

**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 Student	ID Number	Project Topic
1.	Mr. Vipul Misra	MALATM01_20	Traveler perception of Airline Industry: Impact on Marketing Strategies
2.	Ms. Ritu Soni	MALATM02_20	Changing Trends in Airlines Advertising Strategies: Critical Evaluation
3.	Mr. Kachiraju K C Bharadvaj	MALATM03_20	India domestic market for airline industry – An Overview
4.	Mr. Rajeev Bharadwaj	MALATM04_20	Pricing Strategies of International Airlines: Critical Study
5.	Mr. Akhilesh Singh	MALATM05_20	Airlines Code Sharing Management: Challenges and Way Ahead
6.	Mr. Arjun Singh	MALATM06_20	Marketing mix of domestic airlines: An Over view
7.	Mr. R Dineshan	MALATM07_20	Airline Scheduling –Forms and Modalities
8.	Mr. Praveen Tiwari	MALATM08_20	Frequent Flyer Programmes: Formulations and Implementation
9.	Mr. Manish Jha	MALATM09_20	Airlines Sales Promotion: Strategies
10.	Ms. Janhavi Singh	MALATM11_20	Airline Niche Marketing: Critical Study
11.	Ms. Shriya Srivastava	MALATM12_20	Airline Products and Services: An Analysis
12.	Mr. Sushant Dogra	MALATM13_20	Crucial Roles of Air Fares in Marketing Strategies of Airlines: A Review
13.	Mr. Himanshu Shekhar	MALATM14_20	Ambush Marketing: Means and Modalities of Implementation
14.	Mr. Joshi Parikshit Prakash	MALATM15_20	Impact of Social Media on Airline Industry: Critical Review
15.	Mr. Arvind Kumar	MALATM16_20	Airline Promotional Campaign: Strategies
16.	Ms. Choula Vaishnavi	MALATM17_20	Electronic Ticketing in Airline Industry: Impact on Marketing Strategies
17.	Mr. Deepak Solanki	MALATM18_20	Airline Market Segmentation: A Review
18.	Ms. K Karuna Rawal	MALATM19_20	Direct and Indirect Distribution

			Channels of Airline Products and Services: An Overview
19.	Mr. Shubhank Shrivastava	MALATM20_20	Pricing Strategies of Domestic Airlines in India: Critical Analysis
20.	Mr. Mohit Rathi	MALATM21_20	Role of Travel Intermediaries in Airline Promotion: Legal Review
21.	Ms. Sandhya Solanki	MALATM22_20	Aviation Marketing: Role of Regulator in India
22.	Mr. Poyekar Abhishek Arvind	MALATM23_20	Sustainability Strategies for Green fields airports in India: An overview
23.	Ms. Muskaan Sadana	MALATM24_20	Impact of Economic Regulation in Airline Pricing Policies: Critical Analysis
24.	Mr. Siddharth Prakash	MALATM25_20	Aviation Marketing and Change in airport Ownership: Overview of the crucial strategies
25.	Ms. Sukriti Singh	MALATM26_20	Managing Information Complexity In Airports: Evaluation
26.	Ms. Pallavi Saigal	MALATM27_20	Aviation Marketing: Challenges Ahead
27.	Mr. Siddhant Bhagi	MALATM28_20	Airport Retail Marketing: Critical Analysis
28.	Ms. Pulipati Akshara	MALATM29_20	Setting Fees And Charges For Non-Aeronautical Activities: An Overview
29.	Mr. Master Abhinav Raj	MALATM30_20	Airport Privatization in India: Impact on Airline Pricing Policy
30.	Ms. Deepali Ghosh	MALATM31_20	Planning and Selection of Non-Aeronautical Activities: Significance in Airline Marketing
31.	Mr. Samarth Vilas Burande	MALATM32_20	“Airport City” concept: Analysis of key marketing issues and challenges
32.	Mr. Shrey Gupta	MALATM33_20	Retailer-Owned Wholesaling Intermediaries: Issues and Concerns
33.	Mr. Samidala Jagadeeswar	MALATM34_20	Virtual Marketing in Airline Industry: Scope and Challenges
34.	Ms. Rosy	MALATM35_20	Distribution of Aviation Products and Services: An Overview
35.	Mr. Sachin Arora	MALATM36_20	Structure of Air Freight Pricing: Key Challenges and Concerns
36.	Mr. Rachit Bagai	MALATM37_20	Discounted Fares of Airlines: Impact on Aviation Marketing
37.	Mr. Pranay Kumar Chaurasia	MALATM38_20	Role of Social Media in Airport Marketing: Critical Evaluation
38.	Mr. Samir Abbas Rizvi	MALATM39_20	Marketing Communication Methods: Impact on Aviation Industry
39.	Mr. Pranjal Kumar Singh	MALATM40_20	Building Blocks in Airline Pricing Policy: Review

40.	Mr. Marthi P K P Chaitanya Raghav	MALATM41_20	Features of 'Good' Airline Advertising: Critical Study
41.	Mr. Rishi Khandelwal	MALATM42_20	Selling in the Air Freight Market: Implications for Airline Industry
42.	Mr. Shubharthi Das	MALATM43_20	Relevance of Social Media in Marketing: An Overview
43.	Mr. Mucharla Jeevan	MALATM44_20	Motivation of Airline Field Sales Executives: A Legal Study
44.	Mr. Patil Abhay Anand	MALATM45_20	Communication Mix in Airline Industry: An Analysis
45.	Mr. Rohan Tyagi	MALATM46_20	Airlines' Safety and Branding Image: Marketing Strategies
46.	Mr. Mishra Amit Kumar Rajesh Kumar	MALATM47_20	Good Connection to the Destination: Implication for Airline Marketing
47.	Mr. Mohammad Yaqub Pasha	MALATM48_20	Features of Airline Advertising: An Overview
48.	Ms. Nisha Sharma	MALATM49_20	Internal Factors in Airlines Pricing : An Overview
49.	Mr. Rishabh Kadian	MALATM50_20	Indian Airlines: Analysis of its Marketing Strategies
50.	Mr. Amit Singh	MALATM51_20	Airlines Revenue Management: Implications for Airline Marketing
51.	Ms. Akanksha Sharma	MALATM52_20	Airlines Code Sharing Management: Challenges and Way Ahead
52.	Mr. Naveen Kumar	MALATM53_20	India global market for airline industry – An Overview
53.	Mr. Praveesh K.P	MALATM54_20	Airline Scheduling –Forms and Modalities
54.	Mr. Shivam Awasthi	MALATM55_20	Airlines Sales Promotion: Strategies
55.	Mr. Bhavaraju V S Bhagavanulu	MALATM56_20	Airline Products and Services: An Analysis
56.	Mr. Dhananjai Rai	MALATM57_20	Ambush Marketing: Means and Modalities of Implementation
57.	Mr. Anirudh	MALATM58_20	Airline Promotional Campaign: Strategies
58.	Mr. Kiran Kumar Raju	MALATM59_20	Airline Market Segmentation: A Review
59.	Mr. Alok Ranjan	MALATM60_20	Pricing Strategies of Domestic Airlines in India: Critical Analysis
60.	Mr. Siddhant Tiwari	MALATM61_20	Aviation Marketing: Role of Regulator in India
61.	Mr. Prithvi Singh Chauhan	MALATM62_20	Impact of Economic Regulation in Airline Pricing Policies: Critical Analysis
62.	Mr. Sanket Baheti	MALATM63_20	Managing Information Complexity In Airports: Evaluation

63.	Ms. Dhanya Pandey	MALATM64_20	Airport Retail Marketing: Critical Analysis
64.	Ms. Katiyani Juneja	MALATM65_20	Airport Privatization in India: Impact on Airline Pricing Policy
65.	Mr. Kashish Arora	MALATM66_20	“Airport City” concept: Analysis of key marketing issues and challenges
66.	Mr. Atul Kumar Srivastava	MALATM67_20	Virtual Marketing in Airline Industry: Scope and Challenges
67.	Ms. Poonam Devrakhiani	MALATM68_20	Structure of Air Freight Pricing: Key Challenges and Concerns
68.	Mr. Radhamohan Jena	MALATM69_20	Role of Social Media in Airport Marketing: Critical Evaluation
69.	Ms. Nikita Tyagi	MALATM70_20	Building Blocks in Airline Pricing Policy: Review
70.	Mr. Rahul Gaur	MALATM71_20	Selling in the Air Freight Market: Implications for Airline Industry
71.	Mr. Ajay Singh Rajput	MALATM72_20	Motivation of Airline Field Sales Executives: A Legal Study
72.	Mr. Deepak Joseph Tom	MALATM73_20	Airlines’ Safety and Branding Image: Marketing Strategies
73.	Mr. Siyaram Singh	MALATM74_20	Features of Airline Advertising: An Overview
74.	Mr. Tawde Ashish Arun	MALATM75_20	Service Marketing In Aviation Industry: Issues and Concerns
75.	Mr. Pranay Kumar	MALATM76_20	Segmentation Variables – Air Freight Market: Challenges for the 21st Century
76.	Mr. Nikhil Purandare	MALATM78_20	Seat Accessibility/Ticket Flexibility: Analysis of the Key Marketing strategy
77.	Mr. Munish Matta	MALATM79_20	Marketing Strategies of Indigo Airlines: Critical Study
78.	Ms. Akshi	MALATM80_20	Role of Service Quality Management in Aviation Marketing: Analysis
79.	Mr. Aakash Dhakal	MALATM81_20	Competitive Strategies in Airline Marketing: An overview
80.	Mr. E S Sai Swaroop	MALATM82_20	Impact of Class Segmentation in Airline Marketing Strategy: An analysis
81.	Mr. Ala Siva Sankar	MALATM83_20	Airline Alliances and Marketing Strategies: An Overview
82.	Mr. Akula Chanakya	MALATM84_20	Global Airlines: competition in a transnational industry
83.	Mr. Ishan Jaspal	MALATM85_20	Aviation Safety and Aviation Marketing: An overview
84.	Mr. D Praveen Krishna	MALATM86_20	Brand advertising and airline marketing: An Analysis
85.	Mr. Giduthuri E S Prakash Rao	MALATM87_20	Airline service marketing and consumer decision making

86.	Mr. Shuvra Dey	MALATM88_20	Multi-destination segmentation and Airline Marketing: Issues and Challenges
87.	Mr. Gurprit Singh	MALATM89_20	Internal Airline Marketing Strategy: An overview
88.	Mr. Rahul Rawat	MALATM90_20	Impact of Deregulation in Airline Marketing: An Overview
89.	Mr. Prabhat Kumar Singh	MALATM91_20	Virtual Marketing in Airline Industry: Scope and Challenges
90.	Mr. Amit Kumar	MALATM92_20	Distribution of Aviation Products and Services: An Overview
91.	Mr. Praveen Kumar	MALATM93_20	Structure of Air Freight Pricing: Key Challenges and Concerns
92.	Mr. Rahul	MALATM94_20	Discounted Fares of Airlines: Impact on Aviation Marketing
93.	Mr. Aravind P J	MALATM95_20	Role of Social Media in Airport Marketing: Critical Evaluation
94.	Mr. Jitendra Prasad	MALATM96_20	Marketing Communication Methods: Impact on Aviation Industry
95.	Mr. Aryamitra Kar	MALATM97_20	Building Blocks in Airline Pricing Policy: Review
96.	Mr. Bachimanchi Sreedhar	MALATM98_20	Traveler perception of Airline Industry: Impact on Marketing Strategies
97.	Ms. Nidhi Jaiswal	MALATM99_20	Changing Trends in Airlines Advertising Strategies: Critical Evaluation
98.	Mr. Manek Nirav Amrut	MALATM100_20	Airlines Sales Promotion: Strategies
99.	Mr. Dasari Srivatsava	MALATM101_20	Airline Niche Marketing: Critical Study
100.	Mr. Rajesh Kumar Jain	MALATM102_20	Airline Products and Services: An Analysis
101.	Ms. Madi Reddy Viplava Satyanarayana	MALATM103_20	Crucial Roles of Air Fares in Marketing Strategies of Airlines: A Review
102.	Mr. K U Srinivasa Phani	MALATM104_20	Impact of Social Media on Airline

			Industry: Critical Review
103.	Mr. R Ajit	MALATM105_20	Electronic Ticketing in Airline Industry: Impact on Marketing Strategies
104.	Ms. P Spoorthi	MALATM106_20	Airline Market Segmentation: A Review
105.	Mr. Ajit Kumar Tiwari	MALATM107_20	Direct and Indirect Distribution Channels of Airline Products and Services: An Overview
106.	Mr. Abhishek Yadav	MALATM108_20	Pricing Strategies of Domestic Airlines in India: Critical Analysis
107.	Mr. Sheknag Mudassar Rashid	MALATM109_20	Role of Travel Intermediaries in Airline Promotion: Legal Review
108.	Mr. Abdullah Mohammed Abdul Waheed	MALATM110_20	Aviation Marketing: Role of Regulator in India
109.	Mr. Jacob Pradeep I	MALATM111_20	Sustainability Strategies for Green fields airports in India: An overview
110.	Mr. Rajesh Sharma	MALATM112_20	Impact of Economic Regulation in Airline Pricing Policies: Critical Analysis
111.	Mr. Sukrit Munjal	MALATM113_20	Aviation Marketing and Change in airport Ownership: Overview of the crucial strategies
112.	Ms. Pallavi Tyagi	MALATM114_20	Managing Information Complexity In Airports: Evaluation
113.	Mr. Ajay Shenoy P	MALATM115_20	Airport Retail Marketing: Critical Analysis
114.	Mr. Ankit Sharma	MALATM116_20	Airport Privatization in India: Impact on Airline Pricing Policy
115.	Mr. Hareet Aneesh Suresh	MALATM117_20	“Airport City” concept: Analysis of key marketing issues and challenges

116.	Mr. Akhil Mittal	MALATM118_20	Features of 'Good' Airline Advertising: Critical Study
117.	Mr. Arun Kuriakose	MALATM119_20	Selling in the Air Freight Market: Implications for Airline Industry
118.	Ms. Divya Agrahari	MALATM120_20	Relevance of Social Media in Marketing: An Overview
119.	Mr. G Murali Achary	MALATM121_20	Motivation of Airline Field Sales Executives: A Legal Study
120.	Mr. Navjot Singh Pannu	MALATM122_20	Communication Mix in Airline Industry: An Analysis
121.	Mr. Satyavarapu Isaac	MALATM123_20	Airlines' Safety and Branding Image: Marketing Strategies
122.	Mr. Anant Mundhra	MALATM124_20	Good Connection to the Destination: Implication for Airline Marketing
123.	Mr. Vivek Singh Raghav	MALATM125_20	Internal Factors in Airlines Pricing : An Overview
124.	Mr. Ullas U	MALATM126_20	Indian Airlines: Analysis of its Marketing Strategies
125.	Ms. Pragya Payaswini Rathore	MALATM127_20	Airlines Revenue Management: Implications for Airline Marketing
126.	Mr. Mir Zia Ur Rahman Ali Khan	MALATM128_20	Airlines Code Sharing Management: Challenges and Way Ahead
127.	Mr. Varun Sharma	MALATM129_20	India global market for airline industry – An Overview
128.	Ms. Palak Arora	MALATM130_20	Airline Scheduling –Forms and Modalities
129.	Mr. Sameer Kumar Sharma	MALATM131_20	Airline Promotional Campaign: Strategies
130.	Mr. M. Sundar	MALATM132_20	Pricing Strategies of Domestic Airlines in India: Critical Analysis
131.	Mr. Arjun Pradip Valiyedath	MALATM133_20	Traveler perception of Airline Industry:

			Impact on Marketing Strategies
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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 **31/08/2021**.