

A Study on the Role of ICT in the Rise of Sustainability In Indian Marketing

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Abstract: *ICT represents Data and correspondence advances involving for the most part the Web and PCs. Because it plays such an important role in our day-to-day lives, information and communications technology (ICT) is developing at the quickest rate of all the technologies. Not only has this altered our day-to-day lives, but it has also altered our perspectives on life and our way of life. From a business perspective, it has affected every aspect of business, including marketing, human resource management, finance, and all other departments. One of the most important business areas that has been significantly influenced by the Internet and has been growing steadily since its inception is online marketing. ICTs are also contributing significantly to the expansion of the Indian marketing landscape in third-world nations like India. On the other hand, sustainable marketing refers to marketing that meets all of its goals without jeopardizing the ability of future generations to meet their own needs. As a result, sustainable marketing is an urgent requirement. So, the goal of this paper was to explain how the Internet grew quickly from a computer network to the first global market. What roles does ICT play in contemporary marketing strategies? How are businesses utilizing this so that it can advance sustainable marketing? How is India attempting to develop and expand sustainable marketing through the use of the internet? Aside from that, this paper has additionally attempted to investigate what are what's in store possibilities of Supportable Showcasing in Indian promoting situation. All of the necessary and pertinent data has been gathered from a variety of government agencies, published papers, journals, and magazines for this overall review and descriptive study. and not governed portals and a few textbooks that provide theoretical information on the subject.*

Keywords: Information & Communication Technology(ICT), Sustainable Marketing, E-Commerce, etc.