

Centre for Aerospace and Defence Laws (CADL)
Directorate of Distance Education
NALSAR University of Law, Hyderabad

M.A. (Aviation Law and Air Transport Management)

Allotment of Project Topics

2.3.12. AVIATION MARKETING

S.No.	Name of the Candidate	ID Number	Project Topic
1.	Jonathan Varun Benjamin	MALATM01_19	Virtual Marketing in Airline Industry: Scope and Challenges
2.	Sunita Dutt	MALATM02_19	Distribution of Aviation Products and Services: An Overview
3.	Dusane Chaitali Subhash	MALATM03_19	Structure of Air Freight Pricing: Key Challenges and Concerns
4.	Gopal Singh Bishen	MALATM04_19	Discounted Fares of Airlines: Impact on Aviation Marketing
5.	Ajay Gopinathan Nair	MALATM05_19	Role of Social Media in Airport Marketing: Critical Evaluation
6.	Vinod P Warriar	MALATM06_19	Marketing Communication Methods: Impact on Aviation Industry
7.	Prabhjot Kaur	MALATM07_19	Building Blocks in Airline Pricing Policy: Review
8.	Samuel Rajeev Roy	MALATM08_19	Traveler perception of Airline Industry: Impact on Marketing Strategies
9.	Surya Raghavendra K	MALATM09_19	Changing Trends in Airlines Advertising Strategies: Critical Evaluation

10.	Niati Hirway	MALATM10_19	Airlines Sales Promotion: Strategies
11.	Sandeep Singh Thakur	MALATM11_19	Airline Niche Marketing: Critical Study
12.	Shah Bansari Shaileshkumar	MALATM12_19	Airline Products and Services: An Analysis
13.	Kumar Arindam	MALATM13_19	Crucial Roles of Air Fares in Marketing Strategies of Airlines: A Review
14.	Mashrab Quadri	MALATM14_19	Impact of Social Media on Airline Industry: Critical Review
15.	MD Abdul Wajeed	MALATM15_19	Electronic Ticketing in Airline Industry: Impact on Marketing Strategies
16.	Rakshit Sompa Satyanarayan	MALATM16_19	Airline Market Segmentation: A Review
17.	Maxmillan G G	MALATM17_19	Direct and Indirect Distribution Channels of Airline Products and Services: An Overview
18.	Roopkumar G	MALATM18_19	Pricing Strategies of Domestic Airlines in India: Critical Analysis
19.	Rahul Soni	MALATM19_19	Role of Travel Intermediaries in Airline Promotion: Legal Review
20.	G. Prabhat	MALATM20_19	Aviation Marketing: Role of Regulator in India
21.	Shweta K Sharma	MALATM21_19	Sustainability Strategies for Green fields airports in India:

			An overview
22.	Kriti Bhatnagar	MALATM22_19	Impact of Economic Regulation in Airline Pricing Policies: Critical Analysis
23.	Bikiran Kumar Dash	MALATM23_19	Aviation Marketing and Change in airport Ownership: Overview of the crucial strategies
24.	Akriti Mittal	MALATM24_19	Managing Information Complexity In Airports: Evaluation
25.	R V S V Prasad	MALATM25_19	Airport Retail Marketing: Critical Analysis
26.	Rao Mohammad Najam	MALATM26_19	Airport Privatization in India: Impact on Airline Pricing Policy
27.	Bhawesh Harbola	MALATM27_19	“Airport City” concept: Analysis of key marketing issues and challenges
28.	D Uma Maheshwar	MALATM28_19	Features of ‘Good’ Airline Advertising: Critical Study
29.	Shaikh Rehana Janmahmad	MALATM29_19	Selling in the Air Freight Market: Implications for Airline Industry
30.	Yadav Aksharkumar Ganesh	MALATM31_19	Relevance of Social Media in Marketing: An Overview
31.	Prabakaran M	MALATM32_19	Motivation of Airline Field Sales Executives: A Legal Study
32.	Raman Deep Singh	MALATM33_19	Communication Mix in Airline

			Industry: An Analysis
33.	Piyush Gaur	MALATM34_19	Airlines' Safety and Branding Image: Marketing Strategies
34.	Monica Malik	MALATM35_19	Good Connection to the Destination: Implication for Airline Marketing
35.	Meenu Kapil	MALATM36_19	Internal Factors in Airlines Pricing : An Overview
36.	Dilipkumar D	MALATM37_19	Indian Airlines: Analysis of its Marketing Strategies
37.	Sandeep Kumar	MALATM38_19	Airlines Revenue Management: Implications for Airline Marketing
38.	G Vamshi Krishna Goud	MALATM39_19	Airlines Code Sharing Management: Challenges and Way Ahead
39.	Mohammed Ahmed Hussain	MALATM40_19	India global market for airline industry – An Overview
40.	CH. Satya Keerthika	MALATM41_19	Airline Scheduling –Forms and Modalities
41.	Heer Hemant Bataviya	MALATM42_19	Airline Promotional Campaign: Strategies
42.	Kunal Bataviya	MALATM43_19	Pricing Strategies of Domestic Airlines in India: Critical Analysis
43.	Roma Jagasia	MALATM44_19	Aviation Marketing: Role of Regulator in India
44.	Sandeep Khan	MALATM45_19	Impact of Economic Regulation in Airline Pricing Policies: Critical Analysis

45.	B Siddartha Srinivas	MALATM46_19	Managing Information Complexity In Airports: Evaluation
46.	Disha Malik	MALATM47_19	Airport Retail Marketing: Critical Analysis
47.	Prithvi Raj	MALATM48_19	Airport Privatization in India: Impact on Airline Pricing Policy
48.	Kanupriya Rana	MALATM49_19	Virtual Marketing in Airline Industry: Scope and Challenges
49.	Minali	MALATM50_19	Structure of Air Freight Pricing: Key Challenges and Concerns
50.	Sonali	MALATM51_19	Building Blocks in Airline Pricing Policy: Review
51.	Elgiva Marak	MALATM52_19	Selling in the Air Freight Market: Implications for Airline Industry
52.	Barsha Sinha	MALATM53_19	Motivation of Airline Field Sales Executives: A Legal Study
53.	Amandeep Aery	MALATM54_19	Airlines' Safety and Branding Image: Marketing Strategies
54.	Nikhil Saini	MALATM55_19	Marketing Strategies of Indigo Airlines: Critical Study
55.	Umang Verma	MALATM56_19	Role of Service Quality Management in Aviation Marketing: Analysis
56.	Lenin C	MALATM57_19	Competitive Strategies in Airline Marketing: An overview
57.	Martin Joy	MALATM58_19	Impact of Class Segmentation

			in Airline Marketing Strategy: An analysis
58.	Malay Kumar Singh	MALATM59_19	Airline Alliances and Marketing Strategies: An Overview
59.	Robin Roy	MALATM60_19	Global Airlines: competition in a transnational industry
60.	Akshay Jhaldiyal	MALATM61_19	Aviation Safety and Aviation Marketing: An overview
61.	Santhosh Vincent	MALATM62_19	Brand advertising and airline marketing: An Analysis
62.	Laxmi Deepika O	MALATM63_19	Airline service marketing and consumer decision making
63.	Krishna Kumar Singh	MALATM64_19	Multi-destination segmentation and Airline Marketing: Issues and Challenges
64.	Meenakshi Agnihotri	MALATM65_19	Internal Airline Marketing Strategy: An overview
65.	Prateek Pathak	MALATM66_19	Impact of Deregulation in Airline Marketing: An Overview
66.	Gurdeep Singh	MALATM67_19	Pricing Strategies of International Airlines: Critical Study
67.	Sanjay Mahadeo Nijai	MALATM68_19	Airlines Code Sharing Management: Challenges and Way Ahead
68.	Dacosta Fernando C. Cruz	MALATM69_19	Marketing mix of domestic airlines: An Over view
69.	S Vijay	MALATM70_19	Airline Scheduling –Forms and Modalities

70.	Rishi Gupta	MALATM71_19	Frequent Flyer Programmes: Formulations and Implementation
71.	Kunal Sawlani	MALATM72_19	The Business Travel Market: An Analysis on the basis of Demographics and Psychographics
72.	Vannadi Vishaal Kumar	MALATM73_19	Segmentation of the Air Freight Market: A Critical Analysis
73.	Naveen Sihag	MALATM74_19	The Marketing Environment: PESTE Analysis
74.	Narasimha Rao	MALATM75_19	Porter's "Five Forces" and their Application to the Airline Industry
75.	Puneet Prabhakar Misra	MALATM76_19	Airline Business and Marketing Strategies: Common Mistakes
76.	Nishant Shekhar	MALATM77_19	The Theory of Product Analysis and its Application to the Airline Industry
77.	Vibina R P	MALATM78_19	Distribution Channels in the Air Freight Market: An Analysis
78.	Abhay Ashvin	MALATM79_19	Airline Selling, Advertising and Promotional Policies: A Critical Analysis
79.	Pankaj Gupta	MALATM80_19	Marketing Communication Techniques: A Critical Analysis
80.	Uday Thorat	MALATM81_19	Changing dynamics of Full service and Low cost Airlines in India
81.	Erat Krishna Prasad	MALATM82_19	Regional Connectivity and

			Sustainability of Airline profits: Case of UDAN
82.	Nitin Jain	MALATM83_19	Influence of Jet Fuel on Indian Air Space
83.	Rajesh Kumar Sharma	MALATM84_19	Assessing the traffic potential and economic viability of Regional Airports
84.	Rishab Dobal	MALATM85_19	Adoption and Pricing of Non Aeronautical Activities in a Green field Airport

Note: Kindly note that a candidate is free to change topic of his/her choices (The changed topic cannot be from the existing list) subject to the approval of the faculty in charge i.e. Prof. (Dr.) V. Balakista Reddy. The changed topics need to be intimated only at cadlprojects@nalsar.ac.in on or before 31/08/2020.