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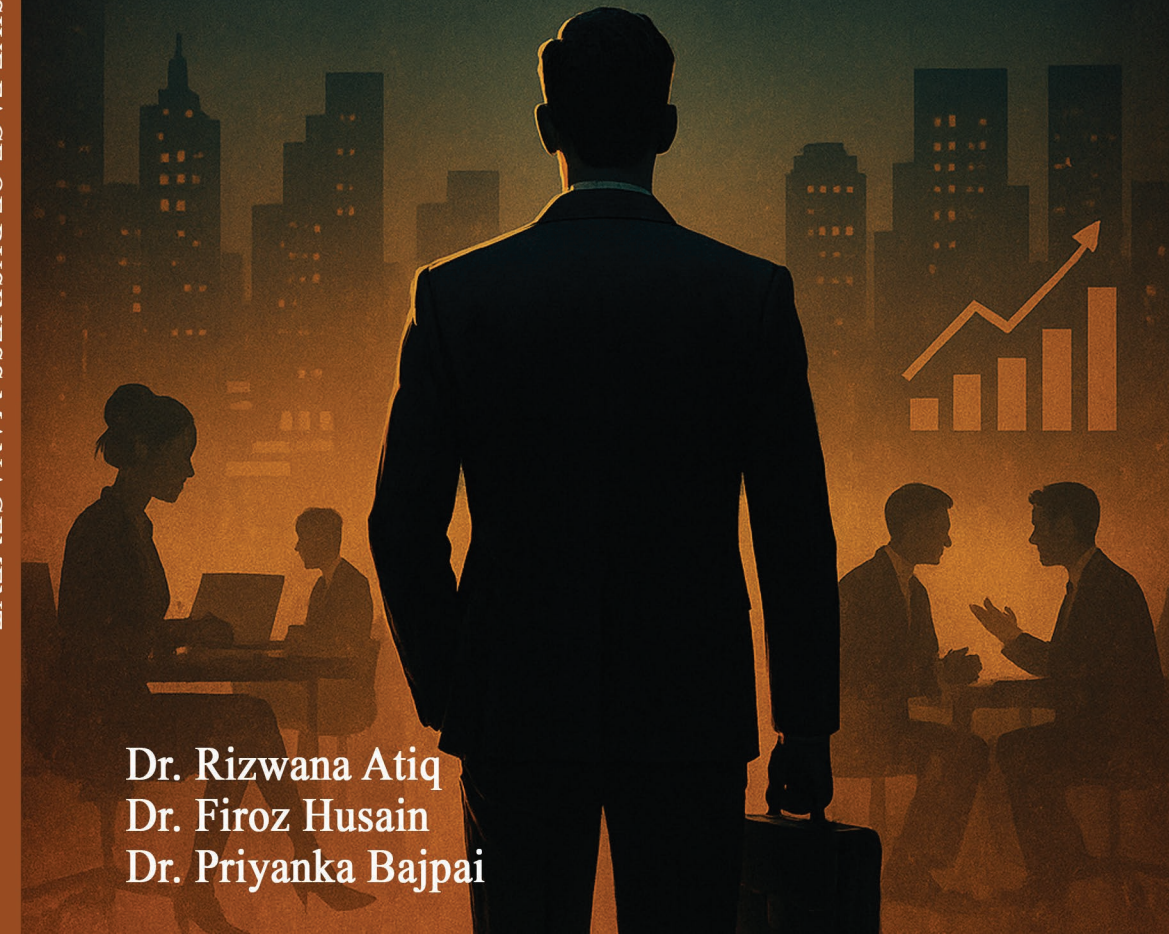
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THE MULTIDISCIPLINARY PERVASIVE FACE OF BUSINESS MANAGEMENT

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Dr. Firoz Husain
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The Multidisciplinary Pervasive Face of Business Management

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PREFACE

The Multidisciplinary Pervasive Face of the company Management talks about many aspects that have to do with running a business.

Business management is a big and always-changing field that covers a lot of diverse areas, such economics, finance, marketing, operations, psychology, and sociology. In today's fast-paced global economy, managers have to do more than just make strategic decisions and lead. It also has to run the firm every day and come up with new ideas. Businesses need to operate in a way that is broad and interconnected because they are always facing new chances and issues.

The book talks about the numerous parts/advice on how to run a business in a world that is continually changing. It illustrates that managers need to know a lot about a lot of various things to solve hard problems. To help the firm do well, a good manager needs to know how to use a range of tools, frameworks, and methodologies. You may do this by making the supply chain better, coming up with strong marketing plans, managing people, or keeping an eye on what's happening in the market.

This book combines theory with real-life events to help readers completely understand all the different components of running a business. In a business environment that is getting more and more competitive, it also underlines how crucial it is to be adaptable, always learn new things, and be able to come up with new ideas.

The purpose of this book is to give future managers the tools and information they need to succeed in a world that is continually changing and connected. With this information, they will be better equipped to lead teams, make sensible choices, and help any firm develop in the long run.

Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai

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Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai

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A Study to Explore Emerging Trends and Innovation in Digital Marketing

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Abstract

As time passes, businesses are adapting to various digital marketing strategies as it helps them connect with the consumers effectively. With the continuous evolution of technology - new innovations and trends are developed that change the nature of the relationship businesses have with consumers. The focus of this research is to highlight the most recent trends and advancements pertaining to digital marketing with reference to effect of various digital marketing tools primarily SEO, SEM, SMM and AI technologies.

The study also emphasizes the important relationship between consumer behaviour and digital marketing tool, and the importance of all the above for market growth. Methodology of the study considers primary and secondary data sources it utilizes. The data utilized in the study is collected from Rajesh's Aircon Group of Companies. To gain primary data, the study involved 160 respondents using the survey approach with the help of a questionnaire. In the end, they examined and analysed the data collected by SPSS version 26.0.

According to Research, social commerce will create a shift in digital marketing strategies along with AI-powered solutions and personalization. The paper's conclusion offers recommendations on making usage of the trends for improving conversion rates and engaging customers for marketers.

Keywords: Digital Marketing, SEO, Consumer Behaviour, Social Media Marketing, Artificial Intelligence, Market Expansion

Introduction

During the Covid-19 pandemic, lives streaming became another new trend that many started to take part in. Using live streaming to communicate with the audience in real time, respond to questions and create urgency with exclusive offers gives a brand an exclusive touch. Due to their popularity amongst customers, the usage of Facebook Live, YouTube Live, and Instagram Live has grown significantly. Here is an effective way of communicating with more customers and, if used well, it can improve sales, build brand loyalty and strengthen a business's relationship with its audience.

With new platforms and technologies coming up every day, the world of digital marketing is highly dynamic. Search engine optimization (SEO) and search engine marketing (SEM) are basic strategies that boost the presence and ranking of businesses in search engine results pages (SERP). Marketers are becoming more conscious of their digital plans because of AI engines and other UX aspects. The developments impact the frequency with which business interacts with customers, compliance with the legal framework, development of customer behaviour insight, just to name a few. In today's world, businesses must learn to see and understand these trends to remain competitive.

The study seeks to study the effect of new digital marketing tools on consumer behaviour and market growth. This study is aimed to portray how firms can manage their marketing strategies in accordance with a customer who is inclined toward digital, and