

Challenges of Marketing in Business Environment: The Case of Tamils, India.

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Abstract

As we all know that business is a source of generating income. Profit and wealth maximization are the two main goals of any business. To promote the business, we need marketing but it should be done by following the principles of peace marketing. Peace is a sense joy and happiness which needs to be attained in an ethical manner. In today's world there is enough technological capability to do business marketing. For example data collection has become lot more easier which facilitates in formulation of effective marketing strategies. The peace marketing has to strike a balance between factors such as social, economical, political, environmental, technical and legal issues. Financial capacity of marketing sector is very essential in times of untoward and unexpected emergencies like typhoon, storm, floods, earthquake, etc. therefore financial management and building up of resources has strong links to strengthening marketing capability. This article mentions about the careful utilization of resources for marketing and how they are used for marketing the products made up of minerals and rocks of earth and earth crust. therefore it becomes important to arrive at a rough estimate of the outflow and inflow of funds involved in the operation of marketing segment. In this world building up financial security is one of the important motivational factors which induces people to work and to innovate something in the areas of the marketing. Every company or the financial institutions must follow different financial marketing strategies for the products by using stock valuation, bond valuation, time value of money, cost of capital, capital structure, working capital management, dividend calculations, derivatives, capital asset pricing model, etc. The earth crust is made out of minerals and rocks which are to be explored and exploited in an economically feasible manner through peace marketing. every country has a set of traditional and native marketing techniques but they are becoming outdate clearly its because new and innovative marketing tools have come into the foray that too implemented in an unethical manner. Harmful chemicals and adulterants are added to food products. the country which doesn't promote the consumption of refined oil, white sugar and adulterated products have an healthy population. maximizing profit is an objective that can be justified, but strategies adopted to maximize profit without compromising the principles of ethics and utilizing resources to develop human society environmental, political, social, legal, and technical areas are of great challenge these days. In India there are various venture capital systems, programmes, policies and promotions by the various financial institutions to promote marketing of business. They have to decide what kind of marketing of business must be promoted and to provide loans and advances, not only for the economic development but also the welfare of every creation of the world. Today's marketing of products has bio-weapons by knowingly or unknowingly which is challenging Venture capital of Financial institution loans and advances. It has to balancing of social, economical, political, legal, environmental, technical, human and other beings development with intellectual, logical, analytical and critical thinking of different cross functional with values and virtues of all kind of marketing of business. In this peace marketing aspect is very essential!

Key words : Peace Marketing, Business Environment, Earth and Earth Crust.

As we all know that marketing is one of the most important element of any business. Profit and wealth maximization are the two main goals of any business. These days there are enough technologies to do marketing but it is very important to do marketing in an ethical manner. Peace marketing helps to balance social, economical, political, environmental, technical and legal issues. Maximizing profit is the agenda for every business but at the same time it is very important to run a business in an ethical way.

Let us discuss some thing from the past. India was ruled by British for more than 100 years and got independence in 1947. . Industrial revolution started in the year 1617. India was a very big country with 3500 castes, 7 religions, 200 languages and different races groups of African, Mongolians and Europeans.

If we talk about them Samuthira Gupta Mourier had a emperor where we could find different marketing of business in engineering, financial, political, legal and social aspects. It is all human environmental friendly because nothing could be polluted items in the product while marketing which is also an example of peace marketing.

Example, There is a grand cutt (Kallanai dam) which is in Trichy, India. This is the dam which was made with native stones, limes, country sugar, sand and water. Still now it is very surprising how this dam was constructed. These kind of technologies have not come just like that. It must have inherited from with several centuries technologies. Even some experts says there was a Tamil Plate where only Blacks could be found, the place was in below India. Since, there was a plate moment some was attached with India, Indonesia, Sri lanka, Andaman & Nicobar, Maldives, Mauritius, Madagascar, Ethiopia and Australia. Kind of marketing dam's construction was great. But the olden technologies were in numbers. History says but the marketing business technologies was inherited and implemented with possible emperors. Like that, these kind of peace marketing secured socially, economically, politically, legally and technologically for the different businesses. Ancestors peace marketing business activities have been ignored these days.

Now a days, businesses are growing because of effective marketing and advertising but they are not practicing ethical or peace marketing. White sugar industries, refined oils industries, steroid in medicines, dangerous preservative chemicals for the food items are advertised or marketed in a manner which provokes a person to buy such products. These kind of illegal businesses and advertisements should be banned so that the society as a whole is not spoiled and suffered.

In every country has native marketing techniques but these days it all vanishing the output is people became sick that they can not live without medicines. It is because other systems dominated the ethnic system to vanish. The county which is not using white sugar, refined oil and other chemical free product, they are in good health.

As we are know that finance is the life blood of any marketing business activity. Finance and accounting are interrelated. Accounting is the language of the finance. Accounting is very important to calculate the profit, to control the expenditure and to control the finance internally. As we are all know that accounting can be classified into financial accounting, cost accounting and management accounting. Financial accounting helps to know the profit or loss of the business activities. Based on the nature of the business, the accounting work should be done with the help of accounting principles, concepts, conservatisms and standards. The nature of the business are sole trade propertiorship, joint venture, consignment, partnership business, amalgamation, absorption, internal construction, external construction, holding companies, subsidiary companies, branch business, banking, human resources, non trading accounting, insolvency business, hire purchasing and leasing business. So, based on marketing businesses the accounting work must be done.

The cost accounting helps to control the cost. To control the cost, techniques are cost sheet, contract costing, product costing, process costing, absorption costing, activity based costing, marginal costing, standard costing, cost volume profit analysis, budgeting, inventory controls, etc.

The Management accounting helps the company financial manager to control the finance internally. Usually they use it for internal control. Ratio Analysis of profitability, debt- equity, solvency can be used to know the position of different events and activities of the finance. Fund flow statement and cash flow statement are also important technical tools which can be used to know the inflow and outflow of the finance.

There are various financial institutions like government financial institutions, private sector financial institutions and foreign financial institutions apart from international agencies like world bank.

To do the accounting and financial function we need information about marketing and its impact in quantitative forms.

The study of earth includes morphology, internal structures, minerals and rocks, fossils, hydrocarbons etc. Morphologies : The study of external features of the geological works like river, seas and oceans, lakes, glaciers, underground water, etc. Internal Structures : The study of crust, the mantle and core like soil, biosphere, the types of rocks, pyroclastic materials that is magma. Minerals and Rocks : The earth crust is made out of minerals and rocks which are off economically important to explore and exploit for its feasibility.

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|-----------------|------------------|
| 1. Iron | 32. Ethane |
| 2. Copper | 33. Propane |
| 3. Zinc | 34. Pentane |
| 4. Gold | 35. Granites |
| 5. Silver | 36. Basalt |
| 6. Platinum | 37. Dolerite |
| 7. Manganese | 38. Diorite |
| 8. Lead | 39. Gabbros |
| 9. Mercury | 40. Pumice |
| 10. Wolframit | 41. Porphyries |
| 11. Tung stun | 42. Sand stone |
| 12. Aluminum | 43. Lime Stone |
| 13. Uranium | 44. Shale |
| 14. Striatum | 45. Congralamate |
| 15. Rubidium | 46. Breccias |
| 16. Radium | 47. Grit Stone |
| 17. Sodium | 48. Marl Stone |
| 18. Fluoride | 49. Quartz |
| 19. Chloride | 50. Feldspar |
| 20. Asstea tine | 51. Biotide Mica |
| 21. Coal | 52. Muscovite |
| 22. Petroleum | 53. Olivine |
| 23. Potassium | 54. Garnet |
| 24. Nitrates | 55. Sillomellane |
| 25. Magnesium | 56. Hematite |
| 26. Night rates | 57. Chalcopyrite |
| 27. Sulphates | 58. Malachite |
| 28. Oxides | 59. Azurite |
| 29. Carbonates | 60. Siddorite |
| 30. Hydrates | 61. Magnetite |
| 31. Methane | 62. Limonite |

63. Psilomelane

65. Galena

64. Dolomite

Fossils : The fossils are the ancient organic remains preserved in sedimentary rocks under favorable geological conditions. This flora and fauna gives an understanding of the past pale ecology, pale zoo geography and marine environments. Fossils may be of mega fossils or micro fossils. Mega fossils include gastropods, brachiopods, lamellibranches, echinoderms, arthropods, ammonites, etc. The micro fossils include, the ostracods, foraminifera, bryozoans, spores & pollen, burrows, etc. Hydrocarbons involve coal, natural gas, petroleum and petroleum products.

All the above minerals, rocks and fossils are used for the business but it has to be done properly and ethically without affecting the earth and earth cluster. They are all converted into informed accounting and finance areas for a peaceful marketing business environment. Native business techniques have been vanished.

In 231 countries there are three types of economic systems which are, socialism, capitalism and mixed economy. The percentage of every system varies from country to country. The country which has capitalism is carrying forward developing world countries. The international agencies, organizations, unions and financial institutions are mostly controlled by the capitalist society. These days most of the countries lost the image of socialism which is nothing but Government of the nation. It is all due to bioweapons of marketing in the different products and services, unemployment, under employment, destructing political system and environment etc. To practice capitalism, socialism peaceful marketing of businesses are very important. Marketing businesses can be classified as Profit oriented business and Non Profit oriented business.

The other ways, the peaceful marketing is also classified, industrial, agricultural and infrastructural products of business. Classifying the business in various ways is the ability of the researchers, scholars and writers. If we look at the history, 400 years ago Egyptians were made slaves by Israelites for marketing of business purposes and promotions. Unknown history is plenty in Africa, and Asia and other parts of the world. Two centuries ago, industrial revolution came from Europe who promoted the industries in various countries.

To promote the marketing they follow three strategies. They are, Introducing tobacco industries, Introducing alcohols, drugs, etc. through industries and Introducing prostitutions.

The main aim of them is to divert the mind and reduce the physical stamina. Last 20 years bio-weapons are incorporated in various marketing of businesses. In India, more than 70% of people are having health issues. Venture is the business which promotes short term, medium term and long term business.

To initiate marketing, business owners need capital fund at introduction stage, growth stage, maturity stage and even in declining stage level as it is the life cycle of marketing in every business. Venture capitalism is to promote these stages of marketing of business by financial institutions like industrial financial institutions, agricultural, insurances, commercial banks, etc.

Venture capital was started first in United Kingdom. It is growing in the USA, South Africa and India. In India there are various capital systems, programmes, policies and promotions by the various financial institutions. They are risk capital foundation, seed capital scheme, venture capital schemes, Programme for application of commercial technology, Governmental funds, Technology Development and Information Company of India Ltd, Risk Capital Technology Finance Corporation Ltd. and Venture Capital Unit Scheme, etc. with different aspects of clearing banks, merchant banks, finance houses, factoring companies, Government and European commission sources and Mezzanine firms. They have to decide what kind of peace marketing in business must be promoted and provide loans and advances not only for the economic development but also for the welfare of every creation of the world. Different financial institutions are providing the requisite support to businesses in this arena.

Conclusion

Although finance circulation is necessary to multiply the money into the peace marketing business, we have to consider our earth from the appropriate environment of the peace marketing of business. We should not look at the political, technical, economical and business environment of the marketing business. We should also consider the environment. Because earth is the only place where human and other beings can life. Although peace is very important for the economic and economic equivalent services/activities it should not affect the human and other beings quality life. In the world there are around 231 countries in 6 continents with the population around 7.5 billion with different culture, tradition, taste, fashions, religions, style, behaviors, status of people. With us, there are different kinds of investments for short, medium and long term organic and inorganic peace marketing business. The way to implement and execute peace marketing is in our hands. To do peace marketing business activities, management discipline, co-operative discipline, economic discipline, accounting discipline, banking discipline, taxation discipline, insurance discipline, commerce discipline, public administration discipline, business information technology discipline, stock market discipline, over the counter exchange discipline, supply chain discipline, tourism discipline and trading discipline are necessary. The financial transactions are there in every business. These financial transactions help to pass the journal entry, list of accounts, ledger accounts, trail balances, trading accounting, profit and loss account, profit and loss appropriate account and balance sheet. The cases of abnormality of events like earthquake, typhoon, storm, floods, weather problem, etc. on the earth is reason behind may be imbalances of appropriate different environmental factors. A lot of challenges to be taken place for the better peace marketing business environment. Maximizing profit is great of each and every peace marketing businesses but how to make profit to develop human society environmental, political, social, legal, and technical are a great challenge these days. In Indian there are various venture capital systems, programmes, policies and promotions by the various financial institutions. They have to decide what kind of peace marketing business must be promoted and provide loans and advances not only for the economic development but also the welfare of every creation of the world. Today's business has bio-weapons by knowingly or unknowingly which is challenging Venture capital of Financial institutions.

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