International Journal of Trade and Commerce-IIARTC
January-June 2016, Volume 5, No. 1 pp. 136-144
ISSN-2277-5811 (Print), 2278-9065 (Online)
© SGSR. (www.sgsrjournals.com) All rights reserved.

Digital Marketing Synergy for Management Integrated Functions and Operations

Princi Gupta[a*], Nidhi Singhal[b]

[a]*Department of Management & commerce, AVGSIMC, Swami Vivekanand Subharti University, Meerut, U.P (India)*
Email Id: princigupta@yahoo.comABSTRACT
[b]*Department of Management & commerce, AVGSIMC, Swami Vivekanand Subharti University, Meerut, U.P (India)*
Email Id: singhalnidhi.16@gmail.com

Abstract

This research paper is mainly based on how organizations are converting them digitally. Most of organization is taking help of digital medium to run them and various departments like Human Resource, Marketing, Finance, operations are utilizining the digital power to reduce their work load and run departments smoothly. They are also finding out various alternatives for all departments to convert digitally.

It can not only reduce cost of input but reduce human effort and increase efficiency and effectiveness and helps in maximum utilization of available resource. As technologies become core elements of an organization's competitive and operational strategies, executives, technologists and business professionals cannot ignore important decisions with digital medium.

This paper will put lights on how digital medium can benefit various organizational departments like: Human Resources, Finance, Operations, Marketing, Administration, Inventory Management, Quality Management.

Keywords: *Digital Innovation, Digital strategy, technical support, international platform, digital marketing, information technology.*

PAPER/ARTICLE INFO
RECEIVED ON: 21/02/2016
ACCEPTED ON: 02/05/2016

Reference to this paper should be made as follows:

Princi Gupta, Nidhi Singhal (2016), "Digital Marketing Synergy for Management Integrated Functions and Operations", *Int. J. of Trade and Commerce-IIARTC*, Vol. 5, No. 1, pp. 136-144

**Corresponding Author*

1. INTRODUCTION

There are certain ways how organizations can take benefits and can reduce their operating cost and increase their accuracy level. Not only this converting your company digital will help you to be competitive and see what all trends are going on in the market. It also enables core business relationships with employees, customers, suppliers, and other external partners through digital networks. These digital networks are supported by enterprise class technology platforms that have been leveraged within an organization to support critical business functions and services. Some examples of these technology platforms are Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning, Knowledge Management System, Enterprise Content Management, and Warehouse Management System among others. The purpose of these technology platforms is to digitally enable seamless integration and information exchange within the organization to employees and outside the organization to customers, suppliers, and other business partners.

2. DIGITALISATION OF VITAL MANAGEMENT AREAS

Digital Human Resource Management: If we talk about digital medium it helps companies for pre-recruitment, recruitment, selection and post selection process. It also helps in long-term association with employees because in earlier times it was not possible for companies to track talent through digital medium. 21st century has made it possible to acquire talent through internet and manage them through it.

Ways of Digital Recruiting: Passive vs. Active Recruiting, Recruiting on Company Websites, Job Boards, Job Search Engines etc. Major Job Search Engines are:
www.naukri.com**,** www.monster.com**,** www.timesjob.com**,** www.clickjobs.com**,** www.indianjobsite.com**,** www.jobsbank.com**,** www.shine.com**.**

Social Recruiting:

Tools For Digital Recruitment are: Facebook, Twitter, LinkedIn, Blogger.com, Google+

Digital Strategic Marketing : Strategic Marketing is "a set of activities including planning and decision making, leading and controlling directed at organization's resources human, with the aim of achieving organizational goals in an efficient and effective manner."

A Strategic Marketing plan is a blue print that elaborates a systematic; inter connected, logical step by step processes for achieving marketing goals.

Digitally Strategic Marketing Can be done through: Website, Social media marketing, Brochures, Public relations, Internet marketing, Direct mail.

Digital International Business: Digital Market helps in expanding your business through online and one can sell products overseas by establishing a online presence. Customers can go to your website and can see products what you are selling then can order either on the website itself or may call you and give order. Digital market helps you to cross the physical barrier and helps you to expand internationally.

Direct Marketing Through Digital Medium: Direct marketing is a channel-agnostic form of advertising that allows businesses and non-profits organizations to communicate straight to the customer, with advertising techniques that can include Phone Text, email, interactive consumer websites, online display ads, fliers, catalogue distribution, promotional letters, and outdoor advertising.

Digital Direct Marketing Channels: Email Marketing, Online Tools, Telemarketing, Voicemail Marketing, Couponing, Direct Response TV, Direct Response Radio, Insert Media.

Digital Corporate Finance: Financial decisions are made now **digitally** by analyzing through soft- wares which help companies to make riskier financial decisions. These software help companies to analyze where to invest and where to not & wrong financial decisions can ruin whole company.

Corporate Financial Management Software's are: Sun guard Corp Finance, Corpfin, Davigold, Intuit QuickBooks Pro, Intacct Winter, Fresh Books Etc.

Digital Production Planning: Digital Medium helps us to Plan & Manage our production. After getting data from market research we can plan our production accordingly and there are certain software that are connected to internet which manages Material, Capital, Energy, Labor & Information. We will call it as **Digital Factory** as a medium for managing Production Digitally.

Digital Administration: Now a days companies lacks in time and want more accuracy with minimum investment, organizational administration is done through online and software. Companies are opting digital ways for administrative works whether it is purchasing, vendor communication, software use, IT hardware, document keeping & Updating. It helps organization to save time, money, and eliminate worry knowing critical business systems.

For Example: If we want to purchase X item from digital medium(Internet) say Stationary, we can not only buy products and customize it but also we can compare price or quality from various vendors available online and can also bid we price what we are willing to pay for the product.

Digital Purchasing: Companies are opting digital medium as a purchasing power which helps them to reduce their costs and utilize the available resource to the maximum.

Payment Methods to vendors: Billing to mobile phones and landlines, Cash on delivery (C.O.D.) Cheque/ Check, Debit card, Direct debit in some countries, Electronic money of various types, Gift cards, Postal money order, Wire transfer/delivery on payment.

IT Hardware: Computer technical support on a personal level, right over the phone/mail/remote access. They provide proven tips on how to install, upgrade, and maintain new hardware or operating systems locate errors, and to repair and optimize the system.

Software: The administrative professional's job today requires skills in management functions and technology, including: project management; integrated computer software applications; organization and scheduling; Internet/Intranet communications and research; document preparation, storage, and retrieval, with emphasis on electronic recordkeeping; customer service and public relations. They are completely dependent on softwares.

Certain Administration Software's are:- Zoho, Thinkfree, Star office**,** Word, perfect Office**,** IBM lotus symphony Kingsoft office cell frame office, Softmaker office.

E-Vendor: Digital medium make it easy for buyer to contact seller. E-vendors make products and services available through online or deliver good to buyers place.

E-vendors helps us to buy from International platform and sell in our country to have a USP of our business. Digital medium has overtaken traditional medium of vendor supply.

Digital Quality Management: Digital Quality control (QC) is an integral component of a digital imaging initiative to ensure that quality expectations have been met. It encompasses procedures and techniques to verify the quality, accuracy, and consistency of digital products/services.

Quality Management Software : The quality management software system consists of the following integrated applications:
Quality Audit Management, Customer Complaints Software, Forms-Based Processes Automation, QMS's general technology capabilities (Quality Management Software), Enterprise Quality Management Software.
As the nature of digital medium is changing, it becomes easy and more effective & efficient for organizations to convert themselves digitally. Organizations can take help of digital medium for various management departments for example Human Resource, Finance, Operations, Marketing, Quality Management. Organizations of all size and kinds can take advantage of digital medium.

3. OBJECTIVES

Research objective is to understand how many organizations are willing or are converting their organizations digitally & whether it is really helpful and to make organizations transparent in its working.

4. REVIEW OF LITERATURE

It binds technical and creative aspects of the Internet, including design, development, advertising and sales [**Leland and Bob, 2009**]. There is remarkable cost difference between traditional communication media as sales forces, television etc. and electronic media as Web and email [**Reinartz et al. 2005**].Digital technology presents genuine opportunities to revamp marketing, customer services and sales [**Paul McGarrity, 2012**]. **Giese and Gote (2000)** finds that customer information satisfaction (CIS) for digital marketing can be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems (websites), digital products/services, customer support, after-sales service and company culture. So far research gap is concerned no work has been done on digital marketing synergy for management integrated function.

5. RESEARCH METHODOLOGY

The goal of the research process is to produce new knowledge or deepen understanding of a topic or issue.

5.1 Quantitative Research

This research is systematic empirical investigation of quantitative properties and phenomena and their relationships. Asking a narrow question and collecting numerical data to analyze utilizing statistical methods. The research designs are experimental, correlational, and survey (or descriptive). Statistics derived from quantitative research can be used to establish the existence of associative or causal relationships between variables. Quantitative research is linked with the philosophical and theoretical stance of positivism.

5.2 Use of Data

We have used both primary and secondary data. A questionnare was prepared and circuited to 900 respondents. Out of 900 respondents 960 have taken inteest and given response by filling the questionnaire. These 690 respondents belongs to 30 companies of NCR area.

7. FINDINGS

The findings are as follows

- 70% of the organizations were having social presence.
- 60% took help of digital medium for Human Resource activities, some of them have a system of referencing for hiring up of employees.
- Companies used digital medium to have a check on their competitors activities.
- 40% took help of digital medium for finance department, majority of them were doing financial tasks manually through Chartered Accountants and balance sheet and other financial documents were made through Digital Medium.
- 35% of the organizations took digital medium for marketing strategies and its implementation otherwise they had their strong network for sales which works on telephone.
- 90% of the companies were interested to depend more on digital medium for their organizations in the coming future.
- Only 25 were having software for quality check.
- 70% of respondents were using digital medium for administrative work.
- 27 out of 30 companies were using inventory management.
- Almost every company was taking help of digital medium for some or the other task in the organization.

8. RECOMMENDATIONS

- Companies all over India have to take more help from digital medium to have stability in the market and it will see as tool for them to grow not only in India but globally. Converting digitally will not only bring efficiency and effectiveness but will also increase transparency in work.
- Digital strategies are far more **cost-effective** than the traditional marketing media tools. For example if we put our advertisement in digital medium and compare it with Newspaper advertisement, it will cost us 3/4th of newspaper advertisement.
- Potential to **reach mass amounts of people** in less time, as digital medium is globally present it is easy for us to reach mass number of people because internet traffic is increasing at a double rate every year.
- Through digital medium we can **communicates directly** to our niche/target market when executed properly. For example if our product is International Mobile Roaming Network Service we can communicate directly to our target audience by giving advertisement through economic times online portal or share market website because Corporate people go to these websites to get the information.
- Digital Marketing works well with **social media networks- Now a days it has become easy for company to engage with their customers through Social media channels like Facebook, Twitter etc. It can help in promoting their products online.**
- Welcomes **interaction** from our audience-Digital Marketing has made it possible for companies to interact with their customers and major contribution is by Social media.
- Marketing Campaigns can be easily executed with less cost as compared with other mediums, for e.g. we can put banner advertisement on websites and put video advertisement through YOUTUBE.

- With the help of Digital Marketing we can calculate the effectiveness of the work done. For example if we put advertisement on www.google.com we can check how many clicks are done on we link and how many impressions are seen by audience.
- Use of latest technology in digital media marketing campaigns creates an impression that the marketing company knows about the **latest technological developments** and believes in upgrading itself as per the demand of time.
- With online marketing media, it becomes easier to implement **quick changes** in design of the campaign. If a change is required in the digital media marketing strategy, it can be executed almost immediately. For example we have to take subscription for newspaper advertisement and if we feel that our campaign is not going on the right track we can't change immediately to other channel but this is possible through online medium.
- **Focused digital media marketing campaigns** most likely attract the prospects that later convert into leads.

So every organization should be converted digitally it will help them to know what all trends are going into the market. More competitiveness can be achieved not only in national market but also global market.

9. CONCLUSION

We conclude that companies are relying more on digital medium if we compare it with last 5 years. Companies are digitalisating themselves and becoming more social and opting out for digital marketing strategies, financial statements, inventory control, human resource management, quality control.

Digital Medium helps in **reducing physical space** for companies and maintaining **high level of connectivity**. **Performance measurement** can be done through this medium and helps in determining goals and achieve them successfully.

Digital medium helps companies to put and **store data** so that they can escape from any mishappening.

A company can **distribute** its products via the Internet e.g. Amazon.com. A company use the Internet as a way of **building and maintaining a customer relationship** e.g. Dell.com. The money **collection part of a transaction** could be done online e.g. electricity and telephone bills.

Leads can be generated by attracting potential customers to sign-up for short periods of time, before signing up for the long-term e.g. which.co.uk. The Internet could be used for **advertising** e.g. Google AdWords'.

Finally, the web can be used as a way of **collecting direct responses** e.g. as part of a voting system for a game show. **Management can be recruited** through digital medium. For example: www.naukri.com.

REFERENCES

[1]. Giese, J. L. and J.A. Gote (2000). "Defining Consumer Satisfaction", Academy of Marketing Science Review [Online]00 (01)

[2]. Leland, H., and Bob, H., (2009). "Digital Engagement: Internet Marketing that Captures Customers and Builds Intense Brand Loyalty," Amacom Publications.

[3]. Paul, M., (2012). "Making a Business Case for Digital Marketing 57," retrieved from HubPages
[4]. Reinartz, W., Thomas, J. S., and Kumar, V., (2005). "Balancing Acquisition and Retention Resources to Maximize Customer Profitability," Journal of Marketing, 69.1, pp. 63-79.

WEB REFERENCES

[1]. http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/how-digital-marketing-operations-can-transform-business
[2]. http://internalauditor320.blinkweb.com/
[3]. http://nipc.ir/uploads/5_267_24.pdf
[4]. http://www.healthlinesystems.com/echoquality.aspx
[5]. http://www.etq.com/quality-management-software/
[6]. http://en.wikipedia.org/wiki/Quality_management
[7]. http://en.wikipedia.org/wiki/Total_quality_management
[8]. http://blog.lnsresearch.com/blog/bid/172731/How-Audit-Management-Software-Supports-Closed-Loop-Quality
[9]. http://www.library.cornell.edu/preservation/tutorial/quality/quality-01.html
[10]. http://www.lib.unc.edu/users/jlriley/publications/imageqc/qc.pdf
[11]. http://www.digital-advanced-control.co.uk/Quality-&-Enviromental-Policy.html
[12]. http://www.qualitydigest.com/inside/quality-insider-article/what-enterprise-quality-management-software-eqms.html
[13]. http://www.mastercontrol.com/quality-management-software/
[14]. http://www.spartasystems.com/trackwise-eqms/
[15]. http://ebooks.capgemini-consulting.com/Digital-Purchasing/files/assets/basic-html/page6.html
[16]. http://www.citehr.com/3038-organization-administration-division-labor.html
[17]. http://ebooks.capgemini-consulting.com/Digital-Purchasing/files/assets/basic-html/page9.html
[18]. http://www.forbes.com/sites/lauraheller/2011/04/20/the-future-of-online-shopping-10-trends-to-watch/
[19]. http://www.ecommercecash.com/how-to-find-vendors
[20]. http://www.horizonsolutions.in/Hardware%20Administration.jsp
[21]. http://www.accenterp.com/news/erp/business-software-helps-organizations-manage-growing-data-volumes/
[22]. http://www.foodservicewarehouse.com/restaurant-equipment-supply-marketing-articles/restaurant-management-and-operations/choose-food-vendors-and-order-accurately/c28030.aspx
[23]. http://mywifequitherjob.com/the-best-way-to-find-vendors-for-your-online-store/
[24]. http://technet.microsoft.com/en-us/library/cc785056(v=ws.10).aspx
[25]. http://www.georgiancollege.ca/programs/outline/office-administration-executive-ofae/
[26]. http://www.iaap-hq.org/resources/21st-century-administrative-professional
[27]. http://www.zoho.com/support/help/user-admin.html
[28]. http://www.aptean.com/en/Solutions/By-Line-of-Business/Finance-and-Administration

[29]. http://en.wikipedia.org/wiki/Document_management_system
[30]. http://www.hreonline.com/HRE/view/story.jhtml?id=55022165
[31]. http://www.managementstudyguide.com/employee-engagement.htm
[32]. http://www.deccanherald.com/content/246182/strategies-employee-engagement.html.

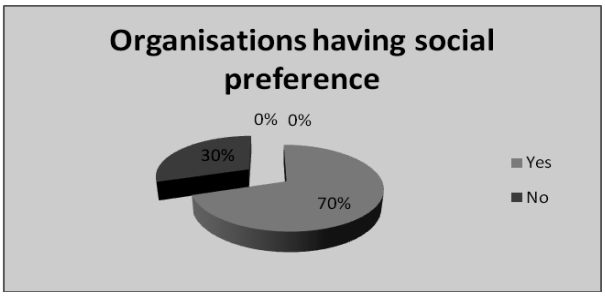

Fig. 1

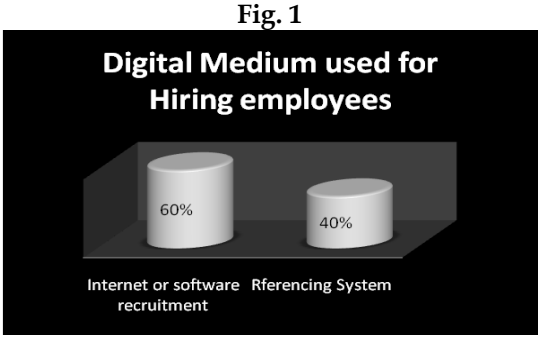

Fig. 2

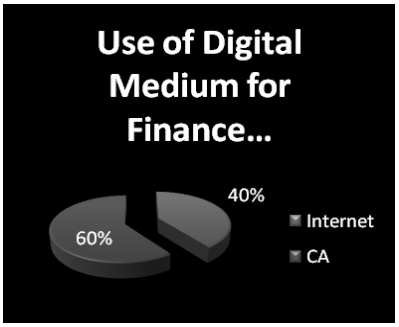

Fig. 3

Fig. 4

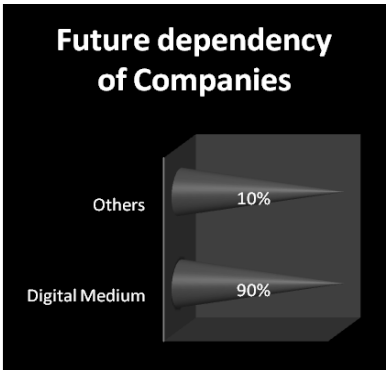

Fig. 5

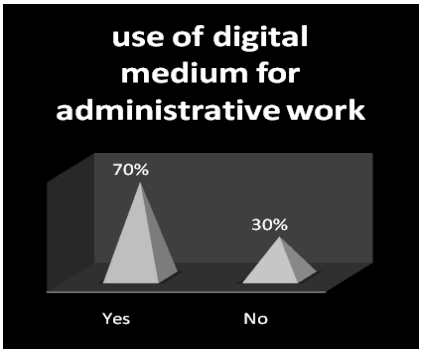

Fig. 6

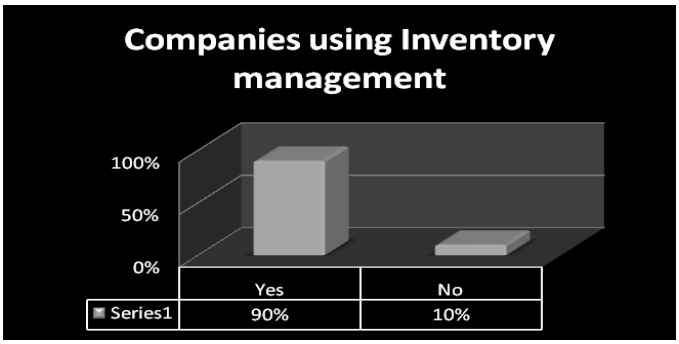

Fig. 7