

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

2.3.10. AVIATION MARKETING

S.No.	Name of the Student	ID Number	Project Topic
1.	Apoorv Srivastava	MAALATM01_21	Traveler perception of Airline Industry: Impact on Marketing Strategies
2.	Prem Kumar Pardeshi	MAALATM02_21	Changing Trends in Airlines Advertising Strategies: Critical Evaluation
3.	Nivas M S	MAALATM03_21	India domestic market for airline industry – An Overview
4.	M Prashanth	MAALATM04_21	Pricing Strategies of International Airlines: Critical Study
5.	Srishti Sharma	MAALATM05_21	Airlines Code Sharing Management: Challenges and Way Ahead
6.	Gala Hitesh Dinesh	MAALATM06_21	Marketing mix of domestic airlines: An Over view
7.	Walinjkar Jeet Chandrakant	MAALATM07_21	Airline Scheduling –Forms and Modalities
8.	Sonika Kumari	MAALATM08_21	Frequent Flyer Programmes: Formulations and Implementation
9.	Padia Yesha Kirti	MAALATM09_21	Airlines Sales Promotion: Strategies
10.	Snehil Bajia	MAALATM10_21	Airline Niche Marketing: Critical Study
11.	Patil Swapnil Dilip	MAALATM11_21	Airline Products and Services: An Analysis
12.	Navneet Chandra	MAALATM12_21	Crucial Roles of Air Fares in Marketing Strategies of Airlines: A Review

13.	Vikas Kumar Singh	MAALATM13_21	Ambush Marketing: Means and Modalities of Implementation
14.	Punyashloka Pattanayak	MAALATM14_21	Impact of Social Media on Airline Industry: Critical Review
15.	Patel Arif Sultan	MAALATM15_21	Airline Promotional Campaign: Strategies
16.	Deepanshi Singh	MAALATM16_21	Electronic Ticketing in Airline Industry: Impact on Marketing Strategies
17.	Abhimanyu Gupta	MAALATM17_21	Airline Market Segmentation: A Review
18.	Verenkar Rahul Pradeep	MAALATM18_21	Direct and Indirect Distribution Channels of Airline Products and Services: An Overview
19.	Babli Sharma	MAALATM19_21	Pricing Strategies of Domestic Airlines in India: Critical Analysis
20.	Abhijeet Balaso Dhumal	MAALATM20_21	Role of Travel Intermediaries in Airline Promotion: Legal Review
21.	Munish Lall	MAALATM21_21	Aviation Marketing: Role of Regulator in India
22.	Roop Ram	MAALATM22_21	Sustainability Strategies for Green fields airports in India: An overview
23.	Seetala Varun Gopal	MAALATM23_21	Impact of Economic Regulation in Airline Pricing Policies: Critical Analysis
24.	Vanshika Jha	MAALATM24_21	Aviation Marketing and Change in airport Ownership: Overview of the crucial strategies
25.	Parvathy Pradeep	MAALATM25_21	Managing Information Complexity In Airports: Evaluation
26.	Narvekar Bhagyesh Abhay	MAALATM26_21	Aviation Marketing: Challenges Ahead
27.	Suresh Gandhamsetti	MAALATM27_21	Airport Retail Marketing: Critical Analysis
28.	Vidhi Patel	MAALATM28_21	Setting Fees And Charges For Non-Aeronautical Activities: An Overview

29.	Megha Goyal	MAALATM29_21	Airport Privatization in India: Impact on Airline Pricing Policy
30.	Harshita Chauhan	MAALATM30_21	Planning and Selection of Non-Aeronautical Activities: Significance in Airline Marketing
31.	Mohammed Zaid	MAALATM31_21	“Airport City” concept: Analysis of key marketing issues and challenges
32.	Rishipal Rana	MAALATM32_21	Retailer-Owned Wholesaling Intermediaries: Issues and Concerns
33.	Andrew Samuel	MAALATM33_21	Virtual Marketing in Airline Industry: Scope and Challenges
34.	Joshi Nivedita Gopal	MAALATM34_21	Distribution of Aviation Products and Services: An Overview
35.	Jyothi Sudarsan	MAALATM35_21	Structure of Air Freight Pricing: Key Challenges and Concerns
36.	D Raja Sudheer Singha	MAALATM36_21	Discounted Fares of Airlines: Impact on Aviation Marketing
37.	Neelam Lodhi	MAALATM37_21	Role of Social Media in Airport Marketing: Critical Evaluation
38.	Gupta Labhant Rakesh	MAALATM38_21	Marketing Communication Methods: Impact on Aviation Industry
39.	Shubh Solanki	MAALATM39_21	Building Blocks in Airline Pricing Policy: Review
40.	Atul Kumar Tiwari	MAALATM40_21	Features of ‘Good’ Airline Advertising: Critical Study
41.	Baljeev Singh Bajwa	MAALATM41_21	Selling in the Air Freight Market: Implications for Airline Industry
42.	Chaudhari Samruddhi Anish	MAALATM42_21	Relevance of Social Media in Marketing: An Overview
43.	Shivam Manchanda	MAALATM43_21	Motivation of Airline Field Sales Executives: A Legal Study

44.	Rahman Parsha Sanjana Matiar	MAALATM44_21	Communication Mix in Airline Industry: An Analysis
45.	Vikas Yadav	MAALATM45_21	Airlines' Safety and Branding Image: Marketing Strategies
46.	Mohammed Sayeed	MAALATM46_21	Good Connection to the Destination: Implication for Airline Marketing
47.	Sandeep Kumar	MAALATM47_21	Features of Airline Advertising: An Overview
48.	Sameer Sharma	MAALATM48_21	Internal Factors in Airlines Pricing : An Overview
49.	Alok Sharma	MAALATM49_21	Indian Airlines: Analysis of its Marketing Strategies
50.	Vishwanath Yadav	MAALATM50_21	Airlines Revenue Management: Implications for Airline Marketing
51.	Pooja Gupta	MAALATM51_21	Airlines Code Sharing Management: Challenges and Way Ahead
52.	Ravinder Sindhu	MAALATM52_21	India global market for airline industry – An Overview
53.	Vikas	MAALATM53_21	Airline Scheduling –Forms and Modalities
54.	Jyoti Rai	MAALATM54_21	Airlines Sales Promotion: Strategies
55.	Kshitij Nath Khera	MAALATM55_21	Airline Products and Services: An Analysis
56.	Kiran Kumari	MAALATM56_21	Ambush Marketing: Means and Modalities of Implementation
57.	Eldhose Mathew	MAALATM57_21	Airline Promotional Campaign: Strategies
58.	Sanjay Gupta	MAALATM58_21	Airline Market Segmentation: A Review
59.	Satyajeev Patnaik	MAALATM59_21	Pricing Strategies of Domestic Airlines in India: Critical Analysis
60.	Tapas Kumar Dey	MAALATM60_21	Aviation Marketing: Role of Regulator in India

61.	Sapan Kumar Gore	MAALATM61_21	Impact of Economic Regulation in Airline Pricing Policies: Critical Analysis
62.	Mohammed Junaid Shaffi	MAALATM62_21	Managing Information Complexity In Airports: Evaluation
63.	Puja Sandwar	MAALATM63_21	Airport Retail Marketing: Critical Analysis
64.	Kalakonda Naveen Kumar	MAALATM64_21	Airport Privatization in India: Impact on Airline Pricing Policy
65.	Bambole Vinaykumar Namdeorao	MAALATM65_21	“Airport City” concept: Analysis of key marketing issues and challenges
66.	Anjali Sharma	MAALATM66_21	Virtual Marketing in Airline Industry: Scope and Challenges
67.	Shilpa Bathla	MAALATM67_21	Structure of Air Freight Pricing: Key Challenges and Concerns
68.	Mukesh Pandey	MAALATM68_21	Role of Social Media in Airport Marketing: Critical Evaluation
69.	Kukkala Harshavardhan Rao	MAALATM69_21	Building Blocks in Airline Pricing Policy: Review
70.	Vikram Singh	MAALATM70_21	Selling in the Air Freight Market: Implications for Airline Industry
71.	Divjot Singh Sandhu	MAALATM71_21	Motivation of Airline Field Sales Executives: A Legal Study
72.	Sai Kashyap R	MAALATM72_21	Airlines’ Safety and Branding Image: Marketing Strategies
73.	Nandedkar Rajesh S	MAALATM73_21	Features of Airline Advertising: An Overview
74.	Santosh Kumar	MAALATM74_21	Service Marketing In Aviation Industry: Issues and Concerns
75.	Anmol Pathania	MAALATM75_21	Segmentation Variables – Air Freight Market: Challenges for the 21st Century

76.	Tejasveer Singh Mahalwal	MAALATM76_21	Seat Accessibility/Ticket Flexibility: Analysis of the Key Marketing strategy
77.	Nikhil Mehta	MAALATM77_21	Marketing Strategies of Indigo Airlines: Critical Study
78.	Abhinaw Kumar Mishra	MAALATM78_21	Role of Service Quality Management in Aviation Marketing: Analysis
79.	Sounak Sitimaya Das	MAALATM79_21	Competitive Strategies in Airline Marketing: An overview
80.	Deepak Yadav	MAALATM80_21	Impact of Class Segmentation in Airline Marketing Strategy: An analysis
81.	Pranav Arya	MAALATM81_21	Airline Alliances and Marketing Strategies: An Overview
82.	Chirayil Binu Varghese	MAALATM82_21	Global Airlines: competition in a transnational industry
83.	Saurabh Kumar	MAALATM83_21	Aviation Safety and Aviation Marketing: An overview
84.	Kumaraswamy. G.K.	MAALATM84_21	Brand advertising and airline marketing: An Analysis
85.	Atul Kumar	MAALATM85_21	Airline service marketing and consumer decision making
86.	Rakhi Bhandari	MAALATM87_21	Multi-destination segmentation and Airline Marketing: Issues and Challenges
87.	Ishan Mishra	MAALATM88_21	Internal Airline Marketing Strategy: An overview
88.	Aniruddh Pramod Bhoir	MAALATM89_21	Impact of Deregulation in Airline Marketing: An Overview
89.	Rishu Madaan	MAALATM90_21	Virtual Marketing in Airline Industry: Scope and Challenges
90.	Manu Prakhakar Kulkarni	MAALATM91_21	Distribution of Aviation Products and Services: An Overview

91.	Amit Kumar	MAALATM92_21	Structure of Air Freight Pricing: Key Challenges and Concerns
92.	Sukhathankar Mandar Arvind	MAALATM93_21	Discounted Fares of Airlines: Impact on Aviation Marketing
93.	Anil Kumar Yadav	MAALATM94_21	Role of Social Media in Airport Marketing: Critical Evaluation
94.	Divya Jyothi	MAALATM95_21	Marketing Communication Methods: Impact on Aviation Industry
95.	Anjan Kumar Deveshwar	MAALATM96_21	Building Blocks in Airline Pricing Policy: Review
96.	Vikas Singh	MAALATM97_21	Traveler perception of Airline Industry: Impact on Marketing Strategies

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 **30/09/2022**.