

**ANVESHANA'S INTERNATIONAL JOURNAL OF RESEARCH IN REGIONAL  
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Assoc Prof Dept of Operations & Economics

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AERF-Director

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Principal, Vijaya School of Business Management, Hyderabad

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ECONOMICS AND MANAGEMENT PRACTICES  
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**Message**

I am delighted that the **ICRCBEMP-2017** INTERNATIONAL CONFERENCE ON RECENT CHALLENGES IN BUSINESS ECONOMICS AND MANAGEMENT PRACTICES. The country needs better management practices and application of technologies for improving the productivity of different sectors of the economy and the efficient use of scarce resources for the well-being of the society. The conference will provide opportunity to the participants to share their ideas, thoughts and experiences thus facilitating in culmination of policies for the transformation of India as a developed nation by 2017. I congratulate the organizers and extend my best wishes for the success of the conference.

**Dr. CV Ranga Reddy**

Assoc Prof Dept of Operations & Economics

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**Message**

I am glad to learn that two days international conference on the theme **ICRCBEMP-2017 INTERNATIONAL CONFERENCE ON RECENT CHALLENGES IN BUSINESS ECONOMICS AND MANAGEMENT PRACTICES** in Shaping India as a Developed Nation by 2017 has been planned by the College of Management on August, 2017. I am sure the papers presented during the conference and the deliberations by the eminent experts from industry and academia will provide enough inputs for policy makers to design policies conducive for placing India in the league of developed nations by 2017. I convey my congratulations to the college and best wishes to the participants.

**Dr. D. Sucharitha**  
AERF-Director

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**Message**

I am happy that the College of Management international conference on the theme 'Role of Management & Technology in Shaping India as a Developed Nation by 2017 and is bringing out a publication of the proceedings of the same. The articles included in the proceedings cover the important areas like role agriculture and rural development, public-private partnership, e-business and communication, innovations and entrepreneurship and automation and information technology. In fact these are the critical areas where innovations and strategies need to be developed by the policy makers, academicians, technocrats and practitioners for the speedy transformation of India into a developed nation, where there shall be no poverty, hunger, malnutrition, gender discrimination, inequity, injustice, oppression of thoughts and discord with the nature. I am sure that participants to the conference will threadbare discuss these important issues and help in designing model and mechanism of development adequately addressing the above concerns and challenges. I wish the conference a great success.

**Dr. C.Chaitanya**  
Principal, Vijaya School of Business Management, Hyderabad

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**IMPACT OF QUALITY OF WORK LIFE ON EMPLOYEE TURNOVER ON JUTE  
INDUSTRY IN ANDHRA PRADESH AND WEST BENGAL, INDIA.**

**Paper Id - 2001**

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**ABSTRACT**

*A current attention on understanding quality of work life in organizations has resulted in increase and its impacts with employee turnover. The purpose of this paper was to decide whether an impact of quality of work life on employee turnover in working jute industries, Andhra Pradesh and West Bengal states in India. This study aims to fulfill this gap; by hypothesizing that employee turnover depends on quality of working life. This study also desired to observe if there is an impact of quality of work life on employee turnover. Based on the results an inverse relationship was found between employees QWL and employee turnover.*

**Key words:** *Quality of work life, Employee turnover, Employees, jute industry, India*

**BENEFICIARIES PERCEPTION TOWARDS MEPMA SCHEMES IN THEIR  
EMPOWERMENT: A SELECTIVE STUDY AT NUZVID OF KRISHNA DISTRICT**

**Paper Id - 2002**

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**ABSTRACT**

India's population has been growing faster than ever. According to 2018 the total Indian's population is 137 crores. In that whole population 67% of the population has resided in rural areas and the remaining 33 % of population has resided in urban areas. In developing countries like India has facing so many problems like unemployment ,poverty, Inequality, financial instability etc. So to improve the financial and economical conditions of Indian people and also to improve the standards of people the government has been introducing various schemes from time to time. The government has introduced various schemes in order to improve the economic conditions of the people resided in rural and urban areas in respective of state and central. This study completely aims on understanding the beneficiaries' perception towards MEPMA programmes in their empowerment: a selective study at Nuzvid of Krishna district

The data has been undergone normality test which exhibited that data is not normally distributed, but the data is found normally distributed by applying non parametric tests to find normality. so non parametric tests are used and proved that the beneficiaries have the positive perception towards MEPMA Schemes.

**KEY WORDS:** MEPMA, perception, empowerment,



**A STUDY ON PERCEPTION OF FARMERS TOWARDS E-NAM WITH  
REFERENCE TO DUGGIRALA AND GUNTUR MARKET YARD.**

**Paper Id - 2003**

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**ABSTRACT**

National Agriculture Market (NAM) is a pan-India electronic trading portal commenced on 14th April, 2016 fully funded by Central Government and put into practice by Small Farmers Agribusiness Consortium (SFAC). NAM portal networks the existing APMC (Agriculture Produce Marketing Committee) / Regulated Marketing Committee (RMC) market yards, sub-market yards, private markets and other unregulated markets to unite all the nationwide agricultural markets by creating a central online platform for agricultural commodity price discovery. The scheme envisages deployment of a common e-market platform of 585 selected regulated wholesale agriculture market yards by March 2018. The common electronic trading portal will be called as e-NAM. The execution of e-National Agricultural Market (e-NAM), an ambitious initiative by the Central government to bring reforms in agriculture marketing, is still facing teething problems at the Guntur & Duggirala agriculture market yards, owing to a range of reasons. But the e-NAM is not implemented properly and some gaps are there between the Government expectation and stake holders' perception.

The factual problem with e-NAM is incapable of creating trust between the farmer and the buyer. The farmers are selling their crops through local seller and not showing interest to sell through with newly introduced e-NAM. Traders and commission agents at Guntur Chilli Market Yard, and Duggirala markets yards in Andhra Pradesh are opposed the newly-introduced Electronic National Agriculture Marketing (ENAM) system

E-NAM's success depends on how well the farmers receive benefit from this scheme. A major challenge for the government would be to integrate each and every state and persuade them to use this policy. This study will focus on identifying the gaps between Government expectation and stakeholder's perception and suggesting various means to minimize the gaps for better implementation of e-NAM scheme to achieve its objectives.

**KEYWORDS:** e-nam, agriculture, perception, farmers

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**ENGINEERING STUDENTS PERCEPTION TOWARDS MARKETING STRATEGIES OF  
ZOMOTO AND SWIGGY, VIJAYAWADA, A.P, INDIA**

**Paper Id - 2004**

Dr. B. Kishore Babu

Associate Professor, Koneru Lakshmaiah Education Foundation, Vaddeswaram, Guntur,  
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**ABSTRACT**

Since engineering students these days, are running like anything with the busy lives that doesn't even have time to cook and serve themselves. The online food delivery system is the need of hour because of the recent changes in the industry and the increasing use of the internet. Online food ordering system that enables relieves for the students. It overwhelms the shortcoming of the conventional queuing system.

These Online food delivery service companies namely Zomoto & Swiggy have been coming up with many marketing strategies which have been influencing to attract the customers and to retain the customers. So to understand the 'marketing strategies of both the companies' and 'how well they are competing with each other' this study is very much required. Quantitative research was chosen the methodology, with questionnaires distributed to gain the primary data. The questionnaires were distributed to 326 respondents. The questionnaires distribution was done in Guntur in selected engineering colleges. Based on the survey result, it is proven that, marketing strategies like price, delivery time, and offers influence the respondents' selection of online food delivery companies.

Keywords: online food delivery, marketing strategies, perception, engineering students, Consumer Preference

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**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE GROCERY  
STORE, VIJAYAWADA**

**Paper Id - 2005**

Dr.B.KISHORE BABU, ASSOCIATE PROFESSOR, K L BUSINESS SCHOOL, KLEF,  
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**ABSTRACT**

Online grocery shopping is an entirely novel means of buying preferred grocery goods for household consumption. Such a concept has been launched in India in the past one year by launching websites such as deliveryathome.co.in, groceryathome.co.in and kariyana.com to name a few. This also marks the early phase of online grocery selling phenomenon in the city. Because of such an exponential improvement in technology and its widespread availability, business concepts like online grocery shopping are bound to gain a sustainable market share in the retail food markets, this study is intended to examine the factors that affect the intention of the consumers to buy groceries online. The most prominent factors of them all include Attitude, Subjective Norms and Perceived Behavioural Control. The population sample considered for this study consisted of the consumers who possessed some prior experience of buying goods online over the Internet. The overall findings of the study have highlighted some significant points, which should be helpful to the online grocers for capturing the local city market and encourage repeated orders in the future. It also helps the online grocers to realize consumers' wants and preferences while they shop online for grocery products. By acknowledging this study, online grocers should be able to position themselves in the market at par to be accepted by consumers. Such and other similar studies can also be applied to many cities in India to understand the consumer behavior towards online grocery shopping and online grocery companies can accordingly formulate strategies for penetrating the markets by expanding their geographical reach.

**Keywords**

*Online Grocery Shopping, Online Retailing, Theory of Planned Behaviour, Shopping Intention*

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**A STUDY ON AWARENESS AND PERCEPTION OF MANAGEMENT STUDENTS  
TOWARDS JUNK FOOD AND ITS EFFECT ON HEALTH IN VIJAYAWADA**

**Paper Id - 2006**

Dr.B.KISHORE BABU, ASSOCIATE PROFESSOR, K L BUSINESS SCHOOL, KLEF,  
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**ABSTRACT**

The aim of this research was to study on awareness of students on junk food and health related issues and to study the eating habits, in relation to their perception towards impact of junk food on health. Food is considered an important representation of all ethnic groups. Although the trend change and its impact exists on whole society whether it belongs to lower middle class and elite class. But beside this thing till today there is no proper definition of the fast foods. Students life is entirely different from the in home made food especially in terms of eating habits. So, by keeping this view in mind the study was conducted for students to know about the consumption and awareness of the students about the fast food eating patterns and perception towards impact of junk food on health related issues. The study emphasizes on the ambiguity in the knowledge, awareness and perception, prudent consumption behaviour among the students. It provides converging evidence of a direct causal link between food advertising, parents role and behavioural pattern of the students about the fast food consumption. Understanding the students eating habits, attitudes and behaviour is important in terms of their health which clearly demarks that the adoption of fast food culture among the students in and around Vijayawada. The results from the study conclude that the respondents were diplomatic in their answers and only few were obvious to the fact that serious health effects might arise upon continuous consumption of junk food. This research results indicate that the young indian consumer has passion for visiting fast food outlets for fun and change and they opt for junk food because they find taste. Fast food is convenient and tasty though it prepared with low nourishing or unhealthy ingredients.

**KEY WORDS:** JUNK food, Management students, perception, food habits

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**FACTORS EFFECTING VOLATILITY IN INDIAN STOCK MARKET WITH  
REFERENCE TO NSE NIFTY**

**Paper Id - 2007**

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**ABSTRACT**

Stock Market is one of the most versatile sectors in the financial system, and it plays an important role in economic development. Stock Market is a platform for trading various securities without any barriers. In stock market various companies are listed to their business venture through public issues. In the current scenario, long term investors are investing in the companies through Stock Market to attain prot. The study confines to listed securities in National Stock Exchange (NSE). This largest turnover in Indian capital market. Volatility is a statistical measure of the dispersion of returns for a given security or Market Index. Commonly, the higher the volatility greater the risk associated with the security. Volatility estimation is important for several reasons associated with different people in the market. Developed markets continue to provide over long period of time with higher returns constituting low volatility. Indian market has started becoming informational more efficient compared to developed countries. The study would facilitate the reader to understand the past, current and future aspects of Indian Stock Market.

Keywords: Stock markets, NSE, Volatility

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**AN EVALUATION OF RISK MANAGEMENT PRACTICES IN NBFCs IN ANDHRA  
PRADESH**

**Paper Id - 2008**

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**ABSTRACT**

Non-banking financial companies (NBFCs) form an integral part of the financial system. The history of the NBFC Industry in India is a story of under-regulation followed by over-regulation. Policy makers have swung from one extreme position to another in their attempt to set controls and then restrain them so that they do not curb the growth of the industry. This report covers the industry. Most of this NBFCs' are operating with high risk of lending and more often NBFCs' lend credit to MSMEs, which are categorized as high risk class of Assets. To assess such high risk assets we need to have a comprehensive model. This paper aim is to build Risk Assessment Model for NBFCs' based on both qualitative and quantitative aspects of the client.

Keywords: NBFC, MSME, regulations, risk and assets

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**19th August 2017**

**A STUDY ON CONSTRUCTION OF OPTIMAL PORTFOLIO USING  
SHARPE'S INDEX MODEL**

**Paper Id - 2009**

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**Abstract**

The main aim of this study is to construct an optimal portfolio using Sharpe's Single Index model. For this purpose monthly closing prices of 10 companies from banking sector IT sector, Pharma sector, FMCG and Automobile sector listed in the Bombay stock exchange (BSE) were selected. Share prices for the period of January 2015 to December 2019 had been considered. Using all the collected data a "cut-off" rate had been calculated and that rate had been considered for the construction of optimal portfolio. The finding of the study is very useful for investors, policy makers, corporations and their financial market participants

**Keywords:** cut-off rate, beta, market return, Sharpe's single index model.

**IMPACT OF FINANCIAL TECHNOLOGY IN EFFECTIVE IMPLEMENTATION  
OF FINANCIAL INCLUSION WITH REFERENCE TO KRISHNA DISTRICT**

**Paper Id - 2010**

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This study helps to understand about the fintech in effective implementation of financial Inclusion. Financial Inclusion a tool which helps in economic growth where as fintech a technological advancement that makes financial products made available to users through technology. Financial Inclusion is possible with the help of fintech and here we are learning what is the role of fintech in Implementation of Financial Inclusion, How it is being beneficial for Inclusive growth and what are the opportunities for the fintech companies to look in.

Keywords: financial inclusion, economic growth, fintech and Technological



**A CRITICAL ANALYSIS ON THE CHALLENGES IN DIGITAL BANKING: IN  
COMPETITIVE ERA**

**Paper Id - 2011**

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**ABSTRACT**

The banking sector has been the backbone of every economy. It plans and implements the economic reforms. Any change in this sector through the adoption of technology will have an extensive impact on an economy's growth. Nowadays, banks are seeking unconventional ways to provide and differentiate amongst their diverse services. Both corporate as well as retail customers are no longer willing to queue in banks, or wait on the phone, for the basic banking services. They require and expect a facility to conduct their banking activities at any time and place. Plastic money (Credit Cards, Debit Cards and Smart Cards); internet banking including electronic payment services, online investments, online trading accounts, electronic fund transfer and clearing services, branch networking; telephone banking; mobile applications and wallet are some of the recent products and services acting as the drivers to the growth of banking sector. Towards this, the paper aims to examine the recent digital banking trends in India along with identifying the challenges faced by banks in incorporating these digital banking trends. The study is analytical and based on primary and secondary data. The concept of digital banking is still evolving in the Indian banking sector and is likely to bring numerous opportunities as well as unprecedented risks to the fundamental nature of banking in India. Thus, this paper also aims to present the opportunities and challenges of going digital in the Indian banking sector in contemporary era along with some recommendations to overcome these challenges. The paper concludes that in future, digital banking will not only be acceptable but the most demanded mode of conducting transactions. It will be useful to the academicians, banking and insurance personnel, financial advisors, professionals, students and researchers.

**Keywords:** Digital Banking, Electronic Banking, Internet Banking, Financial Innovation, Technology

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**A STUDY ON CONSTRUCTION OF OPTIMAL PORTFOLIO USING SHARPE  
SINGLE INDEX MODEL**

**Paper ID - 2012**

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**Abstract**

To make wise decisions in investment, there is a need for knowledge on security analysis and portfolio management. A rational investor aims at attaining maximum return with minimum risk. As the scope of investment avenues with varying degrees of risk is vast, the scope of the present study is relating to equity portfolio construction with selected stocks from the BSE. Constructing an optimal portfolio is a challenging task for the individual as well as the institutional investors. This study is aimed at creating awareness in the minds of investors regarding the utility of Sharpe's Single Index Model in portfolio construction. The Indian investors also may reap the benefits of Sharpe's Single Index Model (SIM) as the number of companies traded in the stock exchanges is increasing year after year. Fifteen companies from the S&P BSE Sensex index were selected for the study. Among the fifteen sample companies, only four were selected for optimal portfolio using SIM. The results of the present study and such micro level studies have more utility value to the fund managers.

**Key words:** Systematic Risk, Unsystematic Risk, Cut-off rate, Beta, Excess Return to Beta Ratio.

**A COMPARITIVE STUDY ON ASSET LIABILITY MANAGEMENT BY USING  
CRAMEL ANALYSIS FOR PUBLIC AND PRIVATE SECTOR BANKS**

**Paper Id - 2013**

**Dr. V N Sailaja**

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Guntur-522502 (A.P)

**Abstract**

Banks are now-a-days playing a vital role in the economic growth and development. Banks become medium to implement government welfare schemes. Banking services increased greatly on one side on the other problems of the banks also increased Non Performing Assets and changing in government policies may be some of the reasons behind it. Asset Liability Management is a dynamic process of planning,organising,directing and controlling the assets and liabilities their mixes,volumes,maturities,yields and costs in order to achieve a specified Net Interest Income. ALM is an attempt to match the assets and liabilities in terms of their maturities and interest rate sensitivities so that risk arising from such mismatches mainly Interest rate risk and liquidity risk can be contained with the desired limit. The Net Income of the bank is very sensitive to these factors or risk. This paper examines the management of Asset Liability in SBI. The main objective is to understand the problems involved in maintaining and managing assets and liabilities. To test the hypothesis study uses correlation with the help of SPSS software.

**Key Words:** Assets, Banks, Correlation, Liabilities, Non Performing Assests

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**AN EFFECT OF MACROECONOMIC VARIABLES ON STOCK MARKET**

**Paper Id - 2014**

**DR V N SAILAJA**

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Guntur-522502 (A.P)

**Abstract**

The main objective of this study is know the effect of macroeconomic variables Such as Crude oil prices, gold prices and exchange rate prices on Indian Stock market BSE 30 and to know the Impact of crude oil prices, Gold Prices and exchange rate prices on the selected Sectoral Indices at Bombay Stock Exchange i.e. BSE Energy, BSE IT, BSE Healthcare, BSE AUTO, BSE FINANCE. The study is conducted for a time period of 10 years i.e. from October 2008 to November 2018. To know the impact of macroeconomic variables on stock market multiple Regression model has been employed using SPSS. It is found that among the chosen macroeconomic variables Gold prices are influencing all chosen the sectoral indices.

Key Words: benchmark index, equity, exchange, Sectoral Indices

**INTERNATIONAL CONFERENCE ON RECENT CHALLENGES IN BUSINESS  
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**IMPACT OF DWCRA ON WOMEN EMPOWERMENT**

**Paper Id - 2015**

**DR V N SAILAJA**

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**ABSTRACT**

“Development of Women and Children in Rural Areas” (DWCRA) was started in 1982-83 with UNICEF support by the Indian government with a specific focus on reduction of women’s poverty. The Programme was conceived to address the shortcomings of the Integrated Rural Development Programme in reaching credit to poor women. The goal of DWCRA was to bring about an overall improvement in quality of life of women and children from poor households by creating credit based opportunities for self - Employment. In this paper the role played by the DWCRA in women’s empowerment is considered into three dimensions namely Psychological, Social and Economical. The objectives of the study are 1) To study the problems of Dwacra members and also to analyze performance and Empowerment of women in terms of socio economic and psychological conditions in the selected study area. The present study considers both primary and secondary data. The researcher has used Cluster sampling and area sampling is used to select the sample for study and the collected data is analyzed with the help of paired t test and cross tabulation. With the interaction among the respondents it is noticed that some members are expecting the NGO to come up with more training sessions in income generating activities. All they need is a way to develop their skills and talents by participating in various training programs. There is a definite improvement in psychological well-being and social empowerment among rural women as a result of participating in DWCRA program.

**Keywords: DWCRA, NGO, IRDP, UNICEF, Poverty, Self-Employment**

**ENTREPRENEURSHIP IN INDIA – NATURE, OPPORTUNITIES AND  
INVOLVEMENT OF EDUCATIONAL INSTITUTES IN EMPOWERING  
ENTREPRENEURSHIP**

**Paper Id - 2016**

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**Abstract**

Education is key factor in developing the entrepreneurial mindset among individuals. Education is always in correlation with entrepreneurship. Training can have absolute role in empowering entrepreneurship in the context of a leading country like India by enhancing the concept of entrepreneurship. In recent times there has been a growing talk of how well educational institutes prepare dynamic graduates for Entrepreneurship. Unfortunately, the present entrepreneurship training in India just concentrates on relative courses. However, most of the entrepreneurship courses are similar to the common management courses. But general management education has no key influence on entrepreneurial propensity. There is a demand for programs specially designed to elevate students' knowledge and concentration in entrepreneurship. The concepts and learning methods to be analyzed between entrepreneurship and general business courses.

This paper tries to discuss the evolution of entrepreneurship, and then explains the significance and part of entrepreneurship in our economy. It further explains the opportunities with regard to the part of educational programs and the teaching systems for spreading the entrepreneurial programs. This paper also tries to discuss the role of educational Institutes in molding and sharpening of visionary entrepreneurs in India. It also explains that present syllabus teaching at educational Institutes meets the needs of raising entrepreneurs. Moreover, this study explains the process that should be taken by Institutes towards empowerment of entrepreneurship education.

**Key words:** Entrepreneurship; risk-taking; decision-making; ambition; personal value orientation

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**CONCEPTUALIZING CONSUMER “TRUST” IN ONLINE BUYING BEHAVIOUR:  
AN EMPIRICAL INQUIRY AND MODEL DEVELOPMENT IN INDIAN CONTEXT**

**Paper Id - 2017**

**Dr. J V Ramana & Mr.T.Nagendra Kumar**

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KL University, K L E F, Vaddeswaram  
Assistant Professor,Department of Management Studies,  
VFSTR University, Guntur

**Abstract**

India has a large internet savvy population that is not only accessing the internet but also buying online. With a revolution in the very basics of transaction from a physical store format to a non- store one, the retail industry has begun to understand the indispensability of the internet as a medium of transaction. However, the rate of diffusion and adoption of the new phenomenon amongst consumers is still relatively low. Trust on online transactions is one of the key barriers to vendors succeeding in online transactions. A lack of trust discourages consumers from participating in online buying. With the internet advancing new opportunities, it is important to understand the factors that generate trust of Indian consumers in the online buying system. The purpose of this paper is to explore the determinants of trust in online buying behavior of consumers. This paper is a theoretical attempt at conceptualizing “trust” as a construct, in the context of online buying and testing it empirically. The objective of the study is to explore the critical online trust- creating factors that influence the online buying decision of people, and to establish their causal impact, if any, through developing an integrated model.

**Keywords**

Consumer behaviour, online marketing, trust, consumer attitude

**EXPLORING CONSUMER ATTITUDE AND BEHAVIOUR TOWARDS GREEN  
PRACTICES IN THE LODGING INDUSTRY IN INDIA**

**Paper Id - 2018**

**\* Dr. J V Ramana & Mr.T.Nagendra Kumar**

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**Abstract**

The study seeks to explore the factors which influence the consumer attitude and behaviour towards green practices in the lodging industry in India and also to explore the consumers' intentions to pay for these practices. The consumers using hotel services are conscious about environmentally friendly practices in India. They patronize the hotels that have adapted green practices though not compromising on service quality. The consumers would prefer to use lodging that follows these practices but are not willing to pay extra for these services. Indian hotels have the competitive advantage over similar products if they follow green practices. The hotels would have to invest in environmentally friendly practices and look at long- term gains. The government needs to acknowledge and institutionalize the practice by instituting rewards and offering benefits in taxes. The paper attempts to bring out facts regarding customer buying behaviour towards green practices in the Indian hotel industry. The resource scenario in India is grim with regard to the water and sanitation. The tourism industry has a big responsibility in ensuring that business models adopted are sustainable in the long run and hence the need to imbibe green practices as a preferred business model.

**Keywords**

Patronize, environmental friendly, tourism, services, green practices.



**CONSUMER BEHAVIOUR AND DEMAND RESPONSE OF TOURISTS TO  
CLIMATE CHANGE**

**Paper Id - 2019**

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Senior faculty, Department of Management Studies

**INURTURE**

**Abstract**

The influence of climate change on tourism demand patterns will be shaped by the response of tourists to the complexity of mitigation policy and its impacts on transportation systems, the wide range of climate change impacts on destinations, as well as broader impacts on society and economic development. Tourists have the largest adaptive capacity of elements within the tourism system because of their flexibility to substitute the place, timing and type of holiday, even at very short notice. Consequently, understanding tourist perceptions and reactions to the impacts of climate change is essential to anticipating the potential geographic and seasonal shifts in tourism demand, as well as the decline or increase of specific tourism markets. Yet, despite a wide range of publications assessing reactions of tourists to various environmental and climate-related changes, little is actually known about the complexity of demand responses. The paper reviews and discusses existing studies, and provides a framework for a better understanding of perceptions of change, as well as identifying major current uncertainties and research needs. This paper reviews the literature on consumer behaviour and demand responses to climate change. Findings highlight that there are considerable knowledge gaps. Knowledge gaps are discussed, and a framework for a better understanding of perceptions of change is provided.

**Keywords**

Behaviour, climate change, demand responses, Perceptions, travel motivation

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**CORPORATE SOCIAL RESPONSIBILITY COMMUNICATION IN THE INDIAN  
CONTEXT**

**Paper Id - 2020**

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Senior faculty, Department of Management Studies  
INURTURE

**Abstract**

The purpose of this paper is to investigate corporate social responsibility (CSR) platforms and the communication surrounding those platforms in India. It seeks to establish the CSR platforms that are typically used, together with stakeholder attitudes to both the form and content of those platforms. The paper refers to both primary and secondary sources of data, i.e. a survey of internet sources and a questionnaire survey. The paper shows that the Indian corporations surveyed pursue a primarily philanthropic platform with a focus on community development projects, as predicted by previous studies. It also indicates, however, that Indian consumers may not value philanthropic CSR as highly as other CSR initiatives and that this may in turn influence their attitudes to different marketing communication strategies. The paper suggests ways in which Indian corporations may formulate the form and content of their CSR policies in the future within a marketing strategy in order to influence their stakeholders positively and increase their competitive advantage. The paper provides an innovative approach to investigating the consequences of how Indian corporations communicate their CSR policies to their stakeholders. It suggests a number of fruitful areas of enquiry with direct implications for Indian business in the future.

**Keywords**

Corporate social responsibility, communication, strategies, marketing

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**AN EXAMINATION OF THE VALUES THAT MOTIVATE SOCIALLY  
CONSCIOUS AND FRUGAL CONSUMER BEHAVIOURS**

**Paper Id - 2021**

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**INURTURE**

**Abstract**

This article extends social psychological research on the motivations for sustainable consumption from the predominant domain of ecologically conscious consumer behaviour to socially conscious and frugal consumer behaviour. A survey study examines relationships between socially conscious and frugal consumer behaviour and Schwartz's value types, personal and socio-political materialism, and demographics among the general public. Socially conscious consumer behaviour, like its ecological counterpart, appears to be an expression of pro-social values. In contrast, frugal consumer behaviour relates primarily to low personal materialism and income constraints. As such, it does not yet represent a fully developed moral challenge to consumerism. This is consumer behaviour undertaken with the intention of having a positive (or less negative) effect on other people, and relates to issues such as labour rights and the impacts of businesses on the communities in which they operate. Key to sustainable consumption debates is the extent to which sustainability requires consuming less or merely consuming 'differently'. Aside from the ecological pressures and growing social inequalities that characterize global consumption, some critics maintain that consumerism fails to improve human well-being, even for its apparent beneficiaries.

**Key words:**

consumer, socially conscious, ecological pressures, consumerism

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**A STUDY ON CONSUMER PERCEPTION TOWARDS E-COMMERCE  
PRACTICES**

**Paper Id - 2022**

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**ABSTRACT**

The rapid growth of e-commerce in India over the last two decades, rising internet and mobile phone penetration has changed the way we communicate and do business. One of the most challenging sectors of the e-retail market today is the fulfilling customer needs through online shopping websites. Since the mid-1990's multiple companies have entered the e-marketing. This paper deals with respondent perception towards search engine marketing (SEM) or e-commerce. Online consumers are considered as population for the study to identify factors influencing adoption of e-commerce practices. Taking into account the nature and the extent of study, a sample size of 370 respondents would be considered. Convenience sampling method would be followed for this study. For the collection of primary data structured, undisguised questionnaire would be framed for covering various aspects of the study. The present study would be a value addition to researchers and academicians; and useful theory for practitioners, advertisers, and entrepreneurs.

**KEYWORDS:** Online retailing, E-commerce, consumers, online marketing.

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**A STUDY ON IMPACT OF CELEBRITY ENDORCEMENT ON CONSUMER  
BUYING BEHAVIOUR**

**Paper Id - 2023**

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**Abstract:**

Celebrity advertisement has been established as one of the most admired tools of promotion in modern instance. It has turned out to be a trend and is seeming to be as a winning method for product success. It is easy to choose a celebrity but it is tough to create a strong association between the product and the endorser. While the magnitude impression of celebrity advertisement stays very strong, this paper is an effort to analyze the impact of consumer perception based advertisement and celebrity endorsements on brand acceptance.

It can be understood that celebrity based advertisements are more effective than the non celebrity advertisements. Moreover the tested attributes of celebrity show positive relationship with the purchasing decision and choice of brands. It also proved that there is a remarkable impression of celebrity advertisement on the purchasing decisions of the consumer. Finally, the results of the study further proved that there is a remarkable impression of celebrity advertisement on the purchasing decisions of the consumer.

**KEY WORDS** :Endorsement, celebrity, consumer buying behaviour.

**A STUDY ON CONSUMER PERCEPTION TOWARDS E-SHOPPING**

**Paper Id - 2024**

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**Abstract**

Recent research has shown an interest in investigating consumer motivations that affect the online shopping behaviour. It is yet to understand what factors influence online shopping decision process. The objective of this study is to provide an overview of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate online customers to decide or not to decide to buy online. It is found that marketing communication process differs between offline and online consumer decision. Managerial implications are developed for online stores to improve their website.

A quantitative method is used in this research in order to investigate the impact of consumer perception in E-shopping on buying behaviour. The data of 111 respondents is collected through questionnaire and results were analysed through the SPSS. The students of different universities as respondents has been taken to know their perception regarding the E-shopping and its attributes and the impact of online on their buying behaviour. It is concluded that consumer of online are more attractive than there retail outlets. Moreover the tested attributes of online show positive

**Keywords :** Perception, E-Shopping, Decision Making, Websites.

**A STUDY ON MARKET POTENTIAL FOR START-UP ON BIKE RENTALS IN  
TOURIST PLACES AND CITIES OF ANDHRA PRADESH**

**Paper Id - 2025**

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Assistant Professor,

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**ABSTRACT**

Since the 20th century, tourism and recreation has increasingly gained their importance in the hierarchical order for national development. Tourism has become one of the major sources of income for many cities and townships. The relationship between tourism and transportation development is inseparable that it affects local economy, nation-wide and also international competitiveness. The present research investigates bike rental market potential in tourist places of Andhra Pradesh. As government is also encouraging new entrepreneurs and extending helping hand to them so bike rental business idea may has potential and would give positive results in the state of Andhra Pradesh.

**Keywords :** Bike Rentals, Car rentals, Tourist places, Market potential

**CUSTOMER RELATIONSHIP MANAGEMENT IN RETAIL BANKING**

**Paper Id - 2026**

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K L Business School, KL University, K L E F, Vaddeswaram

**ABSTRACT**

*There is only one boss; the customer. And he can fire everybody in the company, from the chairman on down, simply by spending his money somewhere else.*

**-SAM WALTON, FOUNDER OF WALMART**

Developing close, co-operative relationship with customers is more important in the current era of intense competition and demanding customers than it has been ever before. CRM systems development and implementation are a key priority for most modern Indian retail banks. In this age of advanced technology and communication, much advancement took place in retail banking sector like giving access to their banking accounts, view recent transactions, transfer funds, make payments, demand for new bank's products information etc. And as globalisation intensified competition and created a climate of constant change, winning and keeping customers, has become all the more important. Now-a –days banks have realized that cost of attracting new customers is much more than retaining existing customers, so banks are emphasizing more upon customer satisfaction. These days' customers are expecting top quality services and products served with minimum wait time, so they are preferring techno-savvy banks as well as bankers. In this context the present paper seeks to examine the Need for CRM in Retail Banks, Strategic Business Model for CRM in Retail Banks, CRM Strategies in Practice, Suggestions for improving CRM in Retail banks and Conclusion.

**Key Words** : Customer Relationship Management, Retail Banking, Strategy, Customer Satisfaction



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**INDUSTRIAL CREDIT AND INVESTMENT CORPORATION OF INDIA: AN  
EVALUATIVE STUDY ON THE FINANCIAL PERFORMANCE AFTER MERGER  
OF ICICI WITH ICICI BANK.**

**Paper Id - 2027**

**Dr. Landa Ramesh,**

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**Abstract**

ICICI Bank is the largest bank among private banks and second largest bank in India in terms of assets and market capitalisation. Initially it called as Industrial Credit and Investment bank of India after merger of parent company with this bank it names as ICICI Bank. After merging of parent organisation with ICICI, it emerged as pioneer in offering venture capital and offering variety of basic and tailor-made financial products and services to both business organisation as well as individual customers through variety of channels in the area of investment banking, management of assets, venture capital and insurance products. This paper in context of its national relevance analyses the financial performance of ICICI bank after merger of ICICI with ICICI Bank.

**Key words:** ICICI, merger, Financial performance

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**A STUDU ON BANKING DEVELOPMENTS IN CURRENT SCENARIO BASED ON  
MODERN BANKING SYSYEM**

**Paper Id - 2028**

**Dr. Landa Ramesh**, Associate Professor, MBA Dept, Business School, KLEF,  
Vadesswaram, Guntur Dist. Email id: rakrosh\_ramesh@kluniversity.in

**Abstract**

Banking in old times was not the tightly monitored and tightly regulated business that it is today. Instead, earlier banking was completely a free market operation. Any entrepreneur could enter and exit the banking business without any restriction or licenses. In this article, we will trace the evolution of banking i.e. how banking changed to be the highly regulated business that it is today. The important development in the modern banking system is the fractional reserve system. This means that bankers only need to keep a fraction of the funds on deposit. Therefore, the banking business has undergone tremendous changes in the course of time. The basic nature of the business has drastically changed from safekeeping to full reserve money lending to the modern day fractional reserve banking.

**Key words:** RBI, Development, Technology, Business

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**A STUDY ON COMMERCIAL BANKS ISSUEING BANKING PRODUCTS  
TOWARDS CUSTOMERS MEET THEIR REQUIREMENTS**

**Paper Id - 2029**

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**Abstract**

Commercial banking has traditionally been the backbone of banking. Banking was created to funnel idle resources in households to productive purposes in business. Over the long period of time that banking has been in existence, the nature of products provided to commercial customers has undergone a huge change. Several new types of products have been introduced in response to the changing demand in the marketplace and certain old products have become obsolete. In this article we have listed down the products that are currently offered by banks to their commercial customers. Banks provide many more services to their commercial customers. For customers that offer a sizeable chunk of business banks may even customize or create new products to meet their requirements.

**Key words:** Industrial Loans, Project Finance, Syndicated Loans, Leasing, Foreign Trade Financing, Bills of Exchange

**THE IMPACT OF MOBILE BANKING ON CUSTOMER SATISFACTION:  
SELECTED COMMERCIAL BANKS OF SRIKAKULAM DISTRICT**

**Paper Id - 2030**

**Dr. Landa Ramesh,**

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**Abstract**

Technology is a driving force in the global age and is taking over in every way, mobile and internet banking is just a few examples of the ever developing technology advancements. Mobile banking is a new way of banking, as it makes it easier for consumers to access their finances, even from rural/remote areas. For the commercial banks to improve on the current mobile banking services they provide to the consumers they should first find out what the expectations of consumers are and whether they are satisfied with the current services provided by the banks. This study adopted a quantitative design to determine the factors of mobile banking that influences customer satisfaction.

**Key words:** Mobile Banking; Customer Satisfaction; Customer Expectations

**IMPACT OF INTERNET BANKING SERVICE QUALITY ON CUSTOMER  
SATISFACTION**

**Paper Id - 2031**

**Dr. Landa Ramesh,**

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**Abstract**

To help the banks and policy makers have a better understanding of the internet banking dimensions and their contributions towards customer satisfaction. Especially since not much research has been done in this regard in India which has become the hub of e-banking development after the recent demonetization by the present government, enabling people to go cashless and enhance a digital economy. The paper provides empirical evidence to show that the internet banking service quality dimensions area an important factor to satisfy the customers since each of them is positively related to customer satisfaction. The research has contributed to an understanding of the importance of various dimensions that internet banking service quality comprises of and how the impact customer satisfaction. The research will help the managers of the banks and the policy makers to focus on these factors that tend to have a dominating impact on satisfying the customers. This will result in a better internet banking service quality provided by the banks and that in turn will help retain the existing customers and also gaining the new ones.

**Keywords:** Internet Banking Service Quality; Internet Banking; Customer Satisfaction

**HUMAN RESOURCE INFORMATION SYSTEM IN THE CHANGED BUSINESS  
ENVIRONMENT: ROLE AND CHALLENGES**

**Paper Id - 2032**

**Dr. Simanchala Das**

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Koneru Lakshmaiah Education Foundation, Guntur Dist. AP.

**ABSTRACT**

Human resource information system (HRIS) is not a new concept but it is recuperating day by day with changing environment. An HRIS, which is also known as a human resource information system or human resource management system (HRMS), is basically an intersection of human resources and information technology through a HR software solution. The Human Resource Information System (HRIS) is a software or online solution for the data entry, data tracking, and data information needs of the Human Resources, payroll, management, and accounting functions within a business organization. The role of HRM has changed altogether from a traditional (popularly called personnel management) to a strategic one. It is being observed that the technology brought changes in the existing working systems in the organisations and also creates the link between the two valuable assets human resource and information technology. This paper discusses the role and challenges of HRIS in the changed business environment.

**Keywords:** Human Resource Management, Human Resource Information Business Environment,

**ROLE OF HRIS IN HRD: AN EXPLORATORY STUDY**

**Paper Id - 2033**

**Dr. Simanchala Das**

Associate Professor, Business School,  
Koneru Lakshmaiah Education Foundation, Guntur Dist. AP.

**ABSTRACT**

Economy is growing with information technology; Indian industry is in the process of adopting what European industry adopted in 20<sup>th</sup> century. The impact of rapid structural changes in India saw evolution and development of technological sophistication. In its most basic form HRIS is a system used to acquire, store, manipulate, analyze, retrieve and distribute pertinent information about an organization's human resources. The adoption of innovative strategic human resource management practices like HRIS had long term implications in the Indian scenario. Human Resource Information System is not new concept but it is recuperating day by day with the dynamic environment of business. It has a major role in the Human Resource Development. This paper explores on using HRIS in the organization and how it contributes to the overall development of the organization.

**Keywords:** Economy, Human Assets, HRIS , Technological Sophistication, Modern Organizations

**IMPACT OF ORGANISATIONAL CULTURE ON ORGANISATIONAL  
PERFORMANCE: A STUDY ON IT SECTOR**

**Paper Id - 2034**

**Dr. Simanchala Das**

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Koneru Lakshmaiah Education Foundation, Guntur Dist. AP.

**ABSTRACT**

This study examines the impact of organisational culture on organisational performance. Most of the studies believed that the organisational culture has been playing significant role in order to sustain competitive advantage to enhance organisational performance. Motivated by this fact, the research undertook organizational culture dimensions and their influence on performance of the organization. Therefore the objective of this study is to analyse the relationship between the dimensions of organisational culture and organisational performance among IT companies operating in some selected South Indian States. Relationship between dimensions and their influence on performance was also tested using factor analysis. Results revealed that there was a strong relationship between cultural dimensions and organizational performance.

**Keywords:** Organizational Culture, Organizational Performance, Productivity, Profitability, Competitive advantage



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**EMPLOYEE PERFORMANCE APPRAISAL PRACTICES IN SELECTED  
PRIVATE BANKS: A STUDY**

**Paper Id - 2035**

**Dr. Simanchala Das**

Associate Professor, Business School,  
Koneru Lakshmaiah Education Foundation, Guntur Dist. AP.

**ABSTARCT**

Human resource is an essential part of an organization. The organizations have recognized the important role the employees play in making organizations perform. Performance Appraisal is a concept that originated in the early 20th century. It is the process of obtaining, analyzing and recording information about an employee to evaluate and improve their performance. The success of the organization depends on the performance of the employees and it is the human tendency to judge everything and everyone around them. In the present study researcher investigated the existing status of performance appraisal of private bank employees. Primary data was collected through questionnaire survey using convenient sampling of 100 respondents. The study revealed that most of the private banks use 360 Degree Appraisal method for performance appraisal. Furthermore, it was again revealed that performance appraisal helps in achieving organization goals, helps in improving motivation & job satisfaction.

**Keywords:** Human Resource, Performance Appraisal, Job Satisfaction, 360 degree,

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**IMPACT OF DIGITALISATION ON HR EFFECTIVENESS**

**Paper Id - 2036**

**Dr. Simanchala Das**

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**ABSTRACT**

Technology has an important role in modern business activities whether it is effective utilization of existing resources, or risky business decisions based on past data which is huge to store and retrieve in good olden days where competition is negligible. In the eon of globalization, privatization and liberalization where competition is global and huge opportunities exist for business. With the advent of modern softwares, the effectiveness of human resources can be enhanced with the past capabilities of human resources who left the organisation as well as the present human resources with the help of big data, cloud computing and HR analytics. HR analytics is an offshoot of business analytics. This paper purports to study the impact of digitalization particularly big data, HR analytics and Cloud Computing on Human resource effectiveness.

**Keywords:** Technology, digitalization, big data, cloud computing and HR analytics

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**INNOVATIVE PRACTICES IN HEALTHCARE**

**Paper Id - 2037**

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***Abstract***

Prevention is not new. The Indian health care industry is transforming, to adopt new models and approaches. Preventive health is the area of focus. As of the statistics, Non-communicable diseases as cardio-vascular, diabetes, cancer are responsible for major proportion of mortality and morbidity in the country. The paper explores Innovative practices like patient centric solutions and product based health care services in preventive health care and management. Also, suggests the approaches both low cost and effective to disease prevention and health promotion which can engage in reasonable preventive health care practices.

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**SERVICE CULTURE – A COMPETING STRATEGY FOR SMALL BUSINESS  
SUCCESS**

**Paprr ID - 2038**

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**Abstract**

In today's global competitive arena, every business entity urges for creating core competencies to withstand in the competition. Most of the small flourishing companies capitalize diversity and inclusion as a source of competitive advantage. Creating and regulating an inclusive work culture is more complex and challenging. Being a challenge, it can create competitive advantage by increasing innovation, flexibility and problem-solving capacity. Organisations' with service culture seems to meet its target far better than planned and expected. This article spreads light over the components and benefits of inclusive work culture, strategies to create and regulate the inclusive culture and the success stories of organisations with inclusive work culture.

Keywords: Competitive advantage; innovation; flexibility; Service culture.

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**CONSUMER HEALTH CONSCIOUSNESS AND ITS IMPACT ON PURCHASE  
BEHAVIOUR OF FOOD PRODUCTS**

**Paper ID -2039**

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**Abstract**

In this current era, the people suffer from various diseases because of changing Indian lifestyles, culture and with the growing disturbance to the nature. The growing urbanization and its changing consumption patterns have created a noticeable change in its environment and giving more illness to human beings. Keeping these changes as the main theme of the study, research focuses on knowing the consumer health consciousness and its impact on purchase behaviour of food products. Most of the health issues that the people face today will continue to have impact on their lives indefinitely, many with an increasing sense of urgency. In light of these disturbing developments in our behaviour, many individuals and family have begun to make changes in their consumption pattern. The main objective of the study is to analyse the consumer health consciousness and its impact on purchase behaviour of food products.

Key words: consumption pattern; urbanization; consumer awareness; purchase intention; health issues

**THE IMPACT OF ONLINE CONTENT AND INTERACTIONS ON GENERATION Z  
CONSUMERS**

**Paper Id - 2040**

**Dr.K.Anusha & Ms.Poojitha,**

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**Abstract:**

The research paper mainly focus on exploring the online content and online interaction impact on purchase intention and brand loyalty of generation Z consumers. The main information sources are gathered from buyers, and their preference towards online shopping are examined. Secondary data regarding generation Z consumers is gathered and primary data is collected from 1120 participants through a structured questionnaire. The study finds that generation Z consumers have a strong tendency to shop online. Online advertisements have an impact on purchase intention and brand loyalty of generation Z consumers.

**Keywords:** Generation Z consumers, Online purchase behavior, purchase intention and brandloyalty.

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**PERCEPTION OF FACULTY MEMBERS TOWARDS' KNOWLEDGE  
MANAGEMENT PRACTICES PREVAILING IN HIGHER EDUCATIONAL  
INSTITUTIONS – A STUDY WITH REFERENCE TO ENGINEERING  
INSTITUTIONS**

**Paper Id - 2041**

**Dr.B. Girimurugan,**

Department of Management Studies, KL Business School, Green Fields, Vaddeswaram – 522  
502, Andhra Pradesh, India.

**ABSTRACT**

Knowledge Management is the process of enhancing organizational knowledge through sound practices of information management and organizational learning with advanced information and communication technologies. Knowledge Management is a five step process of acquiring, organising, sharing, accessing and applying the organizational knowledge. The aim of this research work is to study the perception of faculty members towards knowledge management practices in engineering colleges. This study also presents directions for future research. The study result revealed that the majority of the faculty members have given a positive response for the factors connected with perception of faculty members regarding the knowledge management practices adopted in their institutions.

Keywords: Knowledge Management; information management; organizational learning; Attitude; Perception

**INTERNATIONAL CONFERENCE ON RECENT CHALLENGES IN BUSINESS  
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**19th August 2017**

**INCULCATING ENTREPRENEURIAL SKILLS IN MANAGEMENT GRADUATES  
THROUGH ENTREPRENEURIAL EDUCATION**

**Paper Id - 2042**

**Dr.B. Girimurugan,**

Department of Management Studies, KL Business School, Green Fields, Vaddeswaram – 522  
502, Andhra Pradesh, India.

**ABSTRACT**

“Entrepreneurship can be not only a place to build a livelihood, but a space for empowerment”

Entrepreneurship is a global phenomenon. The future, of every individual is determined by innovation and entrepreneurship. In particular, mutually entrepreneurship and education have been recognised as the major key instruments to boost the economic growth. Despite the fact that the things happening across the globe may differ drastically, but the entrepreneurship education, in its diverse forms, will surely equip people to confidently grab those opportunities available to them and make them a successful entrepreneur based on their environments. This study attempts to study the skills to be possessed by Management graduates towards entrepreneurship and the ways to improve the skills to become an entrepreneur. The results of the empirical study were brought, to evaluate and assess the skill set of management programme students from various colleges of Erode District, towards finding the skills possessed by them and the initiatives taken to improve their skills towards entrepreneurship.

Keywords: Entrepreneurship; Innovation; economic growth; management programme



**INCLUSIVE ORGANISATIONAL CULTURE – A COMPETING STRATEGY FOR  
BUSINESS SUCCESS**

**Paper Id - 2043**

**Dr.B. Girimurugan,**

Department of Management Studies, KL Business School, Green Fields, Vaddeswaram – 522  
502, Andhra Pradesh, India.

**Abstract**

In today's global competitive arena, every business entity urges for creating core competencies to withstand in the competition. Most of the flourishing companies capitalize diversity and inclusion as a source of competitive advantage. Creating and regulating an inclusive work culture is more complex and challenging. Far from being a challenge, it can create competitive advantage by increasing innovation, flexibility and problem-solving capacity. Organisations' with inclusive culture seems to meet its target far better than planned and expected. Yet many organisations are aspiring to cultivate an inclusive culture. This article spreads light over the components and benefits of inclusive work culture, strategies to create and regulate the inclusive culture and the success stories of organisations with inclusive work culture.

Keywords: core competencies; competitive advantage; innovation; flexibility; problem-solving capacity; inclusive work culture.

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**CONSUMER HEALTH CONSCIOUSNESS AND ITS IMPACT ON PURCHASE  
BEHAVIOUR OF ORGANIC FOOD PRODUCTS**

**Paper Id - 2044**

**Dr.B. Girimurugan,**

Department of Management Studies, KL Business School, Green Fields, Vaddeswaram – 522  
502, Andhra Pradesh, India.

**Abstract**

In this 21st century, the people start with the central observations of changing Indian lifestyles, culture and with the growing disturbance of its mother nature. The growing urbanization and its changing consumption patterns have created a noticeable change in its environment and giving more illness to human beings. Keeping these changes as the main theme of the study, research focuses on knowing the consumer health consciousness and its impact on purchase behaviour of organic food products. Most of the health issues that the people face today will continue to have impact on their lives indefinitely, many with an increasing sense of urgency. In light of these disturbing developments in our behaviour, many individuals and family have begun to make changes in their consumption pattern. The main objective of the study is to analyse the consumer health consciousness and its impact on purchase behaviour of organic food products.

Key words: consumption pattern; urbanization; consumer awareness; purchase intention; health issues

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**CHALLENGES FACED BY INDIAN WOMEN ENTREPRENEURS FOR STARTUPS  
AND STRATEGIES TO OVERCOME THE UNSEEN OBSTACLES**

**Paper Id - 2045**

**Dr.B. Girimurugan,**

Department of Management Studies, KL Business School, Green Fields, Vaddeswaram – 522  
502, Andhra Pradesh, India.

**Abstract**

Entrepreneurs play a vital role in developing the country's economy. Women entrepreneurs are also contributing their part in the nation's economic development. Living as a woman was difficult. This scenario has been changed and women have started to come up and shine in all fields. They have got equal rights and recognition as that of men. Their status has grown up in the society and started to earn to support their family. Before the 20th century, women used to operate businesses as a way to supplement income. Later they have started to run their own business startups and proving their best. Apart from these positive highlights, still they are facing many difficulties in running startups particularly raising fund for their startups seems to be a risky task for them. This conceptual article focuses on exploring the women entrepreneurs and the challenges faced by them in running their startups.

Keywords: Women entrepreneurs, business startups, supplement income, recognition

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**JOB SATISFACTION AND MENTAL HEALTH OF IT PROFESSIONALS**

**Paper Id - 2046**

**Dr. D. SRINIVASA RAO & B. ANUSHA**

**PROFESSOR, KL UNIVERSITY BUSINESS SCHOOL, KL UNIVERSITY,  
VADDESWARAM**

**STUDENT, KL UNIVERSITY BUSINESS SCHOOL, KL UNIVERSITY,  
VADDESWARAM**

**ABSTRACT**

The present paper examines the relationship between Job Satisfaction and Mental Health of employees in Indian IT sector. Mental health of employees is hypothesised to be determined by depression, anxiety, burn-out and self-esteem. A simple random sample of 154 IT employees from South India were considered and a structured questionnaire consisting of 29, five point Likert's Scale items were used to gather data on the variables of the study. Multiple Regression Model was used to track the significant impact of Depression, Anxiety, Burnout and Self Esteem on Mental health and there by on Job Satisfaction. Results of the study indicates that Depression, Anxiety, Burnout are significantly influencing the Job satisfaction levels of sample respondents. The impact of Self Esteem on Job Satisfaction is not statistically significant.

**KEYWORDS :** job satisfaction, depression, anxiety, burnout, self-esteem.

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**A STUDY ON ISSUES OF EMPLOYEE RETENTION IN INDIAN IT INDUSTRY**

**Paper Id - 2047**

**Dr. D. SRINIVASARAO & BATLANKI NIKHITHA**

**PROFESSOR, K L UNIVERSITY BUSINESS SCHOOL**

**K L UNIVERSITY**

**MBA STUDENT, K L UNIVERSITY BUSINESS SCHOOL**

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**ABSTRACT**

Employee retention has become major concern for corporates in current scenario. This paper explores the factors responsible for employee attrition in Indian IT industry. A simple random sample of 201 employees across south India were considered for this study. A structured Questionnaire with five point Likert's scale items was designed to gather the responses from the sampling units. Regression technique is used to identify factors that are causing employee attrition. Significant

impact of leadership type, level of job satisfaction, Financial benefits, was noticed on employee retention. The most likely explanations that emerges from this study for employee retention strategies are change in leadership style, customized job profiles, personalized financial benefits.

**KEYWORDS**

employee retention, attrition rate, personalized financial benefits, leadership, customized job profiles.

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**HRIS AND ITS IMPACT ON ORGANIZATIONAL EFFECIENCY**

**Paper Id - 2048**

Dr. Srinivasa rao D.<sup>1</sup>, Sharon Jyothi Kannipamula.<sup>2</sup>, E. Dharma Teja<sup>3</sup>

<sup>1</sup>Professor, <sup>2</sup>Research Scholar, <sup>3</sup>MBA Student

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[dharma.eli@gmail.com](mailto:dharma.eli@gmail.com)

**ABSTRACT**— Human Resource Information System (HRIS) is an efficient and response system for managing the human resource of an organisation. It includes hardware, software, forms, policies, procedures and data. Through HRIS organisations collect, maintain, analyse and report information on people and jobs. The linkage between HRIS and organisation performance is understood theoretically but very few empirical works are done. In this context the present study aims to explore the impact of HRIS on organisation performance in select organisations belonging to the IT industry. The dimensions of HRIS and organisational performance are conceptualised first through review of literature and then operationalised by a questionnaire. The data gathered on the necessary variables are identified through a structured questionnaire from 63 respondents who are involved in HRIS activities at firm level. Multiple regression model was used to track the relation between HRIS and firm performance. Results of the study show that, for all hypotheses except hypothesis-IV the p-value is less than 0.05 and we accepted Alternative Hypothesis (H<sub>1</sub>).

**Keywords:** Human Resource information system (HRIS), Firm performance, Training and Development, Skill enhancement, Performance management system, Compensation administration, Competitive Advantage

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**FACTORS INFLUENCING PURCHASING DECISIONS AT D-MART AND METRO  
IN VIJAYAWADA CITY**

Paper ID - 2049

D. Satish Kumar, P. Bindu, D. S. Rao, S. Anusha, J. Srinivas

<sup>1</sup> Professor, <sup>2</sup> Research Scholar, <sup>3</sup> MBA Student

<sup>1,2,3</sup> KLEF Business School

<sup>1,2,3</sup> Koneru Lakshmaiah Education Foundation, Vaddeswaram, Guntur, Andhra Pradesh,  
India-522502

Abstract

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Corporate retail stores are today the focal points for purchasing decisions of middle and high-income groups in urban India. However, each corporate retail store has its own model of retailing. Storing different varieties of products at same locality, location advantage, self-servicing outlets, window shopping, large scale discount, specialty stores are some of the models retailing stores have adopted. But all these retail models are not being popular among the consumers. Consumer's preferences and choices are varying across different retail models. In this context the present study wants to explore significant difference among corporate retail stores in Vijayawada in consumer preference and choices.

Keywords: Retail Shopping, Shopping Behavior, Convenience store, Discount store, Specialty Store, Corporate Retail Stores.

**Title:** International Journal of Engineering and Technology(UAE)  
**ISSN:** 2227-524

**A DESCRIPTIVE STUDY OF CUSTOMER'S OPINIONS ON FACTORS  
INFLUENCING PURCHASING DECISIONS IN CORPORATE RETAIL STORES IN  
A CITY OF VIJAYAWADA.**

**Paper Id - 2050**

S. Anusha, D. Satish Kumar, P. Bindu,

<sup>1</sup> Professor, <sup>2</sup> Research Scholar, <sup>3</sup> MBA Student

<sup>1,2,3</sup> KLEF Business School

<sup>1,2,3</sup> Koneru Lakshmaiah Education Foundation, Vaddeswaram, Guntur, Andhra Pradesh,  
India-522502

**Abstract**

Corporate retail stores are today the focal points for purchasing decisions of middle and high-income groups in urban India. However, each corporate retail store has its own model of retailing. Storing different varieties of products at same locality, location advantage, self-servicing outlets, window shopping, large scale discount, specialty stores are some of the models retailing stores adopted, but all these retail models are not being popular among the consumers. Consumer's preferences and choices are varying across different retail models. In this context the present study wants to explore significant difference among corporate retail stores in Vijayawada in consumer preference and choices.

Keywords: Retail Shopping, Shopping Behavior, Convenience store, Discount store, Specialty Store, Corporate Retail Stores.



**CO-INTEGRATION OF INDIAN STOCK MARKETS**

**Paper Id - 2051**

DR. D.Srinivasa Rao, & M.Nagendra Kumar,  
Professor,

KL Business school, KL University, Guntur

Student

KL Business School, KL University, Guntur

**Abstract**

This paper presents the pace of global integration and the intensification of international economic linkages among nations are high. The future also gives space for continual integration between the nations. To analyse the movements of the Indian Stock Market with special reference to NSE in comparison to the indices of NASDAQ, stock exchanges in the world.

**KEYWORDS:** Stock Market Integration, Long Run Relationship, Global Stock Markets, Johansen Co-integration Test and Granger Causality Test

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**INVESTMENT PATTERN AND AWARENESS OF SALARIED CLASS INVESTORS  
IN TIRUVANNAMALAI DISTRICT OF TAMILNADU**

**Paper Id - 2052**

**DR. PV DURGA RAO**

KL Business school, KL University, Guntur

**ABSTRACT**

The results also highlight that certain factors like education level, age of investors, number of family members etc make significant impact while deciding on the avenues for investment. The present study is based on primary sources of data which are collected by distribution of a close ended questionnaire. The data has been analyzed using chi-square test. The research shows that majority of the respondents are saving money as Bank deposits for the safety of an unpredictable future. This article highlights investment pattern and awareness of salaried class investors in Tiruvannamalai district of Tamilnadu.

**KEY WORDS** Investment Management, Investment Pattern, Awareness and Salaried Class Investors

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**A STUDY ON INVESTMENT PATTERNS AND AWARENESS OF SALARIED  
CLASS INVESTORS**

**Paper ID -2053**

**DR. PV DURGA RAO**

KL Business school, KL University, Guntur

**Abstract**

Investment is a desire to earn expected return from his investments, this investments is portion of the savings from the salary. This investment is made with the expectation of earning good returns from their investments. These investments were made for livelihood after their retirements. As per the recent survey results salaried employees investments were not increased as compared with the business persons. Unfortunately, it is true that employees think investments only at the time of retirements. Few years back there were only limited numbers of options available for investments, but in the present scenario the investments options are increased and awareness of investments also increased. With this back ground the researcher intended to study the investment patterns and their awareness regarding the salaried employee's investments of Kalaburagi s, State; Karnataka. The respondent of research study consist only those people who earning fixed Income as salary so the study included only salaried group of people.

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**A STUDY ON PREFERRED INVESTMENT AVENUES AMONG SALARIED  
PEOPLE WITH REFERENCE TO PUNE, INDIA”**

**Paper Id - 2054**

**DR. PV DURGA RAO**

KL Business school, KL University, Guntur

**Abstract:** Investment is an activity that is engaged in by people who have savings i.e. investments are made from savings, or in other words people invest their savings. A variety of investment options are available such as bank, Gold, Real estate, post services, mutual funds & so on. Investors are investing their money with the different objectives such as profit, security, appreciation, Income stability. Researcher has studied the different avenues of investments as well as the factors while selecting the investment with the sample size of 40 salaried employees by conducting the survey through questionnaire in Pune, India. The study is based on personal interviews with salaried peoples, using a structured questionnaire. Actually, the present study identifies the preferred investment avenues among the individual investors using self assessment test. The study is based on primary sources of data which are collected by distribution of a close ended questionnaire. The data has been analyzed using percentage, chi-square test, and Person Correlation Coefficient with the help of statistical software. The researcher has analyzed that salaried employees consider the safety as well as good return on investment on regular basis. Respondents are aware about the investment avenues available in India except female investors.

**Key Words:** Investments, profit, salaried employees, savings.

**A STUDY ON SAVING AND INVESTMENT PATTERN OF COLLEGE TEACHERS  
WITH REFERENCE TO THANJAVUR CITY CORPORATION**

**Paper Id - 2055**

**DR. PV DURGA RAO**

KL Business school, KL University, Guntur

**ABSTRACT**

Investment is an activity that is engaged in by people who have savings. But all savers are not investors. It involves commitment of resources that have been saved in the hope that some benefits will accrue in future. People are earning more, but they do not know where, when, and how to invest it. A proper understanding of money, its value, the available avenues for investment, various financial institutions, the rate and risk etc., are essential to successfully manage one's finance for achieving life's goal. The study discusses about the marital status and other factors influencing the investment behaviour of college teachers towards different investment avenues with special reference to Thanjavur Town. The results highlight that certain factors like education level, awareness about the current financial system, age of investors etc., make significant impact while deciding the investment avenues. The study is based on personal interviews with College teachers, using a structured questionnaire. The study is based on primary sources of data which are collected by distribution of questionnaire. The data has been analyzed using percentage analysis with the help of statistical software. There are large number of investment opportunities available today. . This research study is an attempt to analyse the savings and investment pattern of the college teachers and briefly examine how the college teachers managing their investment. They feel that with the uncertain future savings in different forms help the rest family members in peace.

**Keywords:** Investment, Investment behaviour, Investment Avenues, Economical development.

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**AN ANALYSIS OF INCOME AND INVESTMENT PATTERN OF WORKING  
WOMEN IN THE CITY OF AHMEDABAD**

**Paper Id - 2056**

**DR. PV DURGA RAO**

KL Business school, KL University, Guntur

**ABSTRACT**

The research study is based on the analysis of income and investment pattern of the respondents i.e. working women in the city of Ahmedabad .The objective of the study was to determine the relationship between the income and investments pattern among respondents. The study was conducted on working women across both government and private sectors in the city of Ahmedabad. The data was collected by distributing a structured questionnaire to 250 respondents. It has been found that majority of them preferred to invest their savings in fixed deposits with banks for the safety of a volatile future followed by investing in gold. The major impact on savings is due to the level of income which has considerably increased in the last decade.

**Keywords: Annual income, Annual savings, Investment, working women, government and private sector**

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**A STUDY ON IMPACT OF E-PAYMENT TECHNOLOGY ON SELECTED BANKS  
PERFORMANCE IN INDIA**

**Paper Id - 2057**

**DR. K. HEMA DIVYA**

KL Business school, KL University, Guntur

**Abstract**

An Electronic payment in short, can be simply defined as paying for good or services on the internet. It includes all financial operations using electronic devices, such as computers, smart phones or tablets. E-Payments come with various methods like credit or debit card payments or bank transfers. The main objectives of the study is to focus on the impact of E-Payment technology in selected banks in India, to know the reasons for the problems and to find a solution to the problems and to know how banks are using E-Payment technology and how they are overcoming their problems.

**Keywords:**E-Payment technology, bank performance, financial operations and payment methods

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**A STUDY ON MOVEMENT IN EXCHANGE RATE AND ITS IMPACT ON BSE  
SENSEX**

**Paper Id - 2058**

**DR. K. HEMA DIVYA**

KL Business school, KL University, Guntur

**Abstract**

The purpose of this paper is to study the movements in exchange rate and their impact on BSE Sensex. Based on the review of literature, the study aims to empirically test this relationship and impact annual time series data spanning the period from January 2011 to October 2016 period on daily basis was obtained on both the dependent and independent variables from secondary source. Multiple Regression analysis was used to track the relationship between the dependent variable (Sensex) and the independent variable Exchange rate. The study has found that there is a correlation coefficient of 0.766 which is positively significant at 5% level of significance and indicates that any change in the exchange rate will have an impact of 0.587% change in the Sensex value. The main contribution of the study is empirically identify and prove that there is a relationship between exchange rate and Sensex in the present context and the theories which were specified will still hold good today .

**Keywords:** Exchange rate, Sensex, relationship, stock prices.

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**A STUDY ON IMPACT OF DIGITAL BANKING SERVICES ON SELECTED  
BANKS PERFORMANCE**

**Paper Id - 2059**

**DR. K. HEMA DIVYA**

KL Business school, KL University, Guntur

**Abstract**

The purpose of this paper is to study the impact of Digital Payments on Selected Banks Performance. Based on the review of literature, the study is aimed at evaluating the impact of digital payments on selected banks performance .RTGS (Real Time Gross Settlement, NEFT, Debit cards, Credit cards show a positively significant relationship on profitability of banks except POS . To evaluate and find out to what extent the usage of digital payments enhances profitability of banks.

**Keywords:** Digital payments, performance, usage, profitability

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**19th August 2017**

**A STUDY ON MODELLING OF CREDIT RISK IN SELECTED BANK**

**Paper Id - 2060**

**DR. K. HEMA DIVYA**

KL Business school, KL University, Guntur

**Abstract:**

It is the practice of Mitigating losses by understanding bank's capital capability and loan loss reserves at any point in time. The major goal is to maximize risk adjusted rate of return by maintaining credit risk exposure within acceptable parameters.

The credit Management seeks to identify the appropriate level of default risk associated with investing in that particular entity. The outcome of the credit Management will determine what risk rating to assign the debt issuer or borrower. The main Objective of Credit risk Analysis is to Reduce NPA's (Non Performing assets) the main objectives of the study is

To identify the factors that determine the credit risk of the borrower, To explore existing credit policies adopted by selected banks, To identify the gap and develop a model which can assess the Credit Risk of the Borrower & which helps the bank to reduce their NPA's. The main problem is to Reduce the NPA's,

**Key Words:** RBI, BASEL, CAMELS, NPA's (Non-Performing Assets),Credit Risk Management.

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**A STUDY ON BEHAVIOUR OF GOLD INVESTORS IN INDIAN MARKETS**

**Paper Id - 2061**

**DR. K. HEMA DIVYA**

KL Business school, KL University, Guntur

**Abstract**

From observation of MEH(market efficiency hypothesis) adequacy and markets irrationality, present study is intended to provide an explanation to existing disconnection between financial asset price and its intrinsic value by analyzing how behavioral finance plays a role in price formation. The goal is to evaluate the impact of individual and collective biases on market irrationality and inefficiency through modeling behavioral component. To make the problem a well defined one, present analysis will focus on specific gold market, and will take advantage of market quantitative analysis tools to single out the proper role of behavioral finance. The main objectives is to explore different factors leading to irrational behaviour of the investors and to analyse the impact of identified factors on the Gold Investment and collecting Primary data from gold investors in Indian market.

**Keywords:** Behavioral finance, Efficient Market Hypothesis

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**19th August 2017**

**A STUDY ON IMPACT OF NPA'S ON PROFITABILITY OF NSE 50 BANKS**

**Paper Id - 2062**

**DR. K. HEMA DIVYA**

KL Business school, KL University, Guntur

**Abstract:**

Non-performing Asset is a vital factor in the examination of financial performance of a bank. Non Performing Asset is the key term for the banking corporations. Non Performing Assets show the competence of the performance of the banks. Non Performing Assets means which amount is not received by the bank in return of loans disbursed. Non Performing Assets affect not only the finance institution but the total financial system. The Indian banking industry has been affected by bad & doubtful assets the multiple factors are responsible for the *NPA*s in those Financial Institutions in India.

The banks and financial institutions have been burdened with ever increasing *Non Performing Assets*. The main objectives is to examine whether there is significant relationship between the nonperforming assets and profitability of NSE 50 banks for certain time period and to examine whether there is significant impact of the non-performing assets on profitability of NSE 50 banks for certain period

**Key Words:** RBI, BASEL, CAMELS, *NPA*'s (Non-Performing Assets), Credit Risk Management.

**FUNCTIONAL HR: A NIGHTMARE FOR INDIAN START UPS**

**Paper Id - 2063**

**Jikku Susan Kurian**, Assistant Professor, KL University Business School, Koneru  
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**Abstract**

The paper emphasis on the HR challenges which HR faces in startup companies. The managers are facing lot many challenges now a days due to globalization, privatization, legal scenario etc. The main aim of the HR manager will be forecasting recruitment needs, selecting right candidate for the right job, empowering skillsets of the employees by providing required training. The HR manager sets the strategy for sustaining sustainable competitive advantage to stick into the market. The paper focuses on what are the common challenges faced by start-ups and how the HR managers find solution for those challenges. In this paper, the methodology adopted is the secondary data collected from Internet, journals, etc. If the HR manager keeps the good work culture, and is also capable of managing the low attrition rate, then organization can lead to further success. Numerous HR challenges exit currently, including organizational cost pressures, economic and job changes, talent management and development, technology expansion etc.

**Keywords:** Start-Ups, Challenges, HR Issues, Team Building etc.

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**WELFARE MEASURES AND EMPLOYEE PRODUCTIVITY: A STUDY AT  
HINDUSTAN COCA- COLA PVT. LTD**

**Paper Id - 2064**

**Jikku Susan Kurian**, Assistant Professor, KL University Business School, Koneru  
Lakshmaiah Education Foundation, KL University, Green Fields, Vaddeswaram, Guntur  
District, Andhra Pradesh, India

**ABSTRACT:**

Labor health, safety and welfare are the measures of promoting the proficiency of labor. The various welfare measures provided by the employer will have immediate impact on the health, physical and mental efficiency alertness, morale and overall proficiency of the worker and thereby contributing to the higher productivity. Some of the facilities and services which fall within the preview of labor welfare include adequate canteen facilities, accommodation arrangements, and recreational facilities, medical facilities transportation facilities for traveling from & to the place of work.

This research highlights the health, safety and welfare measures taken in the manufacturing industry, the employees' satisfaction level, and to identify the overall quality of work life of the employees. The Data collection was done through questionnaire. To analyze, the collected data the researcher used simple percentage analysis and Chi-Square test. Different charts and graphs were drawn to interpret the collected data.

**Keywords:** Safety Requirements, Employee Health, Welfare Measures, Factories Act

**INTERNATIONAL CONFERENCE ON RECENT CHALLENGES IN BUSINESS  
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**EXCHANGE RATES: A CRITICAL STUDY**

**Paper Id - 2065**

**Jikku Susan Kurian**, Assistant Professor, KL University Business School, Koneru  
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District, Andhra Pradesh, India

**Abstract**

Predicting currency movements is perhaps one of the hardest exercises in economics as it has many variables affecting its market movement. The changes in the capital market bring transformation in the entire economy of the country. The boom and depression of the capital market are reflected in all sectors of the economy. The foreign exchange market and the stock market are vital for any well-defined financial system of a country. Stock price downward movement continuously in the market forewarns the crisis period in advance. This study analyses the dynamic relationship between stock market and exchange rate and explores the long-run and short-run causal relationship between the stock market and the exchange rate in India for the major decade 2005-2014 of indices BSE Sensex and Nifty NSE. As US Dollar is a prominent currency for foreign trade, the exchange rate of rupee and US Dollar has been taken for the study. BSE Sensex NSE NIFTY index is a benchmarking index that is used to measure the economic development of a country like India. The present study conducted from 2005-2014 for a period of 10 years. Correlation between NSE NIFTY, BSE SENSEX with reference to Exchange Rates can be calculated. This explains about the relationship between the variables

**Keywords:** Stock Market, Foreign Exchange, BSE SENSEX, NSE NIFTY, Correlation.

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**ROLE OF SOCIAL MEDIA IN CHANGING THE FACE OF RECRUITMENT: A  
CRITICAL STUDY**

**Paper Id - 2065**

**Jikku Susan Kurian**, Assistant Professor, KL University Business School, Koneru  
Lakshmaiah Education Foundation, KL University, Green Fields, Vaddeswaram, Guntur  
District, Andhra Pradesh, India

**ABSTRACT:**

Today internet is in fact that renovating the whole world in every aspect. In this process for a new employee to join an organization has been completely modernized by Internet, and that process is called as "E-Recruitment". This study aims to determine the factors that influence the perceptions of student towards social media recruitment. Data has been collected from internet, research papers, and text books. Some of the factors which influence student's perception towards social media recruitment are like age, gender, awareness and importance. Among these factors importance of social media recruitment plays a major role.

**Key words:** Social media, recruitment, student perception, trustworthy sites.

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**CHANGES IN ORGANIZATION AND EMPLOYEES ADAPTABILITY**

**Paper Id - 2067**

**Jikku Susan Kurian**, Assistant Professor, KL University Business School, Koneru  
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District, Andhra Pradesh, India

**ABSTRACT:**

The difficulties faced by the organizations towards employee resistance to organizational change are well known around the globe. The present study is an attempt to verify whether, some of the well-known factors believed to be causing employee resistance towards organizational change stands relevant in present scenario. The descriptive survey was utilized to bring out the factors leading to resistance in the employees. Results of the study confirm that the resistance of employees is influenced by these factors. The study tackles the linkage between employee's attitudes towards organizational commitment and change, which is one of the most significant constructs in organizational behavior. The present study, investigates and evaluates the attitudes of the employees towards organizational commitment and change.

**Key words:** Organizational Change, Resistance to Change, Employee individual response.

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**ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN DEVELOPING INDIAN  
ECONOMIC SCENARIO**

**Paper Id - 2068**

**Jikku Susan Kurian**, Assistant Professor, KL University Business School, Koneru  
Lakshmaiah Education Foundation, KL University, Green Fields, Vaddeswaram, Guntur  
District, Andhra Pradesh, India

**ABSTRACT:**

Organization is a place where people work cooperatively to achieve a common goal, and corporate is most formal business organization. These business organizations are influencing the society in which they are established. India's new Companies Act 2013 (Companies Act) has pioneered several new provisions which change the facade of Indian corporate business. One among them is, Corporate Social Responsibility (CSR). Therefore, the present study is focused on influencing factors of Corporate Social Responsibility. The main objective of this study is to conduct a survey about CSR and its influencing factors such as future growth, investor's investment decisions, and profitability. For accomplishing these objectives a survey was conducted for 140 respondents by preparing a structured closed ended questionnaire which consisted of multiple choice questions. To check the accuracy of the questionnaire pilot survey was also conducted. Hence the same questionnaire was used for main survey. Convenient sampling was used as sampling method to conduct the survey. The statistical tool used in the present study is chi-square test to find out significant association between CSR activities to investor decisions, companies' profitability, and companies' future growth.

**Key words:** Corporate Social Responsibility, Profitability, Future Growth,

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STUDIES, LAW, SOCIAL SCIENCES, JOURNALISM AND MANAGEMENT  
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**IMPACT OF LEADERSHIP ON QUALITY OF WORK LIFE ON JUTE INDUSTRY  
IN ANDHRA PRADESH AND WEST BENGAL, INDIA.**

**Paper Id - 2069**

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**ABSTRACT**

Quality of work life (QWL) can be understood into two approaches; the first shapes that quality of work life is a traditional of certain circumstances and performing of organizational goals. Leadership is an effort to motivate workers through proper communication to achieve organization goals. The purpose of this research was conducted to find out and analyse the impact of leadership on quality of work life in jute industries in Andhra Pradesh and West Bengal. Regression analysis is used to portion the relationship in the study. Based on the results it is creating that, leadership dimensions has significant impact on level of quality of work life (P-value is less than 5 percent level of significance). Thus, to give better life for every one of the workers, the leadership dimensions should be increased. The results shown are meaningful and positive relationship between the dimensions of leadership and level of quality of work life in jute industries, Andhra Pradesh and West Bengal states in India.

**Key words:** Quality of work life, Leadership, workers, jute industry, India

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**WORK LIFE BALANCE IN RETAILING SECTOR IN VIJAYAWADA**

**Paper Id - 2070**

**P.Aditya Saicharan & AVS Kamesh**

MBA student, Business School, KL Education Foundation

Professor, Business School, KL Education Foundation

**ABSTRACT**

Work–life balance is a concept including proper prioritizing between work (career and ambition) and lifestyle (health, pleasure, leisure, family and spiritual development/meditation). Related, though broader, terms include "lifestyle calm balance" and "lifestyle choices". Many companies strongly support their employees work life balance through appropriate measures in order to improve employee's loyalty towards the company which fetches the company with a better work life and a chance to recruit new employees. The flexibility in the working times is the measure and it also influences the employee's private lives, with this there can be increase in the job satisfaction by reducing the work stress. Retail sector is the considered to be the link between the manufacture and the consumer In the middle the employee play's a crucial role for gaining the customer satisfaction which in-turn results in the regaining of the customer. This can only be happen unless until the employee is mentally fit. i.e. well managed with his work and as well as personal life ,because a good balanced work life keeps the employee's pressure free and also assists them to improve their performance with in the organization. Although the employee is backed-up by the organizations as like the retailing sector with certain measures in balancing their work life, but still it is an un-certainty for few. The purpose of this study is to measure the levels of the balanced work life of the employees in the retailing industry and up- to what extent the organization is able to create a balanced environment to their employees in retailing sector in Vijayawada.

**KEYWORDS:**

Balance, Work life, Performance, Employee retention, Loyalty.

**A STUDY ON THE SALES COMEPTENCIES IN THE  
AUTOMOBILE INDUSTRY IN AP**

**Paper Id - 2071**

**M.Mounika & AVS Kamesh**

MBA student, Business School, KL Education Foundation

Professor, Business School, KL Education Foundation

**ABSTRACT**

Automobile Industry is considered to be one of the key sectors of economy and also recognized as one of the drivers of economic growth as it contributes significantly to the overall GDP of the nation. It also helps in attaining goals such as providing employment, increase in manufacturing output, and indirectly increase in agro-productivity transportation. The automotive industry in India is one of the markets in the world. It was previously one of the fastest growing markets globally, but is currently experiencing flat or negative growth rates. India's passenger car and commercial vehicle manufacturing industry is the sixth largest in the world, with an annual production of more than 3.9 million units in 2011. India has become the vast untapped market for automobiles. There are many emerging dimensions and trends in the automotive industry. To sell all the products that are manufactured there is need for effective sales management and sales people. Many skills are required for a salesperson to make customers accept the product and to maintain long run relationship for the constant growth in sales. This clearly indicates that there is a need for skilled employees in the market to raise the sales. This research mainly focuses on the evaluation of competencies and skills required by the sales person. The significance of choosing this topic is that there is proven evidence that the combination of manufacturing and HR practices produces the highest levels of manufacturing performance in plants around the world. The saturated markets in G7 countries had result in the shifting their focus to the developing countries like India, Korea, China, etc., This reason also added for the research importance of this topic. The research results in the changing nature of sales competencies of sales people with high interpersonal competencies will increase sales effectiveness.

**KEY WORDS:** - Salespersons competencies, Sales process, Automobile industry, Interpersonal Competencies, Core Competencies, Behavioral Competencies.

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**A STUDY ON LEAN LEADERSHIP IN REXER PHARMA COMPANY**

**Paper Id - 2072**

**K.Mounika & AVS Kamesh**

MBA student, Business School, KL Education Foundation

Professor, Business School, KL Education Foundation

**Abstract**

The purpose of the study is on leadership with Lean leadership; document the differences and similarities and examine to achieve better results in the organization. The result indicates more similarities than differences between leadership and Lean leadership behavior. The major difference is that leadership focuses on making the leader conscious of their own behavior and develop (possibly change) their behavior. Through new behaviors their co-workers and organization also gain developmental advantages. There is no further purpose described in leadership theory. Lean leadership also concentrates on behaviors, but clearly declares an override purpose; continuous improvement with focus on eliminating waste in the value stream. Lean leadership behaviors share a similar purpose, and focus on making leaders aware of what incorrect behaviors can cost or cause the organization. Even if Lean leadership does not have this clear and distinct relationship it is an underlying element in one of the two key principles – respect for people, which permeates both models. The two studied models seem to be quite similar and both focus on role models and frequency of developmental/value creating behaviors. The proposed comparative study should be oriented towards practical application in management positions.

**Keywords:** Behavior, Lean manufacturing, Management, Social and behavioral sciences.

**VARIABILITY OF STRESS AMONG IT EMPLOYEES  
BASED ON AGE AND GENDER AT CGI TECHNOLOGIES, INDIA**

**Paper Id - 2073**

**M.Hareeshma Roy & AVS Kamesh**

MBA student, Business School, KL Education Foundation

Professor

Business School, KL Education Foundation

**ABSTRACT**

The research highlights the role of stress in the workplace environment, IT industry, in specific. The goal is to show that the levels of stress vary not only among every other human being in general, but also this could be seen in different age and gender. This study also brings out the relationship between organizational role stress and life satisfaction levels among employees who are involved in extreme organizational work climates. Job characteristics and personal conditions such as overtime, deadlines, time management, multitasking, repetitiveness, gender, family responsibilities, and age group were found to be insignificant as time stresses. Tech companies are tarnished for being fast-paced work spaces that produce stress-induced workers. Furthermore, there exists a very thin line between organizational climate and job stress. Hence discussed will be the sources and types of stress based on work environment in such sector. The purpose of the present study is to investigate the relationship of work stress and organizational climate among the women employees of information technology industry. The authors targeted the 450 women employees in the IT industry in Bangalore, Chennai, Pondicherry and Coimbatore. The study results indicate that in the organizational climate, the mean value of perceived pay disparity was high; however it revealed that there was very less gender disparity in employee development. It was also found that in job stress the mean value of work to family spill over was very high.

**KEYWORDS:** Job stress, Information Technology, Organizational Climate, Women, men  
Employees

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**PERCEPTION OF EMPLOYEES ON THE EFFECTIVENESS OF THEIR TEAM  
LEADER IN SOUTH INDIAN IT ORGANIZATIONS**

**Paper Id - 2074**

**A.Sai Poojitha & AVS Kamesh**

MBA student, Business School, KL Education Foundation

Professor, Business School, KL Education Foundation

**ABSTRACT**

Teams are everywhere: in business and industry, in government, in schools, hospitals, professional associations—indeed, almost anywhere people gather to get things done. There are executive teams, management teams, and teams within functional areas from R&D to customer service. There are also special-purpose teams, cross-functional teams, and even industry teams with members from different organizations. Indeed, the movement to collaborative teamwork has been one of the sea changes that have swept through organizations during the last two decades of the twentieth century. Leadership often involves reinventing the job; strong leaders create their role in an organization or in the world system. Managers are often responsible for executing the task at hand, not thinking of future goals. Managers are responsible for maintaining, but leaders look to innovate. Managers may involve employees in their activities, but often on a “need to know” basis. Leaders, in contrast, work to inspire those around them by trying to help others gain personal growth and development from their activities and by turning weaknesses into strengths. “Teamwork” is defined as a group of people working together to achieve a common goal. Team members are mutually responsible for reaching the goal toward which they are working. Team building is a process meant to improve the performance of the team and involves activities designed to foster communication and encourage cooperation. Additionally, the objective is to avoid potential disputes and problems and to keep the morale of team members high. Many different industries and organizations use teams to accomplish goals, because people working together can often achieve more than they could individually. How do you know if you need a team to complete a project? Ask yourself the following questions: Can I achieve this goal by myself? Do I have the resources and time to undertake this project? Can other people or a team of other people be more effective than I would be in achieving this goal? If your answers favour the involvement of others, it's time to consider forming a team. In an increasingly complex environment, organizations are using a team approach to bring a diverse set of skills and perspectives into play. An effective use of teams often draws upon a creative approach of

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bringing together specialists who combine their efforts and develop intrateam synergies to meet the challenges of their often-complex organizational environment.

**Keywords:** Team, leadership, planning, organizational goals, teamwork.

**A STUDY ON IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT  
STRATEGIES ON CUSTOMER LOYALTY IN HYPER MARKET**

**Paper I - 2075**

M V A L NARASIMHA RAO, Assistant Professor, K L Business School

**Abstract:**

The concept of Customer Relationship Management has found its own significance for organizations that thrive for competitive edge. This is true in the case of Retail industry as well. With booming of retail sector in India, companies are now focusing on their penetration, sustenance using different customer relationship strategies to retain customer. The very objective of customer relationship management is to retain the existing customers with the outlet for long time. There are various factors like store atmosphere, communication, trust and commitment form the organization that effect customer loyalty towards outlet. This research is aimed at identifying different strategies adapted by a retail outlet for retaining customers. Results showed that Big Bazaar uses loyalty card, feedback, regular messages and Wednesday offers as customer relationship strategies. And also found that feedback and short messages are effective strategies according to customers.

**Keywords:** CRM, customer loyalty, hypermarket, strategies.

**A STUDY ON IMPACT OF ADVERTISEMENT ON THE BRAND PREFERENCE  
TOWARDS SOFT DRINKS (IN GUNTUR CITY)**

**Paper Id - 2076**

M V A L NARASIMHA RAO, Assistant Professor, K L Business School

**Abstract:**

Measuring the influence of Advertisement in Consumer Brand Preference is very essential for every marketer. If advertisement does not create any positive change in consumers' brand preference, all the resources such as money, time and efforts spent on advertisement will go in vain. Most of the marketers use Advertisement as a tool to attract substantially new customers and to retain the existing customers. Every Brand in this market use Advertisement as a major weapon to overcome the fierce Competition. There are numerous Advertisements of different Soft drink brands exposed in Television. But, the main thing here is, the marketer want to identify that, do all these advertisements positively influencing the consumers' brand preference. In order to study the influence of Advertisement in Consumer Brand Preference, three main variables are considered with appropriate dimensions. They are Information, Communication and Comprehension.  
Keywords: Advertisement, Soft Drinks, Brand Preference.

**AN EXPLORATORY STUDY ON CONSUMER BEHAVIOUR TOWARDS  
PURCHASING LUXURY FASHION BRANDS AMONG VIJAYAWADA COLLEGE  
STUDENTS**

**Paper Id - 2077**

M V A L NARASIMHA RAO, Assistant Professor, K L Business School

Abstract

The study provides a conceptual background to the notion of luxury brand reviewing the conceptual and empirical literature. Second, the buying behaviour of consumer to luxury brands which considers issues such as Personal Values, Social Recognition and Demographics. Since there are a wide range of luxury brands, there is widespread open up luxury culture exposed to young college student consumers. So, the purpose of this study is to find out how college students perceive the definition and meaning of the term "luxury". Besides, it is also to identify the determining college students' purchasing intentions of luxury fashion brands by using the parameters like personal values, social recognition and demographics as variable factors. This, as such is to find out luxury preference person and non-luxury preference person. The scope of luxury fashion brands is more in the retail sector which includes life style products such as apparels, shoes and watches. The luxury fashion brands significantly contribute more to the Indian economy. They are inundating the Indian market thanks to the open market system, and the Indian youth, especially the college goers are more exposed to the branded life style products. The present study, keeping the above in view takes up the task of opinion-enumeration from the various college students from across the city and suburb environs of Vijayawada.

Key Words: Luxury Brands, Brand Preference, Consumer Behaviour

**A STUDY ON IMPACT OF CELEBRITY ENDORSEMENTS ON THE BUYING  
BEHAVIOUR OF CONSUMERS WITH REFERENCE TO DURABLES**

**Paper Id - 2078**

M V A L NARASIMHA RAO, Assistant Professor, K L Business School

**ABSTRACT**

Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. It has become a trend and perceived as a winning formula for product marketing and brand building. It is easy to choose a celebrity but it is tough to establish a strong association between the product and the endorser. While the magnitude of the impact of celebrity endorsement remains under the purview of gray spectacles.

This study aims to investigate the impact of celebrity based advertisements on the purchase behavior of consumers towards durable products with reference to the city of Vijayawada. In the present era of information explosion and media influence, these advertisements play a major role in changing the settled thinking of the consumer and also the consumption pattern of the society in general. Across the world, celebrities have been used for a wide variety of brands. The crescendo of celebrities endorsing brands has been steadily increasing over the past years Marketers overtly acknowledge the power of celebrities in influencing consumer purchase decisions. This study focuses on (1) To identifying the factors that motivate and affect the purchase behavior of consumers at Vijayawada (2) To analyze factors which influence the purchase behavior of consumers. (3) To assess the extent of influence created by celebrity endorsed advertisements for consumer durables and to ascertain the consumer responses. It is a ubiquitously accepted fact that celebrity endorsement can bestow special attributes upon a product or service, which it may have lacked otherwise.

**Keywords:** Celebrity advertisement, consumer purchase behavior, durable products

**A STUDY ON FACTORS AFFECTING THE SELECTION OF MOBILE PHONE  
SERVICE PROVIDERS**

**Paper Id - 2079**

M V A L NARASIMHA RAO, Assistant Professor, K L Business School

**ABSTRACT**

Mobile phone service provider markets are one of the most unstable market atmospheres, now a day due to increased competition and change in the market. Thus, the growing concern requires the marketers to strictly look at customer buying decision and satisfying process and more focus on the factors such as Prices, Perceived quality, Perceived sacrifice, Perceived value, and Purchase intention that subsequently determine willingness to purchase between different mobile phone service providers. On this basis, this research deals with consumers' sacrifice and willingness to purchase criteria in mobile phone service providers markets by studying factors that influence customer perceived value and satisfying intention to acquire and factors that influence on mobile network change on the other hand. It was found that although the willingness to measure satisfaction by customer on mobile service providers is a subjective choice situation, there are some general factors that seem to guide the willingness to buy. The study shows that are the basic reasons to change mobile phone service provider among consumers, prices, network coverage, value added services, brands, and properties are the influential factors affecting the actual choice among brands.

**Key words:** Mobile service providers, switching behaviour, consumer behaviour

**THE IMPACT OF BRAND ENGAGEMENT IN PVP MALL**

**Paper Id - 2080**

**Dr.D.Prasanna kumar, Associate Professor, KLEF**

**Abstract :**

Marketers value and seek brand loyalty. Consequently, they have developed a variety of strategies to encourage both behavioural (repeat purchase) and attitudinal (emotional) loyalty among customers. A recent concept has emerged related to the brand engagement. Although marketers give a variety of definitions for brand engagement, the essential concept is an emotional attachment to a brand as though the customer has an emotional relationship with it perhaps because the brand acts as an important reflection of self-identity or is an important symbol of something meaningful to the consumer. Consumers manifest different types of engagement (with advertising, media, web sites, a company, as well as specific brands). Engagement is also conceptualized at different levels of Abstraction: engagement with the marketplace, engagement with a product category, engagement with a specific brand, and brand engagement in self-concept, which refers to differences in how much consumer use brands in general to represent themselves to others.

**Keywords:** brand loyalty, Marketers value, brand engagement, emotional attachment, Consumers manifest, product category

**A STUDY ON MARKET ANALYSIS OF MISTAY APP**

**Paper Id - 2081**

**Dr.D.Prasanna kumar, Associate Professor, KLEF**

**Abstract**

MiStay is an online hotel booking platform that allows booking hotel rooms by a pack of hours and flexible check-in/check-out times. We are changing the rules of hospitality to make travel flexible and fair to travelers. MiStay is currently operational in 100 cities with around 1,500 hotel partners. Unlike other counterparts who focus on couple-friendly hotels, MiStay sees business travelers having long layover as the primary target audience. The partner hotels of MiStay include many premium hotel brands such as The Park, Radisson, Holiday Inn as well as mid-scale hotel chains such as Lemon Tree, Mango Hotels, Mint Hotels, 1589 Hotels, Treebo, and others. Bengaluru-based hourly hotel booking company, MiStay, has raised an undisclosed amount of investment from ah! Ventures and other investors in a funding round, today no longer plan their trip based on the hotels' check-in time. "This transition requires disrupting of age-old technological practices and raising operational capabilities of hotels.

**Keywords:** Hotel, Online booking app, Hotel Quality, Price, Booking experience, Customer satisfaction, Customer perceptions, E-commerce

**THE EFFECTIVENESS OF ONLINE FOOD DELIVERY APP WITH SPECIAL  
REFERENCE TO ZOMATO**

**Paper Id - 2082**

**Dr.D.Prasanna kumar, Associate Professor, KLEF**

**Abstract**

Online food ordering is the process of food delivery or takeout from a local restaurant or food cooperative through a web page or app. Much like ordering consumer goods online, many of these services allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favorite restaurant, usually filtered via type of cuisine and choose from available items, and choose delivery or pick-up. Payment can be amongst others either by credit card, Pay-pal or cash, with the restaurant returning a percentage to the online food company, online food delivery applications has become popular over these years. This trend has changed the mindsets of customers, gratifying the users of different age groups. There are wide varieties of restaurants now delivering online services at best offers and reasonable prices. The main focus is to analyze the effectiveness of online food delivery app towards customer's perceptions.

**Keywords:** Online food, food delivery, Mobile application Zomato, Swiggy, Uber eats, Restaurant, Online food ordering, current customer feedback, Expectations of consumers, e-commerce



**THE CHALLENGES OF MOBILE MARKETING**

**Paper Id - 2083**

**Dr.D.Prasanna kumar, Associate Professor**

Every industry has its common challenges. In mobile marketing, connecting authentically with customers is a biggest task. There are devices, and often thousands of miles, between you and your customers. If you could climb through these devices to speak directly to them, you might. Since we haven't yet built that sort of technology, the challenge is making those real-life connections through the zeros and ones of the digital ether. As customer expectations continue to evolve, marketers have the opportunity to grow into ever-more authentic incarnations of themselves. New challenges in digital marketing are solutions waiting to be discovered,

**Keywords:** mobile marketing, challenges, devices, customer expectations

**A STUDY ON CONSUMER STATISFICATION OF MOBILE PHONE USERS IN  
CONTEXT OF MOBILE NUMBER PORTBALITY**

**Paper Id - 2084**

**Dr.D.Prasanna kumar, Associate Professor**

**ABSTRACT:**

India is currently the world's second-largest telecommunications market and has registered strong growth in the past decade and half. As the recent data and the information suggests that this industry has come off as the world's fastest growing industry. India comes 2nd after china for having a large telecommunication network in the world. Mobile number portability (MNP) can be described as an ability to retain subscriber's phone numbers while changing the subscription from one mobile service provider to another. It permits competition by allowing consumers to switch service providers, still maintaining their old mobile phone number. To identify the factors that affects the customers into switching the service provider. Primary and secondary data collected through websites, journals and structured questionnaire from 170 members.

**Keywords:** Number portability, mobile services and Telecommunications.

**ROLE OF INFORMATION TECHNOLOGY IN MANAGEMENT**

**Paper Id - 2085**

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**ABSTRACT**

Presently we are in a world of knowledge. Knowledge is information. To survive in the competitive global economy management of knowledge, development of new information technology and its application in business management is essential. In a global world knowledge is crucial. It provides the basic framework to connect, collaborate, coordinate and communicate in a highly complex and competitive global market place. New training methods in new technologies, innovative management mantras, concepts and ideologies emerged in the global business with revolutionary trend in IT has been discussed in the present paper. Application of IT in management in Indian business scenario has been focused. In this article, how KM is utilized in business management, the advent of e-commerce and internet, role and application of IT in management are discussed in detailed with real life examples from the global business. At last it is concluded with a comment on the present and future situation of IT and its role in management.

Key words: Information, IT, Management,

**ANALYSIS OF RETAILERS' ROLE IN THE MARKETING OF FRESH MILK AND  
DAIRY PRODUCTS IN BHUBANESWAR CITY**

**Paper Id - 2086**

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**ABSTRACT**

The study was performed in the city of Bhubaneswar the capital of the Odisha where retailers were the target of the study, the study aimed at analyzing retailers' role in the supply chain of fresh milk and other dairy products. Objectives of the study included: analyzing the participation of retailers in the dairy product supply chain, reflecting the role of retailers' efforts towards sustainable consumption and production and classifying and describing manufacturers' marketing efforts. The study came to several findings and was concluded with a number of recommendations some of which are: widening the spectrum of the retailer's role in marketing dairy products, adaptation of more empirical support for the synergy between manufacturers advertising and retail promotional activities, Retailers and manufacturers need better models of relative allocation of marketing budget towards traditional and modern media.

Key words: Retailers, Dairy products, Milk

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**A STUDY ON CONSUMER'S PREFERENCE TOWARDS GOLD AS AN  
INVESTMENT WITH REFERENCE TO VIJAYAWADA CITY**

**Paper Id - 2087**

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**ABSTRACT**

Investment ensures one's dreams turn real and enjoy life to the fullest without actually worrying about the future. Though there are various investment portfolios available to the investors, investment in Gold is considered as a safe investment because of its high profitability and liquidity. Hence an attempt is made to ascertain if gold is still a preferred investment by the investors and identify the factors which influence the customers to invest in gold investment. This study is based on the primary data which is collected by using structured questionnaire from a sample of 100 respondents from Vijayawada city. Chi-square test is used to analyze the data. It is found that there is no significant relationship between age, marital status, education, and occupation and respondents believe that gold investment is a better investment and would generate a good return

**Key words: Investment, Gold, Vijayawada, Preferences**

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**FRANCHISES PREDICAMENTS IN DISTRIBUTION OF SANGAM DAIRY  
PRODUCTS**

**Paper Id - 2088**

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**ABSTRACT**

Indian dairies are increasingly replacing directly employed rounds people with self-employed workers operating franchises. The financial benefits for the dairies are substantial and managers also see franchising as a solution to problems of labour control. For workers in the industry, however, the switch from direct employee to franchisee has been rather less rewarding. Many find that they are now working longer hours, in worse conditions, with no entitlement to sickness, holiday, redundancy or retirement benefits. This paper examines the management rationale behind franchising, the contractual relations it entails and the experience of franchisees. It then goes on to argue that despite labour process theory's traditional emphasis on direct, Taylorist-type employment relations, its concern with the variability of labour power can equally provide a useful starting point for the analysis of shifts away from 'standard' direct employment. This paper also examines the rationale behind operation flood and its applications in franchisees.

**Key words: Dairy, Franchisees, Problems, Distribution**

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**A STUDY ON E-SHOPPING CONSUMER BEHAVIOR  
(WITH SPECIAL REFERENCE TO VIJAYAWADA)**

**Paper Id - 2089**

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**ABSTRACT**

Online shopping has obtained very important position in the 21<sup>st</sup> century as most of the people are busy, loaded with hectic schedule. In such a situation online shopping became the easiest and most suitable mode for their shopping. Internet has changed the way of consumer's store, and has rapidly developed into a global perspective. An online shop arouses the physical similarity of buying products as well as services from internet shop and this process of shopping is called business-to-consumer online shopping. The present paper is based on assumption of classical model behavior. This paper examines the consumer awareness, effect of demographic factors on shopping patterns and reasons behind purchasing and not purchasing the products through e-shopping of online customers in Vijayawada..

Key words: E-Shopping, Consumer Behaviour, Purchase, Online customers

**THE BUSINESS DEVELOPMENT STRATEGIES FOR INVESTORS**

**Paper Id - 2090**

**Dr. R. Vijaya Srinivas**, Assistant Professor, MBA Department, KL Business School,  
KL University, Vaddeswaram, Andhra Pradesh.

**ABSTRACT**

The marketing is the study and management of exchange relationships. The American Marketing Association has defined marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." Marketing strategy has the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic, short-term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contributes to the goals of the company and its marketing objectives. It includes the coordination of four elements called the 4 P's of marketing Identification, selection and development of a product, Determination of its price, Selection of a distribution channel to reach the customer's place, and Development and implementation of a promotional strategy. The present study will help to understand the marketing & selling strategies, projected & implemented in the real estate sector. Then again while going for a deal with i.e. closing a deal the major concentration on applying the selling strategies properly & also to satisfy the customer needs according to their risk appetite & earnings. As the aspects of this project is multidimensional so as its purpose. It will take into consideration the mutual benefit of the company coupled with gaining some practical knowledge about the real estate sector & their overall marketing strategies & processes. A survey research method was the basic research design. I interact personally with people through the questionnaire filling method. Questionnaire is having questions regarding the respondent's basic information such as contact details, designation, what type of information they want from real estate project developer, what types of documents they check while searching property, what type of marketing strategy attract them.

**Key Words:** Exchange Relationships, Competitive advantage, Market-oriented strategies, Marketing & selling strategies.



**THE BRAND AWARENESS LEADS TO CUSTOMER SATISFACTION**

**Paper Id - 2091**

Dr. R. Vijaya Srinivas, Assistant Professor, MBA Department, KL Business School,  
KL University, Vaddeswaram, Andhra Pradesh.

**ABSTRACT**

It has become difficult for a customer to select a particular brand. Due to this tremendous competition, companies now go for value added service, customer satisfaction and excellent product or service features. Years later many philosophers proposed many theories for many organizations and found them pushing the concept in to new areas and challenging the basic assumptions about customer service, service quality, and customer retention. Business coming back, bull circle to the customer service, of-course, has not gone away while people have been preoccupied with things like quality and terms. They have continued to proclaim. It has importance all along, even if a lot of attention has been somewhat diverted by more pressuring concerns. Now-a-days companies want to get all sorts of customers. Hence they are coning with new versions, new models and new technologies. Apart from that companies are more concentrating no new soles promotion targets like discounts, free gifts, zero finance, free insurance, free road tax and exchange offers etc., this study is intended to examine the buying behavior and to examine the pulse of consumer psychology in two wheeler of bike segment. The present work has been undertaken to find out the consumers behavior and satisfaction towards commuter bikes. The entire project work is designed in such a manner to reveal the behavior of consumers of commuter products. The main theme of the work is to estimate the perception which is not a very easy task, but is very important to forecast and understand the buyers' behavior. Now-a-days, it is very much felt that buying behavior helps in increasing the sales and customer retention.

**Key Words:** Customer Service, Service Quality, Customer Retention, Consumers' Behavior, Satisfaction Towards.

**THE CUSTOMERS' SATISFACTION ON HEALTH SERVICES**

**Paper Id - 2092**

Dr. R. Vijaya Srinivas, Assistant Professor, MBA Department, KL Business School,  
KL University, Vaddeswaram, Andhra Pradesh.

**ABSTRACT**

Marketing is the science of meeting the needs of a customer by providing valuable products to customers by utilizing the expertise of the organization, at same time, to achieve organizational goals. We know that the businessman produces goods and services for our use. These are not necessarily produced at the places where they are consumed or used. Even in villages, now-a-days you find the products manufactured all over India and in other countries. This implies that the manufacturers must be making efforts to ensure that their products are in demand and reach the ultimate consumers all over the globe. So, when you go to the market to buy a readymade shirt you find that there are several options available to you in terms of quality of cloth used, design, color, price etc. and you can buy what suits you most. This also implies that the manufactures assess the needs of the consumers, their tastes and preferences and plan the products accordingly. All these activities are said to be part of marketing function of any organization. Thus, marketing refers to the process of ascertaining consumers' needs and supplying various goods and services to the final consumers or users to satisfy those needs. Basically, marketing is the performance of business activities that direct the flow of goods and services from producers to consumers or users. The main aim of my study is to know the customer satisfaction strategies of Hope International Hospital and to understand how it is working for them. Customer Satisfaction, Marketing Research and Advertising are related to one another. They are all customer focused, they aim at providing those things the customer requires. Customer satisfaction is a marketing term that measures how products or services supplied or offered by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

**Key Words:** Health care services, Customer satisfaction, Marketing research, Advertising, Service quality,

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**THE EFFECTIVENESS OF EMPLOYEE TRAINING AND DEVELOPMENT**

**Paper Id - 2093**

Dr. R. Vijaya Srinivas, Assistant Professor, MBA Department, KL Business School,  
KL University, Vaddeswaram, Andhra Pradesh.

**ABSTRACT**

The organization can sustain only when it has a proper recruitment policy with it Training is concerned with increasing the technical skills and knowledge and operative skills in doing a particular job. Hence, mostly employers train their employees for a particular job. But the scope of education is broader. It includes acquiring not only technical skills and knowledge, general knowledge, social knowledge and the like. Thus, the purpose of education is to develop individuals. It is concerned with the changing environmental, political and social developments. Education is not only through formal instruction in the educational institutes, but also through training, observation, awareness and so on. Training normally has more immediate and specific utilitarian purpose where as education has long run and general utility. Though it is difficult to differentiate training from education as they are closely interrelated, it can be said that training is a part of education. According to Dale Yoder, "the use of the terms training and development in today's employment setting is far more appropriate than training alone since human resources can exert their full potential only when the learning process goes far beyond simple routine." The importance of recruitment is to recruit and retain the human resource of required quality in appropriate quantity and this study shows how effective is the process of recruitment in automobile outlets. What they feel about the process followed by the HR's during their recruitment. This present study unveils the actual levels of satisfaction with the recruitment team. The study helps employees to express their idea about the recruitment and selection mechanism. Hence, this study focused on their perception about the effectiveness of recruitment and selection. And, this study also helps the management to alter the system if it feels necessary.

**Key words:** Recruitment, Training and development, Environmental concerns, Potentiality of human resources, Employer satisfaction.

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**IMPACT OF EMPLOYEE RELATIONSHIP AND BENEFIT ADMINISTRATION  
ON EMPLOYEES' PRODUCTIVITY**

**Paper Id - 2094**

Dr. R. Vijaya Srinivas, Assistant Professor, MBA Department, KL Business School,  
KL University, Vaddeswaram, Andhra Pradesh.

**ABSTRACT**

The Scope of human resource management in the modern days is vast. In fact, the scope of HRM was limited to employment and maintenance of and payment of wage and salary. The scope gradually enlarged to providing welfare facilities, motivation, performance appraisal, human resource management, maintenance of human relations ,strategic human resources and the like .The scope has been continuously enlarging. The employee relationship concerns the relationship of employees with the organizations and with each other. It includes the processes of developing, implementing, administering and analyzing the employer-employee relationship; performing ongoing evaluation of it; managing employee performance; ensuring that relations with employees comply with applicable federal, state and local laws and regulations; and resolving workplace disputes. It also includes matters that focus on HR careers, communications, legal and regulatory issues, technology, metrics and outsourcing in the employee relations field, as well as effective employee relations practices and global employee relations issues. It does not include matters involving union organizing, union elections, collective bargaining and ongoing union-management relations. The need for the study of benefit administration is to monitor the benefit measures like providing and administrating all the benefits programs, all insurance programs and retirement programs. Ensuring that all programs meet employees needs comply with legal requirement and are cost effective. Researching and recommending new benefit programs and maintaining employees and retirees benefits database. The need for the study is that the effectiveness of the relations and benefits administrations enhances system is to be studied in order to make changes if any in order to have a competent work force to meet the challenges of the business.

**Key words:** Employee relationship, Benefit programs, Welfare facilities, Motivation, Performance appraisal.

**A STUDY ON  
THE ROLE OF MONEY LENDERS IN GUNTUR DISTRICT A.P**

**Paper Id - 2095**

**Dr. P.RAJA BABU**

Assistant Professor, MBA Department, KL Business School,      KL University,  
Vaddeswaram, Andhra Pradesh.

**Abstract**

Moneylenders have always been known for explorative practices and prices in lending poor. They have strengthened since liberalization; their share in the decade following it has risen substantially. This study has designed to examine the role of informal credit in Guntur district. Specific objectives were to find out strength and weakness of money lenders/indigenous bankers. The main objective of this study is to evaluate the performance of money lenders and to study the impact of demographic factors on turnover of the business, customer base and its growth. The study conveniently sampled 249 respondents as questionnaires were used to collect the data. By using some statistical tools found that there is a significant relation between the demographic factors and turnover of their business. The strengths of money lenders and indigenous bankers are capable of increasing their turnover and weaknesses of them are they unable to recover few loans i.e. they are having few bad debts. The performance of the money lenders and indigenous bankers are in increasing trend.

**Keywords:** Moneylenders/indigenous bankers, banking system, demographic factors, turnover, performance evaluation

**A STUDY ON PRACTICES OF FORENSIC AUDITING IN SOFTWARE  
COMPANYS**

**Paper Id - 2096**

**Dr. P. Raja Babu  
Associate Professor**

**ABSTRACT**

The effect of forensic auditing on financial fraud itself comprises a large variety of activities and includes political corruption, bribery, employee fraud and business, consumer theft, network hacking, banking statements and divorce issues, and corporate identity theft. The term fraud means as it is a crime in which someone tricks somebody else to get unfair or unlawful gain. There is a number of ways to commit fraud, as criminals use their imagination in finding new ways to gain association of certified fraud examiners "Report to the Nation on Occupational Fraud and Abuse," The Association of Certified Fraud Examiners, 2010<sup>1</sup>. This paper discusses to establish the impact of forensic accounting services on fraud prevention and detection among banks, to develop process and procedures utilized to detect fraud, and to give appropriate suggestions for best practices of forensic auditing system.

**KEYWORDS:** Forensic Audit, Financial Fraud, Misstatements, fraud prevention & detection.

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<sup>1</sup> (Association of certified fraud examiners) "Report to the Nation on Occupational Fraud and Abuse," The Association of Certified Fraud Examiners, 2010

**A STUDY ON ANTI-MONEY LAUNDERING POLICIES AND ITS PRACTICES IN  
BANKING SECTOR (With reference to Vijayawada)**

**Paper Id - 2097**

**Dr. P. Raja Babu**

Asst. Prof, MBA Department, KL Business School, KL University, Vaddeswaram, AP.

**ABSTRACT**

The method of increasing money illicitly is called “money laundering”. It has been realized, world over, that money laundering posed a serious threat not only to the financial systems of countries, but also to their integrity and sovereignty. Money Laundering is normally considered as a practice which engages the financial transactions to hide the identity, source, and/or destination of illegally obtained money through which these proceeds of crime are converted into assets which appear to be a legitimate source of Income. In other words, Money Laundering means the conversion of black money or illegally obtained source of Income into a Legal source of Income as a hard-earned income. Money is the root cause of many evils like corruption, black marketing, smuggling, drug trafficking, tax evasion, and the buck does not stop here. While carrying out the Know your Client (KYC) norms, special care has to be exercised to ensure that the contracts are not anonymous or under fictitious names. The prime reason for any individual to engage in the criminal or illegal activity is only because of money. Money laundering is the method by which illegal activists and criminals show the illegal origins of their wealth as legal and create many new methods for tax evasion. Banking sector is now suffering under the wrath of such illicit activities and turned down into a hub for such activists. It is a mandatory for all institutions which involve financial transactions to follow the guidelines provided under the Prevention of Money Laundering Act, 2002. This article focuses on the implementation and regulation of such regulatory practices by banking institutions. It also focuses on the impact that the preventive measures has on the Banking institutions as well as on the economy. For this purpose a survey is being conducted in which a questionnaire is being prepared which consists of a set of questions regarding the implementation and regulations followed by selected banks which will be answered by the respective bank managers. In the end, it is expected to show positive results regarding the impact on such banking institutions and on the economy. It is also expected that the preventive measures against such illicit activities are being implemented and regularized from time to time.

Key words: Money laundering, Banking sector, KYC, Anti money laundering

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**A STUDY ON COST-BENEFIT ANALYSIS OF INSTALLING SOLAR PANELS IN  
FAVOUR TO SOCIETY IN VIJAYAWADA: ANDHRA PRADESH**

**Paper Id - 2098**

Dr. P. Raja Babu Assistant Professor, MBA Department, KL Business School, KL  
University, Vaddeswaram, Andhra Pradesh.

**Abstract**

This study was undertaken to determine if it would be cost-beneficial over a 30-year Period to install solar panels to power the homes. A cost-benefit analysis was performed to determine if the investment would be financially worthwhile. The analysis included calculating the net present values of the annual cash flows along with the calculation of the internal rate of return. If the net present value proves greater than zero and the internal rate of return proves greater than the discount rate, the investment will be cost-beneficial. This study based on the primary data received from the respondents of which are using presently the solar and enjoying the benefits of incentives. The program is formulated as an integer linear program where the objective function is to show the relation between demographic factors and users of solar and also to show the solar will be beneficial to the society and to be minimizing the initial capital investment. Hence, to give a finding and the recommendations of the research from the analysis made and finally to conclude that the research given the project is beneficial to the society of investing on solar.

**Key words:** Cost-Benefit, Solar Panels, Investments, NPV etc.



**AN ANALYSIS OF PERSONAL FINANCIAL LITERACY AMONG COLLEGE  
STUDENTS IN VIJAYAWADA: ANDHRA PRADESH**

**Paper Id - 2099**

**Dr.P. Raja Babu**

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Vaddeswaram, Andhra Pradesh.

**Abstract:** *Financial literacy is the base and it is primary step for financial inclusion. It provides knowledge on merits and demerits of financial products and services. Based on that an individual can select the right product which suits his/her needs. The economies around the world have increasingly considered financial literacy as a key pillar for the development of their financial system. For improving awareness of financial literacy several schemes were implemented by the Reserve Bank of India (RBI), the Security and Exchange Board of India (SEBI), Insurance Regulatory Development Authority, Pension Fund Regulatory and Development Authority (PFRADA). These bodies are engaged in various financial education programs in improving financial literacy thereby achieving financial inclusion. Various strategies are also being implemented for the improvement of financial literacy in India. This include financial education in school curriculums especially government schools in rural areas, and financial-literacy training programs set up by commercial banks in urban and semi-urban areas. Adequate financial knowledge is required to take sound financial decision (Connor, 1992; Hira, 1993 and O Neil, 1993).*

*This study examines different dimensions of financial literacy and to identify the reasons for financial illiteracy, to analyse the status and the importance of financial literacy, to create awareness of financial literacy in disadvantaged among college students in Vijayawada, Andhra Pradesh and to give appropriate suggestions for improving the financial literacy.*

**Key Words:** Financial Literacy, Financial Inclusion, Economic Development, College Students.

**THE ROLE OF ORGANIZATION CULTURE IN FOSTERING EMPLOYEE  
ENGAGEMENT AT WORKPLACE**

**Paper Id - 2100**

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GUNTUR

**ABSTRACT**

In the present day dynamic business scenario, organizations started realizing that the one of the most valuable resource that needs to be leveraged to sustain in this competitive world is nothing else than human resource. This does not mean identifying and absorbing the highly talented people into the organization but keeping them motivated and highly committed towards organization. This is possible only through employee engagement. . Employee Engagement can be stated as the level of employees' commitment and participation towards organization and its goals and values. Thus an organization has to strive for how to enhance employee engagement or what makes employee work with engagement. This is the biggest challenge in front of every manager in any large organization. The present paper throws a light on what kind of culture is to be adapted for fostering employee engagement and what is the role of different key persons in creating such culture, what philosophy management should hold to create such culture. This paper also makes an attempt to understand the different dimensions of employee engagement with the help of existing review of literature. The present study was conducted with a sample of. Employee Engagement is the level of employee's commitment and participation towards their organization and its values 280 employees working in a software company using a questionnaire consisting of questions on assessing prevailing culture, management philosophy, respondents' opinion on the efforts of management for fostering employee engagement and their effectiveness in their perception. The main objective of the study was to analyze the role of organization culture in fostering employee engagement using both primary, secondary data.

*Keywords: Employee engagement, organization culture, management philosophy, commitment*

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**CROSS CULTURAL TRAINING AND ITS IMPACT ON EXPATRIATE  
PERFORMANCE**

**Paper Id - 2101**

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**ABSTRACT**

In the present day global market organizations cannot survive without having a diversified work force. People with different cultures and employees of other nations working in other than their native place, has to know how the cultures vary across countries and states. Thus an effective training is the need of the hour to meet such requirement. This study focuses on cross-cultural training programs and its impact on expatriate performance. Effective cross-cultural training enhances trainees' knowledge towards diversified cultures, encourages them to take advantage of cultural diversity or cross-cultural competence. It is also useful to increases their skill and capacity to work effectively with cross cultural teams. Based on the literature review it was found that cross-cultural training effectiveness is measured using comprehensive criteria, including cognitive, skill-based, and affective learning outcomes as well as adaptive transfer. Such kind of training will have massive impact on the expatriate performance by strengthening the relationship through effective interpersonal skills. Cross-cultural training can enhance trainee acquisition of self-regulation skills and self-efficacy that facilitate adaptive application of learning to novel cultural situations. This is important because in this context variables seem to operate differently in international versus domestic areas. It also focuses on various elements that are to be considered while designing cross cultural training program and provides authenticated data on how an effective training impacts performance of expatriate employee. There are several mediating and moderating factors which are to be kept in mind as the ultimate performance is based on all these variables. This paper also helps academicians and researchers by providing information on all such possible variables based on literature.

***Keywords***

*Cross-cultural training, Adaptive transfer, Learning, expatriate employee, effectiveness of training*

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**19th August 2017**

**AN EMPIRICAL STUDY OF RELATION BETWEEN ISO CERTIFICATION AND  
EMPLOYEE COMMITMENT**

**Paper Id - 2102**

**Dr. SUNDARI DADHABAI**

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GUNTUR

**ABSTRACT**

Competent and committed employees are the greatest asset of any organization as human resource is the only resource that can give an edge to any organization either to sustain or to compete. In this context having a committed workforce and developing such workforce is the biggest challenge every organization is facing. Organization effectiveness not only depends on the practices of the organization but also on the psychological support of the employees. Thus the present study aims to measure employees' perception of motivational practices of the organization. At the same time it also tries to explore whether ISO certification has any impact on employee commitment. A total of 195 employees belonging to four ISO certified companies were considered for the research work. Present study is based both on primary and secondary sources. A questionnaire was designed to know the perception of respondents towards HR subsystem such as career development system, work planning system, recognition and reward system, employee development system, communication system, etc which contributes for employee commitment. Another set of questions are related with the impact of ISO certification on employee commitment in their perception. The study found that HR practices differ from one organization to another in statistically significant manner. It was found that ISO certification has positive impact on employee commitment but at the same time it was found that this impact is not very profound. Thus it is difficult to conclude that ISO certification and employee commitment are strongly interdependent.

***Keywords***

*Organizational commitment, ISO certification, HR sub systems, Recognition and Rewards, Perception*

**HRD CLIMATE AS A DETERMINANT OF LEARNING ORIENTATION OF BANK  
EMPLOYEES – EMPLOYEES PERCEPTION**

**Paper Id - 2103**

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GUNTUR

**ABSTRACT**

Contemporary organizations are working in most dynamic environment. Changes are occurring in almost all the facets of organizational activities. Added to this is global village concept which is contributing for employee attrition. Thus organizations now are facing greatest challenge of retaining their talented and competent personnel. In this context creating an effective HRD climate has become the most important goal of HR professionals. Creating such a climate is not an easy task. Developing such system involves huge financial, human resource and time consuming. Towards the end management would like to know whether such investment has any fruitful result or not. Thus the present study tries to know how far HRD climate is contributing for learning orientation among employees and whether people really feel that the implementation HRD practices of the organization for creating such an environment are able to meet their objectives in real sense. . This is of greater relevance to banking sector, being a highly HR intensive sector. This can be created by providing adequate opportunities as well as motivation for the employees by fostering a supportive and favorable climate for learning in organizations. This paper is an attempt to analyze the influence of the HRD climate existing in the select banks on the learning orientation of the employees. 255 employees of 5 different public sector banks across number of branches are selected for the present study. This study revealed that effective HRD climate contributes for organizational learning.

***Keywords***

*Organizational Learning, HRD climate, Employee motivation, climate variables, competencies*

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**TRAINING NEED ANALYSIS BASED TRAINING STRATEGY AND ITS  
EFFECTIVENESS IN TERMS OF PRODUCTIVITY**

**Paper Id - 2104**

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GUNTUR

**ABSTRACT:**

Training activities in any organization enables employees to develop skills and competencies necessary for employees' efficiency and at the same time organizational efficiency. It is applicable to every sector or industry. It helps to expand the horizons of human intellect and build overall personality of the employees to ensure right combination of behavior accompanied with performance. It ensures that randomness is reduced and learning takes place in structured format irrespective of whether it is technical knowledge or behavioral aspects. Training programs will be effective only when they are designed or built on through training need analysis. If the training strategy is linked with training need analysis results it will be more effective not only in terms of employee performance but also on organizational performance especially in terms of productivity. The present study analyzes the status of various training need analysis based strategies followed in select banks and explores the relation between the training and productivity. The study was conducted with sample respondents of 235 from the select banks in the state of Andhra Pradesh. The study applied statistical techniques such as percentage, mean, standard deviation, and coefficient of variation in analyzing the data and drawn conclusion based on the results. The result shown that the Training in select banks has a positive impact on productivity but it is also found the impact is not very significant as training effectiveness is average in these banks and there is lot of scope for improvement. Present study adds to the existing body of knowledge with certain new inputs which can be useful to all banks in India

*Keywords - Training, Training Need Analysis, Productivity, Training strategy, systematic learning*

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**EFFECT OF LEADERSHIP STYLE ON EMPLOYEE ENGAGEMENT AND  
EFFICIENCY**

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**ABSTRACT**

Leadership is one of the most studied topics in the organization sciences, and employee engagement is another one in the present day business world. These have gained significance and the focal points of the present day organizations due to their complexity and cut throat competition. Leaders and their leadership skills play an important role in the growth of any organization. Leaders are those who encourage and help others to work enthusiastically towards objectives and contribute for the development of engaged workforce. However, the relationship between leadership and employee engagement has not been widely investigated. As many organizations invest significant resources in retaining, developing, and engaging employees, human resource professionals are tasked to develop and partner with leaders to deliver those strategies effectively. Thus, a comprehensive understanding on the relationship and mechanism between leadership and engagement is essential to HR professionals informing leaders on how best to cultivate positive results in followers. In this context, the present research work provides an extensive review of empirical and conceptual studies that examined the relationship between leadership and employee engagement, analyzed/synthesized the studies into integrated frameworks for the leadership–engagement relationship, and proposed future research agenda. The study also throws light on the relationship between leadership and its role in enhancing work efficiency of employees. Thus the primary objective of the study is to know the iimpact of leadership on employee engagement and employee work efficiency. For this purpose 305 responses were taken from employees of three different organizations of IT sector. Study is based on both primary and secondary sources.

**Keywords:** *Leadership, Employee Engagement, Work Efficiency, HR professionals, leadership styles*

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