



SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

Research Centre for Studies in Brand Marketing
Management



Ms. Meghashree

Mission:

Srinivas Research Centre for Studies in Brand Marketing Management is an attempt to enhance the knowledge in the field of Marketing Management. In this era of modernisation people are more particular about the brands and brand marketing is the best research area for the researchers. The focus of the research centre would be to create knowledge about Brand Marketing and grab the new trend in brand management. This centre includes research in the fields of corporate social responsibility, Higher Education, business, management, and many more.

Objectives of the centre:

- To develop teaching materials and working papers.
- To study the importance of brand marketing.
- To conduct conferences, seminars, minor and major projects and collaborative research and publication.
- To provide podium for scholars to exchange views on research work.

Publications/Conference:

- International conference held at St. Agnes College Mallikatta “ **Congruence-2018**” Paper titled “ **The Challenges and opportunities of Social Enterprises in India**”
- International Conference on “**Emerging Trends in Management, Information Technology and Education**”

- National Conference on “ **Research in Higher Education Learning and Admininstration**” 14th & 15th June 2019

Working Papers:

1. Evaluating the Competitive Edge of Companies in Global Arena – A study
2. Strategies to be used by the companies for Branding.
3. Impact of social media and video games on students
4. Marketing Mix for Branding
5. Opportunities for Companies in global Market through branding

Collaborators:

Ms. Meghashree

Mrs. Kavitha J