

## Foreword

It gives me immense pleasure to write about a topic that is slowly but surely taking the world of business by storm. For the large part of 20<sup>th</sup> and 21<sup>st</sup> century, the concepts of Marketing and Sustainable Development have been seen as mutually exclusive entities by the business community. Sustainable development is a dream in the current scenario in management aspects. The time that we are talking about are the times we currently live in and economic cataclysms and dynamic changes that are common in our world. We live in the most uncertain world with rapid and fading technologies that come by instantly. Giving importance to one will decrease the importance of other is what many who ran businesses and made policies for businesses, thought. This line of thinking has changed to a great level over the last decade or so. Thanks mainly to industry intellects who could identify the potential in clubbing these two seemingly distinct concepts into a single body of study. Marketing on its own has several merits for successful running of any business, but when combined with sustainable development concepts, the reach of the company's value creation exceeds anything previously heard of. So, what makes this combination so hot for researchers, industry experts and even government agencies to focus heavily on, in today's world? If you have this question in mind, fret not. The answer to this question will be answered one session at a time in the "National Conference on Marketing and Sustainable Development". I, on behalf of advisory committee, wholeheartedly welcome you for this wonderful event and also wish the event a grand success for AITS.



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