

wybranych zakresów działalności podmiotów ochrony zdrowia, zwłaszcza szpitali. Biorąc pod uwagę specyfikę sektora zdrowotnego i prowadzonej działalności, Lean posiada określoną interpretację: podmiot leczniczy to podmiot wytwarzający określone produkty – najczęściej są nimi świadczenia zdrowotne; świadczenie zdrowotne to proces wytwarzania; pacjent wraz z udzielonymi na jego rzecz świadczeniami przynoszącymi określone efekty zdrowotne to produkt [4].

Przedstawione zastosowania Lean w podmiotach leczniczych pokazują, że najczęściej jest ono ukierunkowane na poprawę jakości opieki zdrowotnej (wzrost wartości produktu dla pacjenta), poprawę dostępności do świadczeń zdrowotnych, usprawnienie procesów organizacyjnych, racjonalizację kosztów [5, 6].

Poprawa dostępu do opieki zdrowotnej rozumiana, jako skrócenie czasu oczekiwania na świadczenie zdrowotne, usprawnienie wewnętrznych procesów związanych z dostarczeniem pacjentowi usługi to czynniki umożliwiające racjonalizację ponoszonych kosztów. Dzięki zwiększeniu wydajności pracy – i to zarówno, jeśli chodzi o świadczenia zdrowotne, jak i czynności pomocnicze (rejestracja pacjentów, kierowanie pacjentów do odpowiednich komórek organizacyjnych) – pojawia się możliwość skrócenia oczekiwania na świadczenia medyczne oraz poprawy efektywności ekonomicznej podmiotów.

Pojawianie się nowych technologii medycznych, zmieniające się narażenia zdrowotne dotąd niewystępujące lub występujące w ograniczonym zakresie, zmiany demograficzne i epidemiologiczne w połączeniu z czynnikami systemowymi wymuszają restrukturyzację, w której szczególnie przydatne może się okazać zastosowanie «szczupłego zarządzania» [7].

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OPPORTUNITIES AND CHALLENGES OF GREEN MARKETING IN INDIA

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Now a day, consumers are becoming more conscious about the environment and are becoming socially responsible. According to American Marketing Association, "Green Marketing is the marketing of products that are presumed to be environmentally safe, involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment".

In simple ways, it refers to the process of selling products and services based on their environmental benefits i.e. product may be environmental friendly in itself or produced in this manner. Green Marketing means the combination of two words i.e. Green and marketing, it is an eco-friendly idea for the need for quality, performance, suitable price and convenience without having a harmful effect on environment. In order to meet such harsh environment standards, the consumers and marketers are switching to green products and services. Green Marketing also known as environmental marketing and ecological marketing.

According to Peattie (2001), The Green Marketing has developed in three phase i.e:

- First phase was known as “Ecological” Green Marketing
- Second phase it was known as “Environmental” Green Marketing
- Third phase was called as “Sustainable” Green Marketing.

Objectives of the Study:

The present study is based on the following objectives:

1. To study the concept of Green Marketing.
2. To know the 4 P’s of Green Marketing mix.

3. To examine the SWOT Analysis of Green Marketing.
4. To analyze the challenges and opportunities for Green Marketing.

Research Methodology:

The present study is primarily based on secondary data and information available in the reference books, Journals, Newspapers and websites.

Concept of Green Marketing:

Green Marketing: It refers to the process of selling products or services based on their environmental benefits. Such a product or service can be environmentally friendly in it or can be produced or can be packaged in an environmentally friendly way.

According to Mr. J. Polonsky, Green Marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment.

"Green Marketing is concerned with developing and promoting products and services that satisfy the need of customers at affordable price without having a harmful input on the environment.

Defining Green Code:

G: Generalizing core, consumer behavior is not necessarily consistent across different product types and particular market segments may respond to certain issues on the green agenda but not others.

R: Remembers the validity of a piece of market research is not related to the degree to which it supports the preferred choice.

E: Explores the context from which market research data comes.

E: Ensures that where market research is crossing international border lines, the terminology and interpretation shall remain consistent. Terms like 'environment', 'green' and 'conservation' do not always Interpret exactly between languages.

N: Neutrality is important. Ensure that when you ask questions to the consumers, they can make any response without being made to feel guilty or uncomfortable.

Consumers are becoming more aware about the environment and are also becoming socially responsible. Therefore more and more Companies are providing eco-friendly products now days. Some of the benefits of green marketing are:

- It ensures long term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps the companies in marketing their products keeping view the market aspects in mind.
- It helps in exploring the new markets.

4 P's of Green Marketing mix:

There are 4 P's in the marketing like Product, Price, Place and Promotion .In the Green marketing, there are 4 P's too:

1. Green Product:

Green products are those which are manufactured through green technology and that caused no environmental harm. Promotion of green technology and green products is necessary for preservation of natural resources and viable development. We can define green products by following measures:

- Products those are originally grown and can be recyclable under non –toxic chemical, reusable and biodegradable,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable ,refillable containers etc.

2.Green Price:

Green Price takes into account the people and profit that care of the health consumers and ensures efficient productivity. Mostof the consumers are ready to pay additional value if there is preparation of extra product value.E.g. Wall Mart provides recyclable clothing shopping bag to the customers.

3. Place:

Green marketing aim to reduce carbon foot print by way of managing logistics to cut down transport cost e.g. instead of marketing an imported mango juice in India it can be licensed for local production. This avoids shipping of the product from far away as a result shipping cost will reduce.

4. Green Promotion:

Green Promotion includes arranging the tools of promotion, such as advertising, marketing materials, signature, white papers, web sites, videos and presentations by keeping people, planet and profits in

mind. For e.g. Indian Tobacco Company has green marketing in India introduced environmentally friendly papers and boards, which are free of elemental chlorine.

GREEN MARKETING: SWOT ANALYSIS

	STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
S W O T A N A L Y S I S	1. Marketers can change a quality on products that are seen as more eco-responsible.	1. Customers always satisfy their personal needs before caring for environment	1. Organizations observe Green Marketing to be a competitive benefit, comparative to the competitors, firms.	1. Uncertainty as to the environment impact of present activities including that is perceived to be less environmentally harmful.
	2. Marketers can enter into new markets and gain an advantages over competitors that are not focusing on greenness	2. Considering “Green” as a marketing trick of producers many customers keep away from the product.	2. Marketing to segment which are becoming more environmentally aware and concerned	2. Uncertainty as to which Green Marketing activities are acceptable from a government perspective
	3. Green Marketing builds brand equity and gain brand loyalty among customers	3. Over Emphasizing upon greenness rather than customer needs can prove negative for a Product.	3. Government can provide subsidies for marketing	3. It is still a new concept For Indian literate and urban consumer even they are aware about the merits of Green products.
	4. It promotes corporate social responsibility	4. It will take a lot of time and effort for reaching green movement among consumers		

Challenges for Green Marketing.

Many organizations want to turn green, as an increasing number of consumers' want to associate themselves with environmental-friendly products. Alongside, one also witnesses confusion among the consumers regarding the products. In particular, one often finds distrust regarding the credibility of green products. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent, and refrain from breaching any law or standards relating to products or business practices.

There are many challenges in the field of green marketing. Some of the major hurdles are as following:

Sr. no	Challenges	
1.	New concept	Consumers are aware about the merits of green products but still it is a new concept. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach them and that will take a lot of time and effort.
2.	Need for standardization	It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. A standard quality control board is required for labeling and licensing.
3.	Avoiding Green Myopia	Green Marketing is aiming on customer benefits. If does not satisfy the consumer needs then it will lead to Green Myopia. Also if the green products are priced very high then again it will lose its market acceptability.
4.	Patience and Perseverance	The investor and company must view the Green movement as a long term investment opportunity and long term benefits. Since it is a new concept and idea, it will have its own acceptance period
5.	Information Disclosures	It has become the duty of Central and State Government to see whether all the claims and information regarding greenness is adequate and reliable and what claims are permissible?

Opportunities of Green Marketing:

There are the following opportunities available in the Green Marketing:

- It helps companies market their products and services keeping the environmental aspects in mind.
- It ensures sustained long term growth along with profitability.
- Government legislation and receiving subsidies from Govt.
- It helps in reduction in cost.
- It ensure Corporate social responsibility.
- It saves money in the long run, through initially the cost is more

Conclusion: Now this is the right time to select “Green Marketing” globally .Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the effects of green marketing. It will come with severe change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. We need to educate consumer through proper campaigns. Green marketer must find an opportunity to enhance product’s performance and strengthen customer's loyalty. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones.

Lastly, consumers, industrial buyers and suppliers need to force effects on minimizing the negative effects on the environment. In this way it is concluded that Green Marketing assumes even more importance and relevance in developing countries like India for the success of Green Mantra and creating the awareness regarding it, publicity is also essential.

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ROADMAP OF A SUNSHINE SECTOR: THE INDIAN RETAIL

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Retailing is the interface between the producer and consumer buying for personal consumption. Retailing is about much more than mere merchandising in present scenario. The global economy has changed as the consumer demand has shifted to search for convenience in shopping and consumption requiring efficient supply chains that led to the introduction of superstores. The U.S. dominates the global retailing industry where Retail contributes two third of US GDP and is the 3rd largest employer segment. The largest retail giants globally are Wal-Mart (USA), Metro AG (Germany), Carrefour (France), Tesco (UK) and Kroger (Netherland). Even in Europe the sector is following an upward trend. The top 200 retailers alone accounts for 30 % of the worldwide demand.

From an operational point of view, the retailer concerns have turned to deflation, lack of pricing power, global overcapacity, low interest rates, economic stagnation, slump in world tourism and declining consumer confidence leading to declines in sales, inventories and stock prices. December 2007 was the official beginning of a massive global retail recession. The retail scenario was extremely competitive at all levels even before the global economic slowdown that forced retailers into monitoring costs more effectively by adopting technological techniques and innovative strategies. Consumers themselves have become much more price sensitive and conservative in their buying even in the more advanced economies as an after effect of economic slowdown. However, retailers should view downturns as an opportunity to improve their businesses. To begin with understanding the trends unfolding today in the context of dealing with aware consumers and develop ways to differentiate themselves and cultivate distinctive capabilities that help achieve high performance.