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Need for Effective awareness of Green Marketing via Clean Technology Innovations for Sustainability Among BusinessManagement Post Graduate Students

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Abstract: Green Marketing results in sustainable development of Industry, country and countrymen. Green marketing takes several activities such as product modification changes to production process packing and advertising strategies and also increases awareness on compliance marketing amongst industries. Much recent interest has been paid to environmentalism globally whether arising from specific treaties to combat Climate Change or harmful effects of pollution from high profile Industrial reactions. In order to Implant Green Technologies the ACGCI (American Chemical Society Green Chemistry Research Institute) has launched a new Initiative to reach out the Business School. In recent decade's commitments to the Natural environment have motivated firms of all sizes to develop innovative ways to enhance their effectiveness, and gain operational and market related benefits. This has resulted in addressing on increasing quest for developing innovative approaches in Green marketing. To improve environmental Management (EA) more effective the organizations should try full range of Green Human Resource Management (GHRM) Practices.

The awareness of Green Marketing via clean and green technology is essential for Business School Post graduate students to know the concepts of Green Marketing Innovations and the need in the present Global Scenario. In the present study the awareness of Green Marketing via Clean technology Innovations was monitored through a questionnaire among MBA and PGDM Business Management post graduate students selected from three categories of Institutions of Bangalore. The results were statically analyzed by Chi Square method and a hypothesis was tested.

Key Words : Green Marketing Innovations, Environmental Management **EM**, Green Human Resource Management **GHRM**, Sustainable Development, AMO Theory, Climate Change. Inter-governmental panel on Climate Change (IPCC), Renewable Technologies, Green and Clean Technology, Environmental Protection Agency.

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