

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

**TRACK 2: MARKETING**

<b>Form_no</b>	<b>Presentation_type</b>	<b>Title</b>	<b>name</b>	<b>co_author_name</b>	<b>co_author_email</b>	<b>other_author_name</b>
806	Online Presentation	Student's Introspection towards E-learning experience during Pandemic with reference to Coimbatore City	AISHWARIYA S			
794	Online Presentation	Role of Artificial Intelligence in Social Media Marketing	ANANDVARDHAN			
828	Online Presentation	Online Marketing : A Burgeoning Covid Free Marketing Strategy and some reviving post-covid marketing measures	Anshika Mishra			
971	Online Presentation	A STUDY ON EXPLORING FACTORS IMPACTING ONLINE SHOPPING BEHAVIOUR	Archana Prakash			
980	Online Presentation	Consumer buying behaviour towards online food delivery	ATUL KUMAR SRIVASTAVA	Dr. Manish Srivastava	srivastavamanishkumar11@gmail.com	
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	nilamcpanchal@gmail.com	
890	Online Presentation	Impact of Online Teaching System: Challenges & Opportunities	Dr Farha Khan	Dr. Lokeshver Singh Jodhana	hodtourism@meu.edu.in	
775	Online Presentation	Neuro Marketing	Dr Jyoti Jain	Ms. Garima Mathur	garimakaccha1@gmail.com	

996	Online Presentation	Factors Influencing Ease Access to Bank: A Case Study of SBI	Dr Priyabrata Panda	Mrs Sovan Mishra	pandapriyabrata@rocketmail.com	Ms Manisha Satpathy
1058	Online Presentation	EXPLORING THE ROLE OF PEDAGOGICAL TOOLS, ASSESSMENT METHODS & ICT IN SELECT HEIs OF THIRUVARUR DISTRICT	Dr. Anand Thakur	Neha Prakash	nehaprakash028@gmail.com	
809	Online Presentation	EXPLORING THE IMPACT OF FEAR OF MISSING OUT (FOMO) AND SOCIAL MEDIA ON PURCHASING BEHAVIOUR	Dr. Ashish Mathur	Sona Soni	sonas2111989@gmail.com	
998	Online Presentation	A STUDY ON EXPLORING FACTORS IMPACTING ONLINE SHOPPING BEHAVIOUR	Dr. Naveen Kumar			
606	Online Presentation	A Study on Diffusion of Innovation in Consumers Buying Behaviour of Organic Products	Dr. R. Shanthi	Jeba Samuel P M	samueledwin15@gmail.com	Godhasri. S
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	hellodrbhalla@gmail.com	
929	Online Presentation	Dr. Anil Kumar Hagargi	Dr. Anil Kumar Hagargi	Prof. Rajnalkar Laxman	drlaxman1964@gmail.com	
554	Offline Presentation	Insurgence of E business	Dr.Y.Jahangir			

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	ddbedia@gmail.com	
549	Online Presentation	Role of public relation in rural marketing with special reference to Bihar	Gunjan Shah			
934	Paper in Absentia	Determination of Policyholders Satisfaction on Vehicle Insurance by Ordinal Logistic Regression Analysis	Jansi Rani P	Dr.A.MUTHUSAMY	muthuroja67@gmail.com	
927	Online Presentation	Assessing the Role of Psychological Factors towards Binge Watching	Jeba Samuel P M	Dr. R . Shanthi	rshanthicommerce@gmail.com	
1052	Online Presentation	Major Driving Forces for Indian SME Pharmaceutical Industry	Kapil Dev Pandey			
935	Online Presentation	A Review Paper on Factors Affecting Purchase of Private Label Brands	Madhuri	Dr. Ubba Savita	u_savita@yahoo.co.in	
635	Online Presentation	A STUDY OF PROBLEMS AND PROSPECTS OF RELIGIOUS TOURISM IN AND AROUND SOLAPUR.	Mr. Ritesh Suresh Tondase			
625	Online Presentation	E-Business post Covid - 19	Ms Kankana Banerjee			
1037	Online Presentation	Factors Influencing Consumer Buying Behaviour of Food and Grocery Section of Organized Retailing in Navsari City	Mukund Kumar	Dr. Swati Sharma	swatisharma_abm@yahoo.co.in	
585	Online Presentation	ROLE OF CONSUMER ETHICALITY IN SUSTAINABILITY	NEETHI LISA ROJAN	Dr. NITHYA MURUGAN	nithyam@nitc.ac.in	

608	Online Presentation	A Study on Impact of Motivational Advertisement on Consumer Buying Behaviour	NEHA SAKHLECHA	Dr.C.Nithiya	cnithyasankar@gamil.com	
1086	Online Presentation	A Paradigm Shift in Habitual Use of Technology	PALAK KANOJIA			
552	Offline Presentation	A Study on the Perception of male and Female towards the Antecedents of Emotional branding	Peeyush Mittal	Dr. Peeyush Bangur	peeyushsmbangur@rediffmail.com	
986	Online Presentation	subscribers satisfaction on investment in chit fund scheme in trichy region	R.Kalaiselvi	Dr.A.Muthusamy	muthuroja67@gmail.com	
717	Online Presentation	COVID-Free Marketing Strategies in context to Indian Retail Sector	Rukmani			
669	Online Presentation	A STUDY ON CONSUMER PREFERNCE TOWARDS M-WALLETS ACROSS CHENNAI CITY	S.Bhavani	Dr. R . Shanthi	rshanthicommerce@gmail.com	
582	Online Presentation	Smart solution for smart city concept: A study	SATYA NAND			
917	Online Presentation	Conceptual analysis of Country of Origin (COO)	Shashi Yadav			
1025	Offline Presentation	The influence of online reviews and rating on online product purchases: preferences of online shoppers.	Sheetal Kumari	Purusotam Vishwakarma	meetpurush@gmail.com	
628	Online Presentation	understanding consumer perception towards brand personality	SIMRAN SIKKA	JITENDER KUMAR	jitender.rathee.imsar@mdurohtak.ac.in	
668	Online Presentation	A Study of consumer Preference towards Online Shopping with Reference to Covid-19	Sudarsan.M	Dr. R . Shanthi	rshanthicommerce@gmail.com	
689	Online Presentation	Network Marketing in Healthcare Products - opportunities and challenges in present scenario	VIJAYALAKSHMI. R	Dr. D Thomas Victor Raja	dtvraja2016@gmail.com	Dr. S. Anil Kumar

854	Paper in Absentia	A Study on perception on print media among general public in Chennai city	Vinothini A	Dr Tamilmaran R	drtamilmaran@gmail.com	
968	Online Presentation	A STUDY OF CUSTOMERS' SATISFACTION ON BANKING SERVICES OF THE OF THE MEHSANA URBAN COOPERATIVE BANK	Virendrasinh Kaluji Chavda			

"If your name is not there in the list, please drop a mail on [confms@mlsu.ac.in](mailto:confms@mlsu.ac.in) mentioning your form no., author name, paper title and track in which paper has been submitted along with *payment receipt* and *correct UTR Number*."