



International Conference on Marketing Strategies in Globalized Economic ERA
Perspectives & Challenges

Conference home page: www.iccdms.griet.ac.in



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Technical Session-3

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1	Mobile Advertising - A New Innovation <i>Mitesh Kadakia</i>
2	Innovative Advertising- in Globalized Era <i>T.S.Leelavati, S Madhavi</i>
3	Innovative Advertising and Promotional Practices in Globalized Era <i>P. Malathi Latha, S. Ramesh</i>
4	An Analysis on Recent Trends in Advertising: Indian Context <i>Sureshkumar Chekkala</i>
5	Consumer Preference on Brand <i>Srinivasa Rao Behara , K. Niranjana</i>
6	Integrated Marketing Communication <i>Molly Chaturvedi</i>
7	Financial Inclusion – A Promotional Strategy of Financial Agencies <i>M. Srinivas, BPS Jyothi , P. Upendar</i>
8	Employment Brand as A Marketing Strategy: A Focus on The Employer-Branding Initiatives Adopted by Various Indian Companies to Meet Global Challenges <i>Taruna Shah, Archana Chaitankar</i>
9	Globalised Innovative Advertising and Promotional Practices in Attracting <i>B. Jaya Prakash and Md. S. Rahaman</i>
10	The Impact of Advertisement and Promotional Strategies on Consumer Decision <i>R. Pankajakshi , S.Kavitha</i>
11	The Effect of Advertising, Attitudes on Social Film Makers-Review <i>Katta Ashok Kumar, J. Madan Mohan, Ch.Bala Nageswara Rao</i>
12	A Study on Impact of Brand on Dynamic Consumer Buying Decision towards Hul Commodities <i>K Sandhya Suneetha, Roopa Dhirendra, Brajesh Kumar Singh</i>