



# SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

## Research Center for Digital Marketing

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**Mrs. Vidyadhari Shetty**

Digital Marketing is one of the unavoidable aspect in marketing of any product in day today's life. Nowadays all the marketing, purchase and sales are done through Digital Marketing which improves the technological aspect also. Research centre for digital marketing is founded in 2017 with the aim of encouraging and promoting research in the field of marketing in digital ways. It facilitates adoption of advanced and innovative research methodology to study the digital marketing in different areas. The centre comprises technology, trade and commerce, communication, marketing strategies, IT regulations, customer satisfaction, banking, pricing, promotion etc.

### **Objective**

- To encourage the students and scholar to widen their knowledge in Digital marketing
- Promoting innovations and discoveries in this area for further reference in future
- To encourage research and publications in reputed journals and websites.
- To promote systematically and methodological comprehensible gain in knowledge

### **Collaboration**

- Prof. Pradeep M.D
- Prof. Sonia Delrose Noronha
- Prof. Akhilesh Suresh A Kuckian
- Prof. Priti. K.Rao
- Prof. Anumesh Kariappa
- Prof. Deekshitha
- (Dr.) Laveena D'Mello

## Publications

1. Priti K. Rao. (2017). The Changing Paradigms in Lifestyle Marketing – A Case Study Approach with Reference to Watch Industry. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, ISSN Applied, 1(1), 27-34. DOI:<http://dx.doi.org/10.5281/zenodo.581161>.
2. PritiJeevan (2016). A Study on Marketing and Sustainability -A Case Study Approach with Reference to Hindustan Unilever Limited.*International Journal of Scientific Research and Modern Education (IJSRME)*,1(1), 2016, 264-269. ISSN: 2455 – 5630.
3. PritiJeevan (2016). A Study on awareness and effectiveness of “Guerrilla Marketing Technique” – an innovative means of advertising.*International Journal of Management*,6(1),495-507(January 2016) ISSN: 2249-0558.
4. AnumeshKariappa(2016). Marketing Management – Active Learning By Students Through Research Orientation,*International journal of Current Research and Modern Education*,1(1), 344-348(June 2016), ISSN-2455 – 5428
5. Deekshitha&Mrs. Annette Sonia Chetan(2016). Changing trends in Retail Marketing – A conceptual study.*The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
6. Akhilesh Suresh A Kuckian, Pradeep M. D., Implication Of Green Marketing In India, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
7. Akhilesh Suresh A. Kuckian & Pradeep M. D., Green Marketing –A Modern Trend To Meet New Generation Consumer Needs-Opportunities And Challenges. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016),ISBN No.: 978-93-5265-655-4