

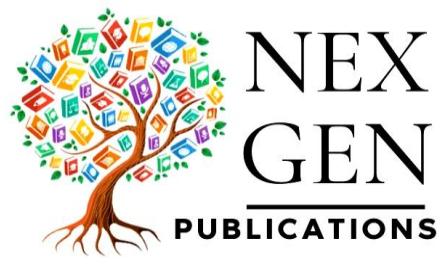
# BEYOND SELLING

Meaning, Value and the Evolution  
of Modern Markets



Dr. Ankit Raj Singh  
Dr. Ashok Malhi

# Beyond Selling: Meaning, Value and the Evolution of Modern Markets



**India | UAE | Nigeria | Uzbekistan | Montenegro | Iraq |  
Egypt | Thailand | Uganda | Philippines | Indonesia**  
[www.nexgenpublication.com](http://www.nexgenpublication.com)

# Beyond Selling: Meaning, Value and the Evolution of Modern Markets

*Edited By*

**Dr. Ankit Raj Singh**

Assistant Professor

Department of Business Studies

Panipat Institute of Engineering & Technology (PIET)

Samalkha, Panipat, Haryana

**Dr. Ashok Malhi**

Assistant Professor

Mittal School of Business

Lovely Professional University (LPU)

Phagwara, Punjab, India

Copyright 2026 by Dr. Ankit Raj Singh and Dr. Ashok Malhi

First Impression: April 2026

**Beyond Selling: Meaning, Value and the Evolution of  
Modern Markets**

**ISBN: 978-81-69295-85-7**

**DOI: <https://doi.org/10.5281/zenodo.20230245>**

**Rs. 699/- (\$80)**

No part of the book may be printed, copied, stored, retrieved, duplicated and reproduced in any form without the written permission of the editor/publisher.

**DISCLAIMER**

Information contained in this book has been published by Nex Gen Publications and has been obtained by the editors from sources believed to be reliable and correct to the best of their knowledge. The authors are solely responsible for the contents of the articles compiled in this book. Responsibility of authenticity of the work or the concepts/views presented by the author through this book shall lie with the author and the publisher has no role or claim or any responsibility in this regard. Errors, if any, are purely unintentional and readers are requested to communicate such error to the author to avoid discrepancies in future.

Published by:  
Nex Gen Publications

## Preface

Marketing, as a discipline, has experienced a significant transformation from its traditional focus on transactions and exchange to a broader emphasis on value creation, relationship building, and meaning-driven engagement. In contemporary markets, characterized by rapid technological advancements and evolving consumer expectations, the act of selling has extended far beyond product promotion to encompass experience design, emotional connection, and long-term value creation.

*Beyond Selling: Meaning, Value, and the Evolution of Modern Markets* is conceptualized as an academic effort to explore this shift in marketing paradigms. This edited volume brings together contributions from scholars and researchers who examine the changing nature of markets in the context of digital transformation, sustainability, and consumer-centric strategies. The book highlights how organizations are increasingly moving towards value co-creation, ethical marketing practices, and purpose-driven branding.

The chapters included in this volume reflect a diversity of perspectives, methodologies, and thematic orientations. They address critical issues such as evolving consumer behaviour, experiential marketing, digital ecosystems, artificial intelligence in marketing, and the integration of social and environmental responsibility into business practices. Collectively, these contributions provide a nuanced understanding of how marketing is being redefined in the modern era.

This book is intended to serve as a valuable academic resource for researchers, scholars, postgraduate students, and practitioners seeking to understand the deeper dimensions of marketing beyond traditional selling approaches. It is hoped that this volume will stimulate further research and contribute meaningfully to the evolving discourse on modern marketing practices.

**Dr. Ankit Raj Singh**

**Dr. Ashok Malhi**

## **Acknowledgement**

The successful completion of this edited volume has been made possible through the collective efforts, intellectual contributions, and continuous support of numerous individuals and institutions. This book represents a collaborative academic initiative that integrates diverse scholarly perspectives to advance understanding in the field of modern marketing.

We extend our sincere gratitude to all contributing authors whose original research work, analytical depth, and academic commitment have significantly enhanced the quality and relevance of this volume. Each chapter contributes uniquely to the broader theme, collectively presenting a comprehensive exploration of evolving marketing paradigms.

We are equally thankful to the reviewers and subject experts for their critical insights, constructive feedback, and scholarly suggestions, which helped refine the chapters and maintain high academic standards throughout the publication process.

We express our appreciation to NexGen Publications for their professional support, guidance, and dedication to quality academic publishing. Their cooperation and publishing expertise have been instrumental in the successful completion of this work.

We also acknowledge the support of our respective institutions for providing a conducive academic environment that encouraged research and intellectual engagement. Finally, we express our heartfelt gratitude to our families, colleagues, and well-wishers for their encouragement, patience, and unwavering support throughout this academic endeavour.

**Dr. Ankit Raj Singh**

**Dr. Ashok Malhi**

## About the Editors



**Dr. Ankit Raj Singh** is an esteemed academician, researcher, and innovator with over a decade of experience across academia, industry, and research. He currently serves as Assistant Professor of Management at the Panipat Institute of Engineering and Technology (PIET), Samalkha (Panipat), where he teaches courses in Marketing, Brand Management, Corporate Social Responsibility, and International Trade.

He earned his Doctorate in Management from Sharda University, with a research focus on wellness tourism and consumer behaviour. Dr. Singh has published extensively in Scopus-indexed, ABDC-listed, and UGC Care journals, and has presented his work at numerous national and international academic conferences. He has also served as editor of several academic volumes in business and management studies.

With over six years of industry experience in the travel sector, Dr. Singh has contributed to corporate training programs for organizations like Hindustan Coca-Cola Pvt. Ltd. and Tata Power Solar India Ltd. An avid traveler, he has explored all 24 Indian states and 7 Union Territories, which informs his deep understanding of customer behaviour and service dynamics.

A staunch advocate for innovation and Intellectual Property Rights (IPR), Dr. Singh holds multiple design patents and copyrights granted by the Government of India. His research and teaching focus on wellness tourism, consumer behaviour, digital marketing, organizational change, and AI in management. He is actively guiding PhD scholars and postgraduate students in research and innovation projects.

Dr. Singh also holds several key leadership roles at

PIET, serving as Chairman of the Placement & Summer Training Committee, and as a member of both the Research & Development Committee and the Internal Quality Assurance Cell (IQAC). He is also deeply engaged in community development through Rotary International's CSR initiatives, including education, health, and environmental programs. His exceptional contributions have earned him recognition in social service activities, along with commendable service in Delhi Civil Defence.

Through his academic leadership, research innovation, and social commitment, Dr. Singh continues to shape the future of business management education across India and beyond.



**Dr. Ashok Malhi** is a distinguished academician, financial services professional, and interdisciplinary researcher with over a decade of diverse experience spanning academia, banking, capital markets, and business analytics. He is currently serving as Assistant Professor at the Mittal School of Business, Lovely Professional University (LPU), Phagwara, Punjab, India—an institution recognized for its academic excellence, NIRF ranking, and ACBSP (USA) accreditation.

Dr. Malhi holds a Doctorate in Management and Information Technology from Sharda University, Greater Noida, where his research focused on technology adoption, investor behaviour, and data-driven decision-making. He also earned a Post Graduate Diploma in Business Management (Marketing & IT) from the Institute of Management Studies (IMS), Ghaziabad Business School, and is UGC-NET qualified (December 2018). Demonstrating a strong inclination towards emerging technologies, he has further enhanced his expertise through an IBM certification in Artificial Intelligence using Watson.

Prior to transitioning into academia, Dr. Malhi accumulated more than ten years of rich industry experience in the financial services sector. He served as Deputy Manager at HDFC Bank Limited (2015–2018), gaining extensive exposure to retail banking operations, investment advisory, and customer relationship management. In addition, he has maintained long-standing professional associations with prominent capital market firms such as Angel One (2017–2023) and Karvy Stock Broking (2008–2018), where he developed practical expertise in equity trading, portfolio management, and investor

profiling. This strong industry foundation continues to inform and enrich his academic research, particularly in the areas of retail investor behaviour and financial technology adoption.

As a researcher and academic, Dr. Malhi's work lies at the intersection of technology and business strategy. His key research interests include Artificial Intelligence, Machine Learning, Internet of Things (IoT), Marketing Analytics, Supply Chain and Logistics Management, and Financial Management. He has contributed to reputed international publications, including IGI Global and Springer's *Algorithms for Intelligent Systems* series, with scholarly work focusing on digital intelligence, influencer marketing, wearable technologies, and sustainable business models.

Dr. Malhi is also recognized for his commitment to social responsibility and community service. He has been an active voluntary blood donor since 1996, reflecting a sustained dedication to societal well-being and humanitarian values.

Through his unique blend of academic rigor, industry expertise, and forward-looking research orientation, Dr. Ashok Malhi continues to bridge the gap between theoretical knowledge and practical application. His contributions significantly advance the domains of management education, financial research, and technology-driven business innovation in India and beyond.

## Table of Contents

Title of Chapters	Page No.
<b>BEYOND SELLING: AN INTEGRATIVE FRAMEWORK FOR UNDERSTANDING MARKET EVOLUTION</b>	1 – 18
<i>Geetanjali and Mohit Singhal</i>	
<b>FROM TRANSACTIONS TO EXPERIENCES: THE EVOLUTION OF VALUE IN MODERN MARKETS</b>	19 – 31
<i>Prof. (Dr.) Vikas Bharara, Dr. Arpit Tiwari and Prachi Sharma</i>	
<b>THE FUTURE OF MARKETS: BEYOND SELLING IN A MEANING ECONOMY</b>	32 – 48
<i>Dr. Priya Sangwan, Divyanshi Gupta and Shivani Chauhan</i>	
<b>DARK PATTERNS IN PHYGITAL RETAIL: ETHICAL CHALLENGES AND REGULATORY RESPONSES</b>	49 – 62
<i>Sachindra Kumar and Satish Kumar Chaudhary</i>	
<b>RE-CONCEPTUALIZING MARKETS BEYOND TRANSACTIONS: MEANING, VALUE, AND EXCHANGE SYSTEMS</b>	63 – 82
<i>Dr. Ankur, Komal Yogesh and Prabhu Ranjan</i>	
<b>BEYOND SELLING: REIMAGINING VALUE CREATION IN THE ERA OF DIGITAL TRANSFORMATION</b>	83 – 94
<i>Amarpreet Kaur and Rajesh Kumar</i>	

**DIGITAL FINANCIAL LITERACY AND CONSUMER EMPOWERMENT IN MODERN MARKETS** 95 – 102

*Dr. Atul Sharma and Pooja Sharma*

**DIGITAL TRANSFORMATION AND THE RECONFIGURATION OF MARKET VALUE** 103 – 108

*Dr. Nishtha Ujjawal and Dr. Shagun Sharma*

**FROM EXCHANGE TO EXPERIENCE: THE EVOLUTION OF MARKET VALUE IN CONTEMPORARY MARKETING** 109 – 125

*Dr. Abhishek Sharma, Cheena Sharma and Snehal*

**MARKETS IN TRANSITION: INTEGRATING MEANING, TECHNOLOGY, AND SUSTAINABILITY** 126 – 143

*Prof. (Dr.) Deepika Arora, Dr. Meenakshi Sharma and Sidharth Singh*

**DIGITAL TRANSFORMATION AND THE RECONFIGURATION OF MARKET VALUE** 144 – 149

*Ashish Kumar Nayyar, Drishti Arora and Ritu Lathar*

**REGULATORY FRAMEWORKS AND ETHICAL GOVERNANCE IN DATA-DRIVEN MARKETING ECOSYSTEMS** 150 – 169

*Dr. Himanshu Matta, Charu Girdhar and Dr. Rakesh Sharma*

**RETHINKING MARKETS: A THEORETICAL SHIFT FROM SELLING TO VALUE CO-CREATION** 170 – 182

*Dr. Amit Kumar, Sameer Sehgal and Ruby Sharma*

**RETHINKING MARKETING RESPONSIBILITY IN  
THE PHYGITAL ERA: INNOVATION AND  
CONSUMER BEHAVIOUR** 183 – 197

*Sachindra Kumar and Satish Kumar Chaudhary*

**ETHICAL GOVERNANCE AND REGULATION IN THE  
EVOLUTION OF MODERN MARKETS** 198 – 216

*Dr. Deepak Bisht, Dr. Jyoti Mor and Sakshi Yadav*

**ETHICAL DIGITAL MARKETING AND CONSUMER  
DATA GOVERNANCE: IMPLICATIONS FOR TRUST  
AND SUSTAINABLE VALUE CREATION** 217 – 233

*Dr. Pinnika Syam Yadav, Atul Gautam and Aradhana Sharma*

**CONSUMER BEHAVIOUR DYNAMICS AND  
CUSTOMER SATISFACTION IN THE DIGITAL  
MARKETING ERA** 234 – 243

*Riya Goyal, Dr. Kiran Bangarwa and Kamal Krishna*

## ABOUT THE EDITORS



### **Dr. Ankit Raj Singh**

Assistant Professor  
Department of Business Studies  
Panipat Institute of Engineering & Technology (PIET)  
Samalkha (Panipat), India



### **Dr. Ashok Malhi**

Assistant Professor  
Mittal School of Business  
Lovely Professional University (LPU)  
Phagwara, Punjab, India

## ABOUT THE BOOK

*Beyond Selling: Meaning, Value, and the Evolution of Modern Markets* is an edited academic volume that explores the transformation of marketing from a transactional function to a value-driven and meaning-oriented discipline.

The book examines how contemporary marketing practices are increasingly shaped by consumer experience, emotional engagement, and technological integration. It emphasizes the shift towards value co-creation, brand authenticity, and long-term relationship building as central elements of modern marketing strategies.

The volume brings together scholarly contributions covering a wide range of themes, including consumer behaviour in the digital era, experiential and relationship marketing, artificial intelligence and big data applications, sustainability and ethical marketing, and emerging trends in global market dynamics. The diversity of chapters reflects both conceptual advancements and empirical insights, offering a comprehensive understanding of the evolving marketing landscape.

This book serves as a valuable reference for academicians, researchers, postgraduate students, and industry professionals seeking to understand the changing nature of marketing and its implications for business strategy and consumer engagement.



**India | UAE | Nigeria | Malaysia | Montenegro | Iraq | Egypt | Thailand | Uganda | Philippines | Indonesia**

Nex Gen Publications || [www.nexgenpublication.com](http://www.nexgenpublication.com) || [info@nexgenpublication.com](mailto:info@nexgenpublication.com)