

**NATIONAL CONFERENCE ON MARKETING AND SUSTAINABLE DEVELOPMENT**  
13-14 October 2017

**Programme Schedule**

**DAY – 1 – 13 October 2017**

Registration	--	9.30 am – 10.30 am
Inauguration Programme	--	10.30 am – 11.30 am
Venue: AITS Gallery		
Tea Break	--	11.30 am – 11.45 am
Keynote Address	--	11.45 am – 12.45 pm
Speaker: Mr. MKHH Jilani – Promoter Director, King Rudra Sugars Ltd		
Topic: Marketing and Sustainable Development; A Case of King Rudra Sugars Ltd.		
Venue: AITS Gallery		
Lunch Break	--	12.45 pm – 2.00 pm
Technical Session I	--	2.00 pm – 3.30 pm
Tracks: Green, Environmental and Sustainable Marketing		
Session Chair: Dr. D. Pradeep Kumar – Head, DMS, MITS, Madanapalli		
Venue: AITS Conference Hall		
Participating Paper IDs: MSD1-101, MSD1-602, MSD1-703, MSD1-134, MSD1-165, MSD1-346, MSD1-357, MSD1-448, MSD1-559, MSD3-402, MSD3-3315, MSD3-5123, MSD3-5825, MSD3-6026		
Tea Break	--	3.30 pm – 3.45 pm
Technical Session II	--	3.45 pm – 5.15 pm
Tracks: Online, Digital, Social Media and Viral Marketing		
Session Chair: Dr. Syed Mohd. Ghouse – Principal, KVSM, Kurnool		
Venue: AITS Conference Hall		
Participating Paper IDs: MSD2-301, MSD2-502, MSD2-803, MSD2-144, MSD2-175, MSD2-256, MSD2-267, MSD2-278, MSD2-289, MSD2-3010, MSD2-3111, MSD2-4912, MSD2-5313, MSD2-5714, MSD2-5915, MSD3-2211, MSD3-4117, MSD2-6216		

## **DAY – 2 – 14 October 2017**

Technical Session III	--	10.00 am – 11.30 am
Tracks: Marketing Components and Sustainable Development		
Session Chair: Dr. B. Ramachandra Reddy – BOS, Department of Commerce and Management, SVU, Tirupati		
Venue: AITS Conference Hall		
Participating Paper IDs: MSD2-301, MSD2-502, MSD2-803, MSD2-144, MSD2-175, MSD2-256, MSD2-267, MSD2-278, MSD2-289, MSD2-3010, MSD2-3111, MSD2-4912, MSD2-5313, MSD2-5714, MSD2-5915, MSD3-2211, MSD3-4117		
Tea Break	--	11.30 am – 11.45 am
Technical Session IV	--	11.45 am – 1.15 pm
Tracks: General Management and Sustainable Development		
Session Chair: Dr. T. Narayana Reddy – Head, Dept. of Management, JNTUA, Ananthapuramu		
Venue: AITS Conference Hall		
Participating Paper IDs: MSD4-111, MSD4-232abstract, MSD4-363, MSD4-384, MSD4-395, MSD4-406, MSD4-477, MSD4-488, MSD4-549, MSD4-5610, MSD4-6111		
Lunch Break	--	1.15 pm – 2.30 pm
Keynote Address	--	2.30 pm – 3.30 pm
Speaker: Mr. B. Abhijit – MD, Targetorate Consulting, Hyderabad		
Topic: Artificial Intelligence, Marketing and Sustainability.		
Venue: AITS Gallery		
Tea Break	--	3.30 pm – 3.45 pm
Valedictory Programme	--	3.45 pm – 5.00 pm
Venue: AITS Gallery		