

THE THEME

The theme puts forth the descriptions of principles and practices in social marketing and assesses the impact that social marketing can make in the 21st century.

RATIONALE

Social marketing was recognized as a stream of marketing in the 1970s, when Philip Kotler and Gerald Zaltman realized that the constant marketing principles that were getting used to sell products to consumers might be used to "sell" concepts, attitudes and behaviours. Social marketing is often over-viewed as "Standard commercial marketing practices to achieve non-commercial goals through the assist of social marketing". An endeavour of social marketing is "social good" whereas in "commercial marketing" the mean is primarily "financial". Social marketing seeks to influence social behaviours not to profit the marketer, but to benefit the consumers and the general society. Like commercial marketing, the first focus of social marketing is on the consumer and on learning what consumer want and need instead of making an attempt to steer them to buy what marketer can produce. The planning process considers this consumer focus by addressing the elements of the "marketing mix." This refers to decisions about the conception of a Product, Price, Place, and Promotion. These are often called the "Four Ps" of marketing. Social marketing also adds a few more "P's" i.e. Publics, Partnership, Policy and Purse Strings. Social Marketing deals with the planning and implementation of programs designed to bring about social change using the concept for commercial marketing. The strategic aim of social marketing is to develop and implement the policies, processes and practices required to prop up the accomplishment of non-commercial goals of the organizations.

AIM & SCOPE

The book is being brought out for offering efficacious propagation of the latest reckoning and research pertaining to the various aspects of social marketing. The main aim of the book is to offer a conceptual framework of principles and practices in social marketing. The secondary objective is to give illustrations of practical applications and strategic process emphasizing the use of social marketing policies and practices required to support the achievement of the non-commercial goals of the organizations. The book consists of articles, research papers, abstracts of doctoral dissertations, case studies, short communications and bibliography that are interdisciplinary in nature as well as those within the major discipline i.e. Social Marketing.

POTENTIAL READERS

Management Students, Top Management, Marketing & Production Heads, Government Policies Makers, etc.

SUBMISSION GUIDELINES

Submissions should not have been previously published nor be currently under consideration for publication elsewhere. All submissions are refereed through a double-blind peer-review process. The submissions should relate to the above title. The word limit for abstract is between 150 to 250 words. The submission should be typed in Times New Roman with font size 12, line spacing 1.5, and justified. Titles/Headings should be of font size 14. The contents should be formatted in A4 size and should have a page limit between 15 to 25 pages. Submissions should be submitted in the form of an MS Word file attached to an email after preparing the same as per the submission guidelines at research.bschool@dpu.edu.in.

CALLS FOR CHAPTERS TO PUBLISH IN AN EDITED BOOK TITLED

PRINCIPLES AND PRACTICES OF SOCIAL MARKETING BEARING ISBN

**NO PUBLICATION FEE,
COMPLIMENTARY COPY OF THE BOOK,
CERTIFICATE OF APPRECIATION TO
AUTHORS, BEST CHAPTER CERTIFICATE**

OUTLINE OF THE BOOK

The book will be divided into two sections; the first section will cover principles of social marketing which will consist of an overview of social marketing, social marketing in 21st century, impact of social marketing, commercial Vs social marketing, need of social marketing, planning and process of social marketing, organization & management of social marketing, government interventions, new dimensions of social marketing, etc. The second section will cover the practices of social marketing and consist concept pertaining to implementation, structures, process, results, new dimensions, policies, cases, etc used to develop and maintain the social marketing practices.

IMPORTANT DATES

- **Proposal of a chapter:** June 2021
- **Submission of full chapter:** July 2021
- **Notification of acceptance, refusal, or revisions:** Within 15 working days from the date of submission
- **Submission of accepted and revised Chapters:** August 2021
- **Probable publication:** September 2021

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