

## Convener Message



It gives me immense pleasure to present you all “National Conference on Marketing and Sustainable Development” held at Annamacharya Institute of Technology and Sciences (Autonomous), Rajampet, Andhra Pradesh, India on 13-14 October 2017. The conference is organised with the support of Indian Council of Social Science Research, New Delhi, and the hard work of management, faculty, staff and students.

The business community realizes the importance of embracing volatile and fast-changing business environment to come up with workable and effective strategies that can enable the business to remain sustainable and competitive in the long run. Their approaches inarguably will have certain implications particularly in the context of managing social relations and responsibilities with stakeholders, employees, consumers as well as society. In the context of business research disciplines, these contemporary issues necessitate deeper research investigation, quantitatively as well as qualitatively. In this context, the conference aims to reflect the needs for critical discourse and debate on today’s contemporary business issues at large and on the theme in specific.

I expect this conference NCMSD 2017 will prove a memorable and productive discourse for all those who are a part of this event. I hope this event will motivate and profit everybody. Finally, I would like to thank ICSSR for their financial support in the organizing of this conference.

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