

Message from Principal



It is a matter of immense pleasure that Master of Business Administration department of Annamacharya Institute of Technology and Sciences (Autonomous), Rajampet is conducting a two-day National Level Conference on “Marketing and Sustainable Development”. In the present competitive world there is a dire need that the markets also have to maintain sustainability. The markets have to cater the services and products to all the sectors of people without compromising their needs and at the same time allowing the future generations not to compromise with their needs. There is much scope for innovations for developing the marketing ideas and translating them into field so that both the rural and urban customers get the services and products with high quality and lesser cost. I hope that the conference will open new avenues for innovation and improvement of the present marketing by translating the ideas churned out from the discussions and paper presentations.

I extend my warm greetings to the organizers and wish the conference a great success.

A handwritten signature in green ink that reads "Smv. Narayana".

(Dr. SMV NARAYANA)

M.Tech, Ph.D.

PRINCIPAL