

Renjini D., Mary Joseph T.

Market Orientation of Nonprofit Organizations

An Indian Perspective

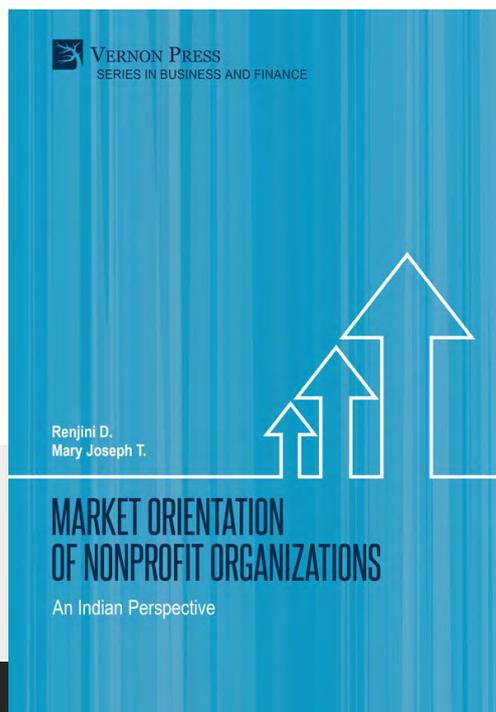
SERIES IN BUSINESS AND FINANCE

About the author

Dr. Renjini D. has an MBA and a PhD in Marketing. She is presently an Associate Professor at DDU KAUSHAL Kendra, Cochin University of Science and Technology, India where she teaches in the areas of marketing and marketing research. With more than 16 years of experience in teaching, research, and industry, she has several publications to her credit in the areas of strategic marketing and nonprofit marketing in the form of books, book chapters, journal articles, and conference papers. The current book is based on her doctoral research, which exposed her to how Indian nonprofit organizations operate in resource-scarce environments and how these organizations adapt and adopt strategies to survive and grow.

An academic and researcher with more than three decades of experience, **Dr. Mary Joseph T.** has several publications to her credit, mostly in the areas of health economics, women's labor contributions, and international trade flows. She was formerly professor and director at School of Management Studies, Cochin University of Science and Technology, and Dean, Bharata Mata Institute

of Management, Mahatma Gandhi University, India. She has supervised several doctoral researches in economics and marketing. She holds masters and doctoral degrees in Economics.



Summary

This book is an insightful account on market orientation and how it enhances the performance of nonprofit organizations in India. The book provides the readers with a succinct, yet comprehensive view of scholarly research on the concepts of market orientation, non-profit marketing, and organizational performance of nonprofit organizations and demonstrates why and how market orientation can be an effective organizational orientation for Indian non-profit organizations. Despite the growing importance of non-profit sector in socio-economic well-being of societies, academic debate and research in developing economy context in this field is glaringly sparse. This book attempts to address this gap in literature by analyzing market orientation and related concepts against the background of environmental conditions in a typical emerging economy context. Therefore, it will be especially beneficial to academics, researchers, students and practitioners in the fields of non-profit management, strategic marketing and social work, desirous of advancing their knowledge in nonprofit market orientation in these settings.

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