

INTEGRATED STRATEGIES:

Unifying Marketing Management
and Human Resources

Dr. Kavita Tiwari

Dr. Amandeep Nahar

Dr. Juan José Varela Tembra

Dr. Sumita Joshi

Dr. Brototi Sanjay Mistri

Integrated Strategies: Unifying Marketing Management and Human Resources



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Integrated Strategies: Unifying Marketing Management and Human Resources

Authored By:

Dr. Kavita Tiwari
Program Manager
Faculty of Marketing

Dr. Amandeep Nahar
Associate Professor
Department of Commerce, Sri Aurobindo College (Evening),
University of Delhi

Dr. Juan José Varela Tembra
CESUGA - San Jorge University

Dr. Sumita Joshi
Assistant Professor
Ramcharan School of Leadership
Dr. Vishwanath Karad MIT World Peace University
Pune, Maharashtra, India

Dr. Brototi Sanjay Mistri
All India Accredited Management Teacher

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Preface

Success in the ever-changing business environment of today depends more on how successfully firms integrate their marketing initiatives with their HR strategy than just having the greatest goods or services. Thank you for visiting "**Integrated Strategies: Unifying Marketing Management and Human Resources.**" The crucial junction of these two essential pillars of organisational sustainability and growth is examined in this book. Businesses must take an integrated approach in today's interconnected environment where people is the most precious asset and customer demands are changing quickly. Surprisingly, though, the complementary benefits of marketing and HR are frequently disregarded or underutilised. This book is meant to remedy that.

Using our combined decades of experience in marketing and HRM, we have created an all-inclusive guide to assist companies in developing a coherent and successful plan. We explore the mutually beneficial link between marketing and HR, showing how coordinating these two departments may promote employee engagement, improves consumer experiences, and spur innovation.

By means of empirical case studies, perceptive evaluations, and useful models, we illustrate how integrated approaches can result in observable commercial effects. Every chapter offers practical advice and industry-relevant best practices for a range of topics, including employee advocacy, customer-centric marketing, talent acquisition, and employer branding.

"Integrated Strategies" is a priceless resource for anyone attempting to navigate the complexity of contemporary business administration, be they a curious student, seasoned executive, or aspiring business owner. We cordially invite you to join us on this exciting trip as we investigate the game-changing potential of fusing human resources and marketing management to achieve unprecedented success and sustainability in the cutthroat business world of today.

Acknowledgement

It has been a rewarding experience to bring the fields of marketing management and human resources together into a unified framework; this trip would not have been possible without the help, direction, and inspiration of many people and things.

First and foremost, we would want to express our sincere gratitude to the innumerable academics, professionals, and thought leaders whose groundbreaking work has made it possible for marketing and human resources strategies to be integrated. Your observations have guided our investigation and shown the way towards a more comprehensive strategy for organisational success.

We owe a debt of gratitude to our mentors and advisors, whose insight and support have greatly influenced how we perceive these fields. Throughout the writing process, your perseverance, knowledge, and steadfast support have been priceless.

We extend our sincere gratitude to the experts and institutions that so kindly shared their viewpoints and experiences with us, giving us priceless real-world knowledge that has enhanced the usefulness of this book.

We would like to thank our family and loved ones for their constant support, comprehension, and inspiration during the many hours that we have invested in the writing, research, and editing of this text.

Finally, we would want to express our gratitude to all of our readers for joining us on this adventure. We hope that **"Integrated Strategies: Unifying Marketing Management and Human Resources"** will be a

useful tool and inspiration for you to be creative in your own work. We appreciate your participation in this joint endeavour to expand the parameters of conventional management techniques and usher in a new era of integrated strategies.

Dr. Kavita Tiwari

Dr. Amandeep Nahar

Dr. Juan José Varela Tembora

Dr. Sumita Joshi

Dr. Brototi Sanjay Mistri

About the Authors



Dr. Kavita Tiwari – A Beacon of Excellence in Education, Research & Training.

In the realm of academia and education, there exist luminaries whose dedication and commitment to shaping the minds of future leaders leave an indelible mark. Dr. Kavita Tiwari, an accomplished senior scholar and globally distinguished educationist, stands as a shining example of such a luminary. With over 15 years of experience in teaching, training, academic counseling, and research, her journey has been nothing short of remarkable. Currently, she holds the prestigious positions of Program Manager and Faculty of Marketing (Senior Grade) at the School of Business, Manipal Academy of Higher Education, located in Dubai International Academic City, Dubai, UAE.

Educational Prowess

Dr. Kavita Tiwari's educational journey is a testament to her commitment to excellence. She holds an Associate Fellow of Higher Education Academy (AFHEA) from Stirling University, a PhD in Brand Management from the NAAC-accredited Institute of Management Studies at Devi Ahilya Vishwavidyalaya, India, and an MBA from the Institute of Professional Studies, affiliated with the same university. Her pursuit of knowledge also led her to acquire a Six Sigma Qualification from Fanatic Quality Academy, India, and a Diploma in Computer Application from DAVV, India.

A Distinguished Career

Dr. Kavita Tiwari's illustrious career has taken her across renowned institutions, both nationally and

internationally. Currently serving as the Program Manager and Faculty of Marketing (Senior Grade) at the School of Business, Manipal Academy of Higher Education in Dubai, UAE, she continues to inspire students with her wealth of knowledge and experience.

Her academic journey has included positions at institutions such as the University of Stirling, UK, Birla Institute of Technology, IPS Academy-IBMR and Maharaja Ranjit Singh College-Indore, Kothari Institute & Kautilya Academy, to name just a few. Her dedication extended beyond the classroom as she served as the Management Representative (Quality Head - ISO) at the Asian Institute of Communication & Research (AICAR) in Mumbai and contributed to curriculum design and academic excellence at various institutions affiliated with DAVV, Indore.

Awards and Accolades

Dr. Kavita Tiwari's journey is adorned with accolades such as the Excellence in Corporate - Best Educationist Award in 2023 and the Distinguished Educator Award (Female) in 2020. Her outstanding contributions have also earned her recognition with awards like the Global Distinguished Teacher Award in 2017 and the Best Research Paper Award in 2016.

As a session chair and keynote speaker at numerous national and international conferences, Dr. Tiwari's influence extends far beyond the confines of the classroom. Her passion for education and research continues to inspire countless individuals, leaving an enduring legacy in the world of academia.



Dr. Amandeep Nahar is an Associate Professor in the Department of Commerce at Sri Aurobindo College (Evening), University of Delhi. He has teaching experience more than 18 years. He has contributed several articles and research papers in the National and International Journals of repute in the areas of Management, Organisational Behaviour and Human Resource Management.



Dr. Juan José Varela Tembra holds a PhD in Applied Linguistics (University of Murcia), an MA in Education Management and Human Resources (University of A Coruña). Since 2002 he has taught English language and literature at the Theological Institute in Santiago de Compostela. He has been a visiting researcher at the University of Ljubljana (2009) and at the University of Reading (2008). His research interests lie in the fields of cultural issues, existential competence, and management strategies.



Dr. Sumita Joshi has more than eighteen years of teaching experience. She holds degrees from Savitribai Phule Pune University in M. Com., B. Ed., SET (Commerce), MBA (Marketing), and Ph. D. in Banking and Finance. Since 2010, she has been a part of the MIT Group of Institutions, and at MIT World Peace University in Pune, she is a faculty member at Ramcharan School of Leadership. Apart from authoring around ten research articles, Dr. Sumita has participated in various national and international conferences, workshops, seminars, and FDPs. Dr. Sumita Joshi is a certified trainer of Business Simulation – Market Place, USA. She has been appointed as an Expert member of the Board of Studies

at St. Mira's College for Girls, Pune, and Indira College of Commerce, Pune. She has partially developed the MOOC Course titled "Fundamentals of Financial Management" the initiative of the Human Resource Development, Government of India under the National Mission on Education through Information and Communication Technology (NME-ICT). She is the recipient of the "Best Innovations Teachers Award" and "Manager of the Event Award". As a Team Leader in World-Class Universities since 2011, Dr. Sumita has vast experience and exposure in over 25 international study abroad programs. Additionally, she has successfully completed the "Hands Across the Water" joint international project, which was started by Proctor and Gamble (P&G), USA, in collaboration with students from MITWPU - SOM UG and The University of Tennessee, Knoxville, USA. Dr. Sumita's primary research interests areas are Customer Satisfaction, Bank Marketing, Services Marketing and Tourism.



Dr. Brototi Sanjay Mistri, Ph.D. Doctorate /MBA HRM/ M. Com /IRDA Licentiate/IIT Course Certified /All India Accredited Management Teacher/ 18 Years of Working Experience in Service, Manufacturing and Academics, more than 15 Research Papers Published in UGC –Care Journal in ABDC Journal & in Scopus Journal.

Corporate Work Experience: 5 years

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ABOUT THE AUTHORS



Dr. Kavita Tiwari
Program Manager
Faculty of Marketing



Dr. Amandeep Nahar
Associate Professor
Department of Commerce, Sri Aurobindo College (Evening), University of Delhi



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ABOUT THE BOOK

With its innovative approach to organisational success, "**Integrated Strategies: Unifying Marketing Management and Human Resources**" explores the mutually beneficial interaction between marketing management and human resources. This in-depth manual explains how coordinating HR and marketing efforts may increase productivity, foster a more engaged workforce, and spur overall corporate expansion. The book provides actionable ideas on merging marketing and HR strategies to develop a unified company culture, increase brand reputation, and attract top personnel. It does this by drawing on real- world examples and cutting-edge research.

This book offers a road map for companies looking to maximise their influence and optimize their resources, from using marketing strategies for staff recruitment and retention to leveraging HR practices to assist marketing goals. Whether you're a seasoned business executive or a novice to management, "Integrated Strategies" provides insightful viewpoints and useful advice for turning your company into a cohesive force in the contemporary business world.



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