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**About the Book**

This Book with the title 'Marketing Research' covers the Marketing. The five chapters of this book were written in an easily digestible and reproducible format with the required information. An effort has been made to present the book in this form and if it proves helpful to the students, we shall consider my effort has been amply rewarded.

# Cover Page

## Marketing Research

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**Dr. Rafiya Banu** is an accomplished Assistant Professor at B.S. Abdur Rahman Crescent Institute of Science and Technology. With a passion for academia, she specializes in teaching Business (Commerce), Digital Marketing, Human Resources Management, and has a knack for fostering engaging learning environments. Known for her dedication to research and mentoring, Dr. Banu contributes significantly to the academic community through her expertise and commitment to student development.

**Dr. Nisha Ann Jacob** is an accomplished and driven professional with a passion for teaching and research in the field of management. With a strong educational foundation in business and management, including a PhD degree in management and 22 years of teaching experience, she is well-equipped to impart practical knowledge and insights to students. Throughout her career, she has consistently pursued opportunities for personal and professional growth, including attending conferences, publishing research articles, and engaging in collaborative projects with esteemed colleagues. These experiences have honed her expertise in various areas of management, including Managerial Economics, Marketing Research, Consumer Behavior Research, Methodology, and Business Analytics. One of her strengths as an educator is her ability to connect theoretical concepts to real-world applications, providing students with a comprehensive understanding of how management principles are implemented in different organizational settings.

**Dr. Arockia Juliet P** is presently working as Assistant Professor in Arul Anandar College (Autonomous), Madurai. She holds a Master's in Commerce from Fatima College (Autonomous), Madurai, her Doctoral degree is on the topic "Outflow of Foreign Direct Investment from India - Recent Trends and Patterns" in the year 2019 from Madurai Kamaraj University. She has Academic experience of 13 years in the field of Commerce at UG and PG level. She has presented papers in National and International Conference. She has published her several research papers in UGC Care Bided Journals. Her area of interest is Finance, Marketing, Banking and Research etc., she has participated in more number of seminars, workshops, Webinars and FDP. She has worked as Resource Person, External VVA Examiner and Paper setter.

**Jayantkumar Vijay Rane** serves as an Assistant Professor at G. S. College of Commerce and Economics, Nagpur (Autonomous). Currently pursuing his Ph.D. at the Government College of Commerce (Nagpur University), he stands as a dedicated academician with a focus on commerce and management subjects. His proficiency in these fields is underscored by his notable achievements, notably clinching victory twice with his team in the RBI Policy Challenge for the Regional Round in both 2019 and 2020. His commitment to academia extends beyond conventional teaching. He has a keen interest in research, utilizing his extensive command of commerce and management subjects to explore new avenues and contribute to the academic discourse. His pursuit of a Ph.D. reflects his dedication to advancing knowledge in these domains. His academic journey includes achieving a rank in his Master of Commerce degree, further cementing his scholarly excellence and dedication to academic pursuits in Commerce and management.