhance brand credibility
- Adapting marketing strategies in the aftermath of global events, such as pandemics

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