

**FACULTY OF MANAGEMENT STUDIES, MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR, RAJASTHAN, INDIA**  
**International Conference on Standardizing Management Practices: Challenges & Opportunities (ICSMP-2021)**  
**12-14 August**

**Track 2**

<b>S.no</b>	<b>Form_no</b>	<b>presentation_type</b>	<b>Title</b>	<b>name</b>	<b>co_author_name</b>	<b>other_author_name</b>
1	549	Online Presentation	Role of public relation in rural marketing with special reference to Bihar	Gunjan Shah		
2	552	Offline Presentation	A Study on the Perception of male and Female towards the Antecedents of Emotional branding	Peeyush Mittal	Dr. Peeyush Bangur	
3	554	Offline Presentation	Insurgence of E business	Dr.Y.Jahangir		
4	566	Online Presentation	Understanding the effect of Relationship Marketing and Customer Loyalty: Evidence from Banking Sector in Chennai	Ms. G. SAKUNTHLA DEVI	Dr. G. RAJESH KUMAR	
5	582	Online Presentation	Smart solution for smart city concept: A study	SATYA NAND		

6	585	Online Presentation	ROLE OF CONSUMER ETHICALITY IN SUSTAINABILITY	NEETHI LISA ROJAN	Dr. NITHYA MURUGAN	
7	606	Online Presentation	A Study on Diffusion of Innovation in Consumers Buying Behaviour of Organic Products	Dr. R. Shanthi	Jeba Samuel P M	
8	608	Online Presentation	A Study on Impact of Motivational Advertisement on Consumer Buying Behaviour	NEHA SAKHLECHA	Dr.C.Nithiya	
9	500	Online Presentation	Moderating effect of gender on relationship between brand personality and brand loyalty-evidence from indian FMCG brand	Dr Pallavi Chandwaskar	Dr. Meenkashi Malhotra	
10	628	Online Presentation	understanding consumer perception towards brand personality	SIMRAN SIKKA	JITENDER KUMAR	
11	635	Online Presentation	A STUDY OF PROBLEMS AND PROSPECTS OF RELIGIOUS TOURISM IN AND AROUND SOLAPUR	Mr. Ritesh Suresh Tondase	Dr. Pritam othari	

12	668	Online Presentation	A Study of consumer Preference towards Online Shopping with Reference to Covid-19	Sudarsan.M	Dr. R . Shanthi	Dr. S. Anil Kumar
13	669	Online Presentation	A STUDY ON CONSUMER PREFERNCE TOWARDS M-WALLETS ACROSS CHENNAI CITY	S.Bhavani	Dr. R . Shanthi	
*	689	Online Presentation	Network Marketing in Healthcare Products - opportunities and challenges in present scenario	VIJAYALAKSHMI. R	Dr. D Thomas Victor Raja	
15	717	Online Presentation	COVID-Free Marketing Strategies in context to Indian Retail Sector	Rukmani		
16	762	Online Presentation	RURAL MARKETING IN INDIA- A PROSPECTIVE AND PROMISING MARKET	Dr. ANIL KUMAR HAGARGI	Prof. RAJNALKAR LAXMAN	
17	775	Online Presentation	Neuro Marketing	Dr Jyoti Jain	Ms. Garima Mathur	
18	794	Online Presentation	Role of Artificial Intelligence in Social Media	ANANDVARDHAN		

			Marketing			
19	806	Online Presentation	Student's Introspection towards E-learning experience during Pandemic with reference to Coimbatore City	AISHWARIYA S		
20	809	Online Presentation	EXPLORING THE IMPACT OF FEAR OF MISSING OUT (FOMO) AND SOCIAL MEDIA ON PURCHASING BEHAVIOUR	Dr. Ashish Mathur	Sona Soni	
21	828	Online Presentation	Online Marketing : A Burgeoning Covid Free Marketing Strategy and some reviving post-covid marketing measures	Anshika Mishra		
22	854	Paper in Absentia	A Study on perception on print media among general public in Chennai city	Vinothini A	Dr Tamilmaran R	
23	890	Online Presentation	Impact of Online Teaching System: Challenges & Opportunities	Dr Farha Khan	Dr. Lokeshver Singh Jodhana	

24	917	Online Presentation	Conceptual analysis of Country of Origin (COO)	Shashi Yadav		
25	927	Online Presentation	Assessing the Role of Psychological Factors towards Binge Watching	Jeba Samuel P M	Dr. R . Shanthi	
26	929	Online Presentation	Dr. Anil Kumar Hagargi	Dr. Anil Kumar Hagargi	Prof. Rajnalkar Laxman	
27	934	Paper in Absentia	Determination of Policyholders Satisfaction on Vehicle Insurance by Ordinal Logistic Regression Analysis	Jansi Rani P	Dr.A.MUTHUSAMY	
28	935	Online Presentation	A Review Paper on Factors Affecting Purchase of Private Label Brands	Madhuri	Dr. Ubba Savita	
29	968	Online Presentation	A STUDY OF CUSTOMERS'SATISFACTION ON BANKING SERVICES OF THE OF THE MEHSANA URBAN COOPERATIVE BANK	Virendrasinh Kaluji Chavda		
30	971	Online Presentation	A STUDY ON EXPLORING FACTORS IMPACTING ONLINE SHOPPING BEHAVIOUR	Archana Prakash		

31	980	Online Presentation	Consumer buying behaviour towards online food delivery	ATUL KUMAR SRIVASTAVA	Dr. Manish Srivastava	
32	986	Online Presentation	subscribers satisfaction on investment in chit fund scheme in trichy region	R.Kalaiselvi	Dr.A.Muthusamy	
33	996	Online Presentation	Factors Influencing Ease Access to Bank: A Case Study of SBI	Dr Priyabrata Panda	Mrs Sovan Mishra	
34	998	Online Presentation	A STUDY ON EXPLORING FACTORS IMPACTING ONLINE SHOPPING BEHAVIOUR	Dr. Naveen Kumar		Godhasri. S
35	1006	Online Presentation	An Empirical study of Luxury Retail Store Environmental Factors and its Impact on Shopping Experience of Youth in Ahmedabad	Aunkita Alok Sharma	Dr Nilam Panchal	

36	1020	Online Presentation	CONSUMER ACCEPTANCE AND USE OF INFORMATION TECHNOLOGY: EXTENDING THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY IN INDIAN POSTAL SERVICES USER SEGMENTS	Dr. Rohit Kanda	Prof. G.S. Bhalla	
37	1025	Offline Presentation	The influence of online reviews and rating on online product purchases: preferences of online shoppers.	Sheetal Kumari	Purusotam Vishwakarma	
38	1037	Online Presentation	Factors Influencing Consumer Buying Behaviour of Food and Grocery Section of Organized Retailing in Navsari City	Mukund Kumar	Dr. Swati Sharma	
39	1052	Online Presentation	Major Driving Forces for Indian SME Pharmaceutical Industry	Kapil Dev Pandey		
40	1058	Online Presentation	EXPLORING THE ROLE OF PEDAGOGICAL	Dr. Anand Thakur	Neha Prakash	

			TOOLS, ASSESSMENT METHODS & ICT IN SELECT HEIs OF THIRUVARUR DISTRICT			
41	1071	Offline Presentation	A Study of the Effects of Social Marketing by the Government of Madhya Pradesh on Engineering College Students to mitigate Climate Change and achieve Sustainable Development	Gorky Dubey	Dr D D Bedia	
42	1086	Online Presentation	A Paradigm Shift in Habitual Use of Technology	PALAK KANOJIA		
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