

**MOHD. OSAID KOTI**  
**Assistant Professor**  
**Rizvi Institute of Management Studies & Research**

**List of Articles Published**

1. Koti, Mohd. Osaid. (2012, July). Measuring the Impact of Online Advertisements. *Management Vision*.
2. Koti, Mohd. Osaid. (2014, July). Remarketing or Brand Stalking – How do you explain this? *Management Vision*.
3. Koti, Mohd. Osaid;. (2013, January). Physical Shopping to Online Shopping. *Management Vision*.
4. Koti, Mohd. Osaid;. (2013, July). Understanding the Significance of Keywords in Online Marketing when searching via Search Engines for Restaurants. *Management Vision*.
5. Koti, Mohd. Osaid;. (2014, January). The Essence of Online Reputation in Business. *Management Vision*.
6. Koti, Mohd. Osaid;. (2015, January). Social Media and B-Schools: Role of Social Media in Attracting Applicants.
7. Koti, Mohd. Osaid; Sinha, Bhaskar. (2015). Assessment of Individual Behavior Using Statistical Machine Learning – An Exploratory Study. *International Conference in Marketing, IMT Hyderabad*. Hyderabad.

## **List of Training Assignments**

1. Conducted a one-day workshop on “Web Analytics” for Acumen Business Processes
2. Conducted training programme on “Proficiency in Excel” for Rubberwala Builders
3. Conducted training programme on “Proficiency in Excel” for Sethia Builders
4. Conducted a workshop on “Search Engine Optimisation” for Acumen Business Processes