

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

M.A. (Aviation Law and Airport Management)

Allotment of Project Topics

1.2.12. AVIATION MARKETING

S.No.	Name of the Student	ID Number	Project Topic
1	Ms. Ashwini N Ravindra	MALATMH01_18	Traveler perception of Airline Industry: Impact on Marketing Strategies
2	Mr. Bhavesh Narumalani	MALATMH02_18	Changing Trends in Airlines Advertising Strategies: Critical Evaluation
3	Mr. Arjun P	MALATMH03_18	India domestic market for airline industry – An Overview
4	Mr. Anant Dewan	MALATMH04_18	Pricing Strategies of International Airlines: Critical Study
5	Mr. Aditya Singh Pathania	MALATMH05_18	Airlines Code Sharing Management: Challenges and Way Ahead
6	Mr. Chandan Dubey	MALATMH06_18	Marketing mix of domestic airlines: An Over view
7	Mr. Shivam Joshi	MALATMH07_18	Airline Scheduling –Forms and Modalities
8	Mr. Bayya Anudeep	MALATMH08_18	Frequent Flyer Programmes: Formulations and Implementation
9	Mr. Abhishak Chawla	MALATMH09_18	Airlines Sales Promotion: Strategies
10	Mr. Bayya Abinav	MALATMH10_18	Airline Niche Marketing: Critical Study
11	Mr. G. Hari Krishna	MALATMH11_18	Airline Products and Services: An Analysis
12	Ms. Bharti P. Metkar	MALATMH12_18	Crucial Roles of Air Fares in Marketing Strategies of Airlines: A Review
13	Mr. Khabrani Manish Ghanshyam	MALATMH13_18	Ambush Marketing: Means and Modalities of Implementation
14	Mr. Amerhussain	MALATMH14_18	Impact of Social Media on Airline

	Mohd		Industry: Critical Review
15	Mr. Thomas Joseph	MALATMH15_18	Airline Promotional Campaign: Strategies
16	Mr. Muhammed Habeeb MA	MALATMH16_18	Electronic Ticketing in Airline Industry: Impact on Marketing Strategies
17	Mr. Bharat Malhotra	MALATMH17_18	Airline Market Segmentation: A Review
18	Ms. Varuna Ektare	MALATMH18_18	Direct and Indirect Distribution Channels of Airline Products and Services: An Overview
19	Mr. Viswanadhula Srikanth	MALATMH19_18	Pricing Strategies of Domestic Airlines in India: Critical Analysis
20	Mr. P.V. Rama Rao	MALATMH20_18	Role of Travel Intermediaries in Airline Promotion: Legal Review
21	Mr. Rahul Verma	MALATMH21_18	Aviation Marketing: Role of Regulator in India
22	Mr. Mohammed Shafi Febin	MALATMH22_18	Sustainability Strategies for Green fields airports in India: An overview
23	Mr. Kalvakolanu Somaraju	MALATMH23_18	Impact of Economic Regulation in Airline Pricing Policies: Critical Analysis
24	Ms. S. Sai Sandhya	MALATMH24_18	Aviation Marketing and Change in airport Ownership: Overview of the crucial strategies
25	Ms. Anupama Jha	MALATMH25_18	Managing Information Complexity In Airports: Evaluation
26	Mr. Atul Bhaskar Mishra	MALATMH26_18	Aviation Marketing: Challenges Ahead
27	Ms. Dakshita Sinha	MALATMH27_18	Airport Retail Marketing: Critical Analysis
28	Mr. Nikhil Raj R K	MALATMH28_18	Setting Fees And Charges For Non-Aeronautical Activities: An Overview
29	Mr. Amber Sachdeva	MALATMH29_18	Airport Privatization in India: Impact on Airline Pricing Policy
30	Mr. Binu Venugopal	MALATMH30_18	Planning and Selection of Non-Aeronautical Activities: Significance in Airline Marketing
31	Ms. N Hephzibah	MALATMH31_18	“Airport City” concept: Analysis of key marketing issues and challenges
32	Mr. Maneesh Kumar Dubey	MALATMH32_18	Retailer-Owned Wholesaling Intermediaries: Issues and Concerns
33	Mr. Akash Krishna	MALATMH33_18	Virtual Marketing in Airline Industry:

			Scope and Challenges
34	Mr. Pavan Sharma	MALATMH34_18	Distribution of Aviation Products and Services: An Overview
35	Mr. Manish Kumar Rai	MALATMH35_18	Structure of Air Freight Pricing: Key Challenges and Concerns
36	Mr. Ranjith Chakiyath Ravindranathan	MALATMH36_18	Discounted Fares of Airlines: Impact on Aviation Marketing
37	Mr. Rudroji Rakeshkumar	MALATMH37_18	Role of Social Media in Airport Marketing: Critical Evaluation
38	Mr. Arun Mozhi Varman T	MALATMH38_18	Marketing Communication Methods: Impact on Aviation Industry
39	Mr. Rohit Malik	MALATMH39_18	Building Blocks in Airline Pricing Policy: Review
40	Mr. Prateek Singh	MALATMH40_18	Features of 'Good' Airline Advertising: Critical Study
41	Mr. Ravikanth Kandarpa	MALATMH41_18	Selling in the Air Freight Market: Implications for Airline Industry
42	Ms. Yukti Dua	MALATMH42_18	Motivation of Airline Field Sales Executives: A Legal Study
43	Mr. Sandeep Bhalothia	MALATMH43_18	Communication Mix in Airline Industry: An Analysis
44	Mr. Dushyant Kumar	MALATMH44_18	Airlines' Safety and Branding Image: Marketing Strategies
45	Ms. Aarsha Unnikrishnan	MALATMH45_18	Good Connection to the Destination: Implication for Airline Marketing
46	Mr. Ashish Ratan Khare	MALATMH46_18	Internal Factors in Airlines Pricing : An Overview
47	Mr. Vijender Kumar Kundu	MALATMH47_18	Indian Airlines: Analysis of its Marketing Strategies
48	Mr. Kushagra Kumar	MALATMH48_18	Airlines Revenue Management: Implications for Airline Marketing
49	Mr. Vamshidhar Reddy P	MALATMH49_18	India global market for airline industry – An Overview
50	Mr. Sathe Suparna Sudhakar	MALATMH50_18	Airlines Sales Promotion: Strategies
51	Mr. Anuj Dhankad	MALATMH51_18	Airline Products and Services: An Analysis
52	Mr. Shen Tai Chung	MALATMH52_18	Airline Promotional Campaign: Strategies
53	Mr. Pradeep Dhariwal	MALATMH53_18	Airline Market Segmentation: A Review

54	Mr. Surrender Kumar Pandita	MALATMH54_18	Pricing Strategies of Domestic Airlines in India: Critical Analysis
55	Mr. Pulkit Saini	MALATMH55_18	Aviation Marketing: Role of Regulator in India
56	Mr. Arunkumar S	MALATMH56_18	Impact of Economic Regulation in Airline Pricing Policies: Critical Analysis
57	Mr. Rajiv Istvan Goonetilleke	MALATMH57_18	Managing Information Complexity In Airports: Evaluation
58	Mr. Santosh Kumar Ojha	MALATMH58_18	Airport Retail Marketing: Critical Analysis
59	Mr. R. Rohith	MALATMH59_18	Virtual Marketing in Airline Industry: Scope and Challenges
60	Ms. Surabhineni Sindhuja	MALATMH60_18	Structure of Air Freight Pricing: Key Challenges and Concerns
61	Ms. Shivi Bharadwaj	MALATMH61_18	Selling in the Air Freight Market: Implications for Airline Industry
62	Mr. C. Srinivas	MALATMH62_18	Motivation of Airline Field Sales Executives: A Legal Study
63	Mr. Satyavir Yadav	MALATMH63_18	Airlines' Safety and Branding Image: Marketing Strategies
64	Mr. Deepak Grover	MALATMH64_18	Features of Airline Advertising: An Overview
65	Mr. Manish Kumar	MALATMH65_18	Service Marketing In Aviation Industry: Issues and Concerns
66	Mr. P. Venkata Ranga Chary	MALATMH66_18	Segmentation Variables – Air Freight Market: Challenges for the 21st Century
67	Mr. Raj Kumar Poddar	MALATMH67_18	Seat Accessibility/Ticket Flexibility: Analysis of the Key Marketing strategy
68	Mr. Mohd Ghouse Quadri	MALATMH68_18	Marketing Strategies of Indigo Airlines: Critical Study
69	Mr. Rajat Sharma	MALATMH69_18	Role of Service Quality Management in Aviation Marketing: Analysis
70	Mr. Amit Rana	MALATMH70_18	Competitive Strategies in Airline Marketing: An overview
71	Mr. Mohd Kamran Mohiuddin	MALATMH71_18	Impact of Class Segmentation in Airline Marketing Strategy: An analysis
72	Mr. Viffin A. Varghese	MALATMH72_18	Airline Alliances and Marketing Strategies: An Overview
73	Mr. Sanaboyina Venkata Praveen	MALATMH73_18	Global Airlines: competition in a transnational industry

	Kumar		
74	Mr. Anurag Awasthi	MALATMH74_18	Aviation Safety and Aviation Marketing: An overview
75	Ms. Kshama Nargund M	MALATMH75_18	Brand advertising and airline marketing: An Analysis
76	Ms. A. Swapna	MALATMH76_18	Airline service marketing and consumer decision making
77	Mr. Y. Venkat Ramana Reddy	MALATMH77_18	Multi-destination segmentation and Airline Marketing: Issues and Challenges
78	Mr. Yash Tiwari	MALATMH78_18	Internal Airline Marketing Strategy: An overview
79	Mr. Amit Jain	MALATMH79_18	Impact of Deregulation in Airline Marketing: An Overview

Note: Kindly note that a candidate is free to select a topic of his/her choices subject to the approval of the faculty in charge i.e. Prof. (Dr.) V. Balakista Reddy. The selected topics need to be intimated to casl.aviation@gmail.com on or before 20/07/2019.