

**ANVESHANA'S INTERNATIONAL JOURNAL OF RESEARCH IN REGIONAL STUDIES,
LAW, SOCIAL SCIENCES, JOURNALISM AND MANAGEMENT PRACTICES.
ISSN-2455-6602 August 2018, SPL ISSUE 8.1**

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Message

A very warm welcome to all of you. Thank you all for accepting our invitation and joining us for this event. It is my pleasure to open this national Conference, on “Distributional implications of the crisis and policy responses”. We got flooded with requests to participate in this conference. Clearly, this massive interest not only reflects the exceptionally high level of the speakers, but also shows the importance – even more, the urgency – of the theme of this conference.

The year 2018 is very special to NATIONAL LEVEL CONFERENCE ON INNOVATIONS IN MANAGEMENT TECHNOLOGY - (NLCIMT - 2018). This is the National Level Conference, and so the conference also provides us with the opportunity to celebrate the new innovations and technologies in the field of management. The conference theme, Impact and Vision: Reaching New Heights, has been carefully chosen to mark such a milestone of our society. We are privileged to be co-chairs of this important conference.

Dr.J.V.RANGESWARA REDDY

Professor, KGR Institute of Technology & Management, Rampally (V)
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I deeply hope, and looking around I fully trust, that together you will render these two days into one of those rare occasions that truly memorable insights emerged from the interaction between the sharpest minds on earth. Over the last 25 years, POMS members have made tremendous contributions in research, teaching and practice, resulting in impacts in many sectors of society. At this conference let us celebrate what we, as a professional community, have achieved. Additionally, our future vision is to create even greater value to all corners of the globe. This conference will be one for us to share our thoughts and exchange ideas on how to chart our journey forward to reach new heights.

Dr.ThirupathiGadaboina MBA,Ph.D, TS SET.
Professor, Dept. of Business Management.Vidya Dayini College of information Technology

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What was true then and there, certainly holds true here and now: there are tremendous forces in this room. I truly hope that you will inspire each other to rise to the occasion. That this be not just another interesting central bank seminar. We have an exciting program at this conference that will allow members to reflect upon and celebrate our past accomplishments, renew friendships and extend our networks, and jointly explore current and future research directions. We hope that you will have a productive and fun-filled time at this very special conference.

Dr.Rajashekar, Associate Professor, KGR Institute of Technology and Management

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AERF aims to educate researchers for the future to build and maintain quality oriented research related to Engineering, Management, Pharmacy and other domains as well. We believe these researchers,, contribute to make a difference to their Colleges and Universities and to the world around them. In our endeavours, we draw upon reserves of goodwill among the quality oriented research, its reputation among researchers,, and a potential student, commitment is the key strength to AERF.

The future holds tremendous promise for our organization we look forward to being recognized as one of the premier research organization which meets the quality standards across the globe. To achieve this goal, the organization is following a three-pronged approach: connect, nurture, and grow. We will:

CONNECT proactively with the worlds of practice and policy, with academic work nationally and globally, with our research work, and with the local community.

NURTURE a high performance work environment by emphasizing and supporting a climate of autonomy, stretch, and team work.

GROW our capacity, but do so in a thoughtful and strategic manner, aiming to have an impact commensurate with our ambitions, and ensuring that we maintain and upgrade the quality of our people and our experience.

Dr. D. Sucharitha
Director – AERF

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IMPACT OF LOYALTY CARDS ON CUSTOMER RETENTION

Paper ID-001

A paper presented by: Saibabu Govada, Dr. A. Srikanth
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

A **loyalty card** program is an incentive plan that allows a retail business to gather data about its customers. Customers are offered product discounts, coupons, points toward merchandise or some other **reward** in exchange for their voluntary participation in the program

Key words: Customer behavior, Customer relationship management, Customer relationship, Income stream, Loyalty program

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ONLINE SHOPPING ATTITUDE AMONG THE YOUTH IN VIJAYAWADA

Paper ID-002

A paper presented by:Sk.Abdul Khadar, Dr. L.Ramesh
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

E-commerce is an emerging format of retail sector in India. The companies doing manufacturing and production also want to reach the consumers directly. Consumers of online retailer are scattered in different segments, but the student segment is one of the emerging segments which influence sales growth of online sales. This study focuses on the attitude of the students towards online purchasing, finding that comparing the product, discount and offer and anytime purchase facility is a strength of the online purchasing.

Keywords: online shopping, website usability, security and privacy, attitude among the youth in online shopping in Vijayawada

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A STUDY ON DISCIPLINE MANAGEMENT AND ITS IMPACT ON EMPLOYEE PERFORMANCE

Paper ID-003

A paper presented by:T.S.L Aishwarya
MBA student, Business School, KL Education Foundation

ABSTRACT

Every organization actions will have Discipline. Without Discipline any organization cannot achieve their vision and mission. Hence every organization will keep some disciplinary procedures in order to maintain the organization's employees get into right track which ultimately dives to achieve goals and objectives which results in achieving vision and mission of the organization.

Discipline is nothing but the process of controlling one's behavior and actions, either through self-motivation or through teaching and punishment. Management is nothing but a group of people will run a process of dealing with or controlling things or people.

Discipline Management together in an organization is the committee or a group of people who corrects employee performance issues in a systematic manner is said to be as Discipline Management according to Amon Marucha Maikara. Discipline of work is one's awareness and willingness to comply with all company regulations and norms in force acc. to universal journal of management.

Discipline management is the group of people who keeps efforts for the company to implement or execute the rules and regulations that must be adhered to by all employees without exception.

Every organization's culture will be reflected in the employee discipline. All the employees are expected to reach performance standards and behave themselves in an appropriate manner. For improving unacceptable performance correction action is a process of communicating employee. Managers will take disciplinary action if the performance appraisal was not successful.

The main objective of the study is to find out the impact of discipline management on employee performance

Key words: Discipline, organization, Discipline Management

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IMPACT OF CAPITAL ADEQUACY ON THE PROFITABILITY OF BANKING INDUSTRY

Paper ID-004

A paper presented by: Akash Undralla, Dr. A.V.N Murthy
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT

Capital Adequacy is wellknown parameter which helps in showing the overall financial condition of the banks and reflects ability of management to meet the need for additional capital. The ratio of capital funds in relation to bank's deposits or assets is a well-recognized and universally accepted measure of strength and stability of the institution. Capital is necessary to establish a level of confidence more to attract large amount of deposits to fund bank's operations and acts as an absorbing material for unforeseen losses. Capital asset ratio is an important crucial ratio in assessing the credit rating of banks in international market. The size of loan to an individual borrower, lines of credit enjoyed from foreign banks, execution of guarantees in support of international contracts etc., it is all are related to size of the capital base. Banks with higher Capital Adequacy Ratio will get better rating as it shows that the assets of the bank are backed by a higher percentage of capital funds and can absorb unexpected losses very significantly. The following ratios are used to measure capital adequacy of selected public and private sector banks under study:

1. Capital Adequacy Ratio (CAR)
2. Debt- Equity Ratio
3. Net Advance to Total Assets
4. Government Securities to Total Investments

Keywords: Capital Adequacy ratio, Profitability ratios, Stepwise Regression.

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**IMPACT OF WORK LIFE BALANCE ON EMPLOYEES' PSYCHOLOGICAL HEALTH WITH
REFERENCE TO THE HEALTH CARE SECTOR**

Paper ID-005

A paper presented by: Abigail Nodumo Makena, Dr.Sundari
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

Life and work are said to be the cornerstones of being human and both are very important for happiness. Yet juggling the demands of each can be difficult. On one hand there is work life and on the other hand there is home life and an equilibrium between the two should exist when there is a proper functioning at work and at home with minimum role conflict as the two are interlinked. The Occupational Safety and Health Administration. "some of the most stressful places to work with potential hazards that include life-threatening injuries and illnesses complicated by overwork, understaffing, tight schedules, paperwork, intricate or malfunctioning equipment, complex hierarchies of authority and skills, dependent and demanding patients, and patient deaths".

Keywords: Patients, Safety, Hospitals

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ROLE OF MICRO FINANCE FOR THE WOMEN EMPOWERMENT IN RURAL AREA

Paper ID-006

A paper presented by:Anajali Priya
MBA student, Business School, KL Education Foundation

ABSTRACT

Micro Finance is defined as, financial services such as savings to poor and low income clients so as to help them increase their income, thereby improving their standard of living. Finance that is provided to unemployed or low income people or groups Microfinance is the extension of very small loans to those in poverty designed to spur entrepreneurship. Research process is done using both primary and secondary data. In this role of micro finance we are given new empowerment of the rural areas. Development of the economy.

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

Paper ID-007

A paper presented by:N.Anusha, Dr. K.Hema Divya
MBA student, Business School, KL Education Foundation
Associate Professor, Koneru Lakshmaiah Educational Foundation

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.

Keywords: E-Payment technology, bank performance, financial operations.

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GOSSIPS AT WORK PLACE

Paper ID-008

A paper presented by:Elacati Jagannadha Harshitha, Dr.AVS Kamesh
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT:

Gossip is a social occurrence at work place. Every employee directly or indirectly participates in gossip. It is sharing informal information of other employees at work place, without confirmation of details being true. Gossip provides a medium of informal communication and information exchange despite the information being shared may not be accurate or is incomplete. Gossips provide workers or employees a means to socialize. This helps them build workplace relationships. Gossiping has a both negative and positive impact at workplace. Gossips can be either job related or non-job related.

keywords: Gossip, employee, positivity, cynicism

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IMPACT OF DWACRA ON WOMEN EMPOWERMENT

(An Empirical study in Chirala region rural DWCRA)

Paper ID-009

A paper presented by: Bharat Kumar Reddy Vaka, Dr: V.N Sailaja
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT

The programme "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 in spite of a 40% quota for 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 and improving their access to and utilization of services like child care, mother and child health care and adult education. It contains four broad programme strategies: group formation, capacity building, market support, and capital formation (through a revolving fund, and individual loans under IRDP). Thus, apart from the fact that the programme is women-focused rather than household-focused, another unique departure from IRDP is its recognition that groups and support services are required to address the gender-specific disadvantages faced by poor women. Since 1999, the DWCRA programme has been subsumed under the new comprehensive self-employment poverty reduction scheme namely the SGSY.

The implementation of the DWCRA programme has varied across states, and several studies have noted that Andhra Pradesh is one state wherein the programme has been relatively successful. Of the 2,10,000 DWCRA groups all over India as of 1998, 79,000 are in Andhra Pradesh itself with a membership of 11.25 lakh members. Unlike other states wherein many groups are defunct with revolving fund largely not released, in Andhra Pradesh most groups are functional and have accessed a revolving fund of Rs 125 crore from the government. Thrift and credit programmes are a priority amongst the DWCRA groups, with the group having mobilized a savings of Rs 120 crores by 1998. Most of the districts of Andhra Pradesh have established a DWCRA bazaar for enabling the women members to market their produce, and a market-outlet has been recently established in Hyderabad. In some districts links have been established between groups and corporate houses for employment and marketing. The AP government estimates an increase in household income of Rs 1500 to Rs 1800 per month, but non-governmental estimates place the figures lower. Part of the reasons for the sound economic performance of the groups has been attributed to the focus on capacity building through district training center of the government, and support provided by a cadre of cluster volunteers (paid for by the groups themselves), Additional Gram Sevikas (AGS), Village Development Officers (VDO), Assistant Project Officer and District Project Director (other than the VDO, the others are from the District Rural Development Agency).

Key words: DWCRA, Micro finance, IRDP, SHG, VDO, AGS

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**COMPARATIVE STUDIES OF SWIGGY & ZOMATO SERVICE QUALITY USING SERVQUAL
MODEL IN VIJAYAWADA, AP.**

Paper ID-010

A paper presented by:N.M.K. Bhaskar, Dr. M. Kishore Babu
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT:

Retail food delivery is a courier service in which a restaurant, store, or independent food delivery company delivers food to a customer. An order is typically made either through a restaurant or grocer's website or phone, or through a food ordering company. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or scooters. Customers can, depending on the delivery company, choose to pay online or in person, with cash or card. A flat rate delivery fee is often charged with what the customer has bought. Tips are often customary for food delivery service. Other aspects of food delivery include catering and wholesale food service deliveries to restaurants, cafeterias, health care facilities, and caterers by foodservice distributors.

Key words: Zomato, Swiggy, Servqual, quality.

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**A STUDY ON DIGITAL PAYMENTS WITH PERSPECTIVE OF CONSUMER'S ADOPTION IN RURAL
AND URBAN AREAS**

Paper ID-011

A paper presented by: Bhavana, Dr. Subrahmanyam
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT

The Indian banknote demonetization in 2016 was one of the most significant international events of that year. Overnight, 86 percent of Indian currency in circulation was declared invalid unless exchanged for new bills. The sudden and unexpected demonetization constituted a large shock to the entire Indian economy. One effect of the ensuing cash shortage was a large and sustained increase in the adoption and usage of digital payments. In recent days many changes took place in the payment system like digital wallets, UPI and BHIM apps for smooth shift to digital payments. The objective of this research paper is to study the positive impact that Digitization of payment system. The present paper focuses on the analysis of the adoption level of these digital payment systems by customers. The objective of the study was to find out the customer perception on adoption of digital mode of payment.

Key Words: Digital payments, demonetization, E-Payments, online payments.

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IMPACT OF STORE AMBIANCE ON BUYING BEHAVIOUR

Paper ID-012

A paper presented by:K.Deepak Mahesh Krishna, Dr.Bindu Madhavi
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT

The concept of store environment was addressed and focussed upon by various researchers in recent decades. It has been observed that researchers emphasised on limited store environmental factors. A few researchers constructed a framework by demonstrating in-depth literature review of several store environment variables. Based on their classification and body of knowledge, the present study attempts to develop and validate the scales for various store environment related items.

Keywords:Lightning; Decoration; Display Boards; Layout; Aroma

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**A STUDY ON CONSUMER PERCEPTION TOWARDS DIGITAL WALLETS WITH REFERENCE TO
PAYTM**

Paper ID-013

A paper presented by:O. Jayanth Kumar, Dr N. Bindu Madhavi
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT

Paytm is a digital payments platform that allows to transfer cash into the integrated wallet via online banking, debit cards, and credit cards, or even by depositing cash via select banks and partners. Using the money in the Paytm wallet, can pay for a number of goods without using cash. This wallet can be further used to make payments for recharge, bill payments and shopping In the last 6 years, it has evolved over and has become the first choice of the users among all the existing payment platforms in India. A digital wallet is a software based system that allows an individual to make e-commerce transactions. By using a digital wallet, e-transactions can be done easily through computers, tablets or smartphones. The bank accounts of individual users are linked with their digital wallet. Digital wallets are not used only for online purchases but also for authentication of user. Digital wallet can store complete user information including credentials, transaction history and personal details. They can be used in combination with other mobile payment systems.and also to purchase online items.

Key Words: - Digital Wallet Apps, Paytm, Mobile banking, Online Transactions and Shopping.

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**TO STUDY THE PERFORMANCE MANAGEMENT SYSTEM IN ORGANISED RETAIL INDUSTRY IN
INDIA**

Paper ID-014

A paper presented by:M.Bhavya, Dr.Abilasha
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

Performance management system is about one of the strategy should success the organisation. The performance of individuals and teams and aligning performance with the goals of the organisation. Performance management is a continuous process of identify, measuring and developing.

It is to attract the candidates for any particular post and retain, setting expectations for employee performance, identifying the parameters of performance and stating them very clearly, identifying competencies and competency gaps that contribute to performance, measuring actual performance relative to performance expectations.

Performance management is setting goals, objectives, observing performance giving and receiving ongoing.

key words: Performance, consumer preference

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IMPACT OF RESERVE FUNDS ON THE GROWTH OF BANKING SECTOR

Paper ID-015

A paper presented by: A.V.A. Sravan, Dr. A V N Murthy
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT

A reserve fund is a savings account or other highly liquid asset set aside by an individual or business to meet any future costs or financial obligations, especially those arising unexpectedly. If the fund is set up to meet the costs of scheduled upgrades, less liquid assets may be used. One of the flashpoints that led to an open battle between the Reserve Bank of India (RBI) and the government is the reserves that the RBI holds. While the government denied that it was seeking Rs 3.6 lakh crore from the RBI, it indicated that it would press for a discussion on how much money the regulator needs to keep as surplus. The problem is how much and what impact does reserve funds show impact on the banks. The objectives are how reserve funds show impact on banks and if the banks have excessive reserve funds how it impacts on the flow of the money in the economy. The literature review the past journals discussed the link between the changes in the reserve requirements by central banks through crr & slr and bank profitability is commonly expressed on assets and equity. In the methodology we use to collect the past 10-year data of reserve funds of bank. For analysing the data, we use spss and excel.

Keywords: Reserve Bank, Liquid assets, Profitability

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**A STUDY ON CONSUMER PERCEPTION TOWARDS DIGITAL WALLETS WITH REFERENCE TO
PAYTM**

Paper ID-016

A paper presented by: O.JayanthKumar, Dr. N. Bindu Madhavi
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

Paytm is a digital payments platform that allows transferring cash into the integrated wallet via online banking, debit cards, and credit cards, or even by depositing cash via select banks and partners. Using the money in the Paytm wallet, can pay for a number of goods without using cash. A digital wallet is a software based system that allows an individual to make e-commerce transactions. By using a digital wallet, e-transactions can be done easily through computers, tablets or smartphones. The bank accounts of individual users are linked with their digital wallet. Digital wallets are not used only for online purchases but also for authentication of user. Digital wallet can store complete user information including credentials, transaction history and personal details. They can be used in combination with other mobile payment systems. and also to purchase online items.

Key Words: Digital Wallet Apps, Paytm, Mobile banking, online Transactions and Shopping.

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A STUDY ON ATTITUDINAL SHIFT OF CUSTOMERS TOWARDS OTT PLATFORMS.

Paper ID-017

A paper presented by:B. John Adams.MBA, Dr. N. Bindu Madhavi
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

Television is one of the few inventions that truly changed the world. Television ensures that consumers know about new products, services, ideas and projects which are useful to adults. Now days the interest of adults is gradually shifting towards OTT platforms than television. I'm going to conduct an offline survey with a sample size of 380. Then for Data Analysis I opt for R-Programming.

keywords: OTT Platforms, Attitudinal Shift, Television, Netflix, Hot star, Customers.

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INCOME TAX PLANNING WITH RESPECT TO INDIVIDUAL ASSESSEE

Paper ID-018

A paper presented by:N.Bhagath Janardhan, Dr.P.V.Durga Rao
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT

Income Tax Act, 1961 governs the taxation of incomes generated within India and of incomes generated by Indians overseas. This study aims at presenting a lucid yet simple understanding of taxation structure of an individual's income in India. The word 'tax' means 'a rate or sum of money levied on persons or property for the benefit of the State'. Section 2(43) of the Income Tax Act, 1961, defines 'tax'. Tax means chargeable under the provisions of this Act. For direct tax purposes it means the tax chargeable under the Income Tax Act, 1961.

Keywords: Tax planning, assesses, assessment year, tax evasion and avoidance.

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SUSTAINABILITY OF FAMILY BUSINESS INVIJAYAWADA RURAL

Paper ID-019

A paper presented by: K.L. Sowjanaya, Dr.P.V.Durga Rao
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs. The concept of sustainability is composed of three pillars: economic, environmental, and social also known informally as profits, planet, and people. Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs. The concept of sustainability is composed of three pillars: economic, environmental, and social also known informally as profits, planet, and people. Family enterprises have been researched in traditional, stable market economies, to a lesser extent also in former socialist economies. A special focus has been on family enterprises' sustainability and it has been discovered that one of the main pain spots is the change of generation related problems.

Keywords: Family entrepreneur, family enterprise, organisational culture, strategy, management, sustainability.

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MODELLING OF CREDIT RISK IN SELECTED BANK

Paper ID-020

A paper presented by:T. Anand Raju, Dr. K. Hema Divya
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

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.

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

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

Paper ID-021

A paper presented by: M P Rajesh Kumar, Dr. K V S Prasad
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

The security analysis and portfolio management is the most concerned aspect for rational investment and decision making. A portfolio is a set of securities such as stocks, bonds and money market instruments. The process of blending together these assets classes, so as to obtain maximum return with minimum risk is called portfolio construction. It is a very difficult task to find out good investments among various types of investments. In an optimal Portfolio every investor need maximum return with a minimum return. This process is done Through the construction of an optimal portfolio. Thus the optimal portfolio is constructed by using the Sharpe's single index model. This method is more adequate. Portfolio is constructed by taking the last five years data. After constructing the portfolio only three companies were selected for the portfolio construction. From banking sector two companies were selected and from IT sector only one company is selected for optimal portfolio construction.

Keywords: Risk, Investment, Return

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A STUDY ON EFFECT OF VISUAL MERCHANDISING IN APPAREL INDUSTRY

Paper ID-022

A paper presented by:Pravallika, Dr. M.Kishore Babu
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT:

Visual merchandising is its presentation and it's attractive and eye catching techniques to display merchandise to potential customers. It sets the context of the merchandise in an aesthetically pleasing fashion, presenting them in a way that would convert the window shoppers into prospects and ultimately buyers of the product. A perfect design process and the ability to create ideas that are different is a must. Awareness of happenings in fashion world is needed so as to keep up-to-date with the dynamics of the market constantly. Visual merchandising includes window displays, signs, interior displays, cosmetic promotions and any other special sales promotions taking place. There are certain things which a retailer needs to take care while proceeding with the process of displaying his products. These components when combined together in a proper ratio will make a successful outcome. A Visual Merchandiser's role is to increase sales; first by attracting shoppers into the store through the power of the window display, and then through in-store display and layout, which needs to encourage them to remain in the store, purchase and have a positive retail experience so that they return.

Key points: Visual merchandising, apparel industry

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A STUDY ON GREEN MARKETING PRACTICES AT RETAIN MALLS IN VIJAYAWADA CITY

Paper ID-023

A paper presented by:P. Harshita, Dr. MS Narayana
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT:

Green marketing is not just setting products based on their environmental benefits, but it is a wider concept. Green marketing involves developing products and packages that are environment friendly or less harmful to the environment. The purpose of this study is to understand the awareness of Green Marketing among Indian consumers & retailers and to know its extent of implementation in retail malls. This study also suggests new ways to implement green marketing methods. This will enable the retailers to improve their green marketing practices by promising better environment.

Keywords: Green Marketing, Environment.

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CONSUMER PREFERENCE OF CHOOSING A SESSION IN CULTFIT

Paper ID-024

A paper presented by:R.Sairam, Dr.M S Narayana
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT:

It is important to understand the consumers' behavior in fitness industry in order to act accordingly to each segment of the population and consequently, raise the fitness clubs yield, keeping more and better members. The fitness market is growing fast and it is seen as an important economic field. At Cult.fit they make fitness fun and easy. They have best in class trainers and offer group workouts ranging from yoga to Boxing. Workouts can be done both at a Cult.fit center and at home with the help of do it yourself (DIY) workout videos. Cult.fit uses the best in technology to give you a world-class experience. People can book classes, follow workout videos - all with the click of a button from the cure.fit app or website.

Key words: consumer, fitness, marketing straggles, cult-fit, overlapping, mass marketing

IMPACT OF ALGORITHMIC TRADING IN INDIAN STOCK MARKET

Paper ID-025

A paper presented by:B. Sai Vamsi, Dr. N. Subrahmanyam
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT:

Algorithmic trading (also called automated trading, black-box trading, or Algo-trading) uses a computer program that follows a defined set of instructions (an algorithm) to place a trade. The trade, in theory, can generate profits at a speed and frequency that is impossible for a human trader. SEBI allowed algorithmic trading in India in April 2008 by opening up direct market access to the institutions. Since then, it has grown rapidly across the various asset classes.

Keywords: Technical Analysis, Relative Strength Index, Moving Averages, C, C++.

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

Paper ID-026

A paper presented by: K. Mallikarjun, Dr. P. Pradeep Patnaik
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones. An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from other businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

key words: Consumer, Customer, Behaviour, E- Shopping, Vijayawada

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A STUDY ON INVESTOR'S PERCEPTION TOWARDS NON-CONVERTIBLE DEBENTURES

Paper ID-027

A paper presented by: Gowthami.K, Dr.P.Raja Babu
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT:

The main focus of this research paper is to identify the investors' perceptions towards investment decision in equity market. The sample size for the study was 50 investors in Coimbatore and studied their attitude towards selection of stock, company, risk, equity portfolio, financial affairs and their expected return. Frequency analysis and various statistical tools were used to describe the variables. Suggestions given in the end will help the investors to sort out the errors committed by them in making investment decisions.

Keywords: Investment, Risk, Return

**NATIONAL LEVEL CONFERENCE ON INNOVATIONS IN MANAGEMENT
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CONSTRUCTION OF OPTIMAL PORTFOLIO

Paper ID-028

A paper presented by: Bhavya Sri Thota, Dr. V.N.Sailaja
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

Portfolio is a combination of financial assets like stocks, bonds, commodities, mutual funds and currencies e.t.c. Portfolio diversification gives an opportunity to diversify the risk. The Optimal portfolio concept falls under the modern theory. The theory assumes (among other things) that investors try to minimize risk while striving for the highest return possible. The theory states that investor will act rationally, always making decisions aimed at maximizing their return for acceptable rate of risk. The optimal portfolio was used in 1952 by Harry Markowitz, and it shows us that it is possible for different portfolios to have varying levels of risk and return. Each investor must decide how much risk they can handle and then allocate (or diversify) their portfolio according to this decision.

Keywords: Investment, Risk, Return.

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

Paper ID-029

A paper presented by:M. Mythrei, Dr. K Siva Prasad
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

NSE is the one of the stock exchanges in India and ranked worlds number 11 stock exchanges which is established in 1992. NSE has 1952 listed companies.It is the national stock exchange benchmark. Where NSE is represented through NIFTY-50(national stock exchange50).It is the aggregate of 50companies share prices that are traded in NSE which is related to different industrial sectors.Volatility is the variation in stock trading prices. Which is measured/calculated through standard deviation? Volatility decreases as stock market raises and increases when stock market falls.volatality in stock market is depends up on various factors like GDP, Economic- growth rate, Inflation, Deflation etc.Stock market is a place where purchase and sales of shares takes place. Every investor invests with a perception of expecting some return. No one can predict the stock market and volatility is the one which influence the stock market and to give the clear vision to them and where and when to invest.

Key words: Volatility, Factors of volatility, NSE, NIFTY, stock market

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EFFECT OF LEADERSHIP STYLE ON EMPLOYEE ENGAGEMENT AND WORK EFFICIENCY

Paper ID-030

A paper presented by:M. Yamini Priyanka, Dr. B Sundari
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT:

Leadership is one of the most studied topics in the organization sciences, and employee engagement one of the more recent. 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 development (HRD) 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 HRD professionals informing leaders on how best to cultivate positive results in followers. In this vein, this research conducted 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 agendas

Keywords:- Leadership styles, Employee Engagement, Work Efficiency

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A STUDY ON PRICE MOVEMENT OF SELECTED STOCKS IN NSE USING LSTM MODEL

Paper ID-031

A paper presented by: Jaswanthi Vineela, Dr.V V Madhav
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT:

Every investor tries to get maximum returns on his investments therefore the investor tries to study the price movements in the market. In general there are two types of analysis done by the investor to invest in securities they are fundamental analysis and technical analysis. Fundamental analysis deals with macro and micro environment where as technical analysis purely depends up on the demand of the stock/security in the market. The technical analysis can also be termed as forecasting technique. Different mathematical models like Moving Averages, Exponential Smoothing, Moving Average convergence and divergence are used for predicting the movement of the stocks but, the level of significance for these models is very low due to which machine learning models came in to existence. Machine learning models are mainly divided in to linear and non-linear machine learning models. According to research studies conducted the non- linear models have better significance compared to linear models. Neural Network is one of the non- linear models that had gain the huge attention in recent times. In this paper, we are going to use a recurrent neural network LSTM (Long short term memory) to predict the price of some selected stocks in the NSE, analyze the same for suggesting the best stock for investor.

Keywords:-Neural Networks, LSTM (Long Short term Memory), ARIMA, Forecasting

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IMPACT OF GOVERNMENT INTERVENTION INTO RBI IN INDIA

Paper ID-032

A paper presented by:Chaitra Akula, Dr. Venu Madhav
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT:

Conflicts between central banks and governments are embedded in the evolving discourse of every democracy. The recent discord between the Reserve Bank of India (RBI) and the Ministry of Finance (MoF) is neither the first nor likely to be the last. Institutionally, once a disagreement between the RBI and the MoF crosses the Rubicon, the government has the power to overrule the central bank's decisions. Moreover, such a structure is not restricted to the RBI but applies to all regulators, whether financial or non-financial. In its law-making wisdom, Parliament has decided that since accountability rests with an elected government and not the expert official, so should powers. To argue otherwise will only be political rhetoric and will not stand the test of law. This paper makes the case that since the RBI's most important monetary policy function has been protected by law through the setting up of the Monetary Policy Committee, all decisions beyond it fall within the realm of 'accountability', where the elected government has been enabled, again by law, to intervene when required. This is how it should be in any democracy.

Keywords:Indian Government, RBI (Reserve Bank Of India),Democracy, Accountability.

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

Paper ID-033

A paper presented by:M.Deepika, Dr. Prasana Kumar
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

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. From booking tickets, paying bills, buying utensils and so on, internet has endorsed everyone in many ways and the recent development is food delivering applications where the desired food items are delivered at the user's doorstep. In this study, 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

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MEASUREMENT OF SERVICE QUALITY IN MCDONALD'S FAST FOOD RESTAURANT

Paper ID-034

A paper presented by: N. Durga Prasanna, Dr. Uday Shankar
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

The purpose of this study is to obtain results of expectation from customers to the services offered by McDonald's fast food restaurant in Vijayawada. There are three main objectives for this study started with validating the reliability value of each dimension in SERVQUAL model, to investigate importance ranking and to examine the relationship of each items in SERVQUAL model. A survey was used to evaluate customer expectation towards services offered by McDonald's fast food restaurant in Vijayawada and it consists of Measurement of Expectation Performance to Service Quality.

Key words: services, Service Quality, SERVQUAL

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**CONSUMER PERCEPTIONS TOWARDS BUYING GOLD JEWELLERY WITH REFERENCE TO
KAKINADA CITY**

Paper ID-035

A paper presented by:G. Eswar
MBA student, Business School, KL Education Foundation

ABSTRACT:

India is a country which is rich in culture and heritage. Gold has played an important part in India's culture and continues to play an integral part in our lives. Gold plays a pivotal role in our daily life. It can be clearly said that Indians love for gold is almost a religion. Besides being a symbol of wealth and status, gold is also used for worship and culture. Indian jewellery varies from region to region catering to local tastes.

In the past 20 years India's economy is growing at a rapid rate and the purchasing capacity of an Indian has increased to a great extent. Every Indian now aspires to buy gold. In India, nothing is more valuable than purchasing gold. For Indians, gold is wealth, financial security and also a fashion statement. These factors make India the largest consumer of gold in the world

Keywords: Demographical, Gold, Adornment, Investment, Jewellery

**NATIONAL LEVEL CONFERENCE ON INNOVATIONS IN MANAGEMENT
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31st Aug 2018**

**PRE-POST ASSESSMENT OF MOVIE REVIEWS: A SELECTIVE STUDY OF TWITTER DATA USING
SENTIMENTAL ANALYSIS**

Paper ID-036

A paper presented by:Galla Lalitha Devi, Dr.Akondi Srikanth
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT:

The practice of using analytics to measure movie's success is not a new phenomenon. Many viewers are available for rating the movies such as BookMyShow and IMDb on 100 points and 10 rating scale respectively. Sentimental Analysis has done for many Bollywood movies but there is no such analysis conducted for Tollywood movies. The gap isto fulfilled by the study. The present study deals with analyzing movies released in Tollywood. The major objective is to analyze the viewer's postings before and after watching the movie. Initially, to analyze a movie status, the study needs a proper collection of Twitter data which has posted before and after release of the movie. In order to obtain the proper analysis of a movie, Sentiment Analysis of Text mining is used to find the absolute results of the study. This study can be used to analyze theRatings of a movie before and after release which further results to Success or Failure of a particular Movie based on the results of Sentimental Analysis. The same kind of analysis can be applied for the Kollywood movies. As the study is confined to Tollywood movie Industry but it can be extended to Other Movie industries also.

Keywords:Text mining, Sentimental Analysis, Twitter data, Machine Learning tools

**NATIONAL LEVEL CONFERENCE ON INNOVATIONS IN MANAGEMENT
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**A STUDY ON CHALLENGES FACED BY THE ORGANIC FARMERS IN MARKETING OF THE
ORGANIC PRODUCTS IN KRISHNA DISTRICT**

Paper ID-037

A paper presented by:P. Devasri Harneesh, Dr. A Udaya Sankar
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT:

The organic farmers cultivate the style and art of growing natural food products out of natural treatment but not with harmful chemicals which are also known as the organic products which is more healthier and costly but there are challenges faced by the organic farmers in marketing them my study on this will fill the gap.

Keywords: Organic, Krishna , challenges , factors , health.

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MODELLING OF CREDIT RISK IN SELECTED BANK

Paper ID-038

A paper presented by:T. Anand Raju, Dr. K. Hema Divya
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

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.

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

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**EVALUATION OF MEDIATING ROLE OF EMPLOYEE MOTIVATION ON THE RELATION
BETWEEN EMPLOYEE REWARD POLICY AND EMPLOYEE PERFORMANCE**

Paper ID-039

A paper presented by:U. Sravani, Mrs.Jikku Susan Kurian
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT

Human resources is considered as a strategic asset in any organization because the accomplishment of an organization objectives largely depends on employees. In every organization it is important to identify the factors which motivate employees for achieving goals. Employee rewards are designs to attract and retain skilful workforce with the intention of achieving competitive advantage. Reward is identified as the major tool to maximize employee performance and it refers to all forms of financial returns and tangible services and benefits of an employee receives as a part of an employment relationship and also it recognized that human behaviour cannot be fully understood without considering the regulatory influence of the rewards.

OBJECTIVES OF THE STUDY:

- To analyze the impact of reward policies on the employee performance
- To examine the impact of demographics on the performance
- To examine the impact of mediating variable employee motivation on the effect of reward policies influence on employee performance.

RESEARCH GAP:

- ☐ To what extent does employee rewards have an impact on employee performance in NBFC'S.
- ☐ We have already known the result of the influence on the reward policies on the performance of the employee but the main thing is research on the NBFC'S is rare so, I am going to study the influence on the reward policy of employees working in the NBFC'S.
- ☐ The risk they take is higher than they are getting paid so we can't estimate their interest on the work so in order to motivate them we need to offer a bucket of benefits.

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**TESTING THE ACCURACY FOR PREDICTING THE STOCK PRICES USING TIME SERIES
ANALYSIS**

Paper ID-040

A paper presented by:K.Reena Mrudula, Dr. Hema Divya
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT:

Stock market prediction is the act of trying to determine or estimate the future value of a company stock or other financial instrument traded on stock exchange. The prediction of stock prices or future value of stocks could yield the significant profits to the company. It helps the investors and the companies to understand whether stock price will rise or fall over a certain period of time. It basically understands demand and supply for the stocks and helps the investment decisions. The prime objective of the study is to understand the trends and

patterns in the stock prices in technical analysis for predicting the stock prices using time series analysis. It helps the investors to understand the day to day fluctuations or volatility in the stock prices. To understand the different methods in time series analysis in predicting the stock prices. To help the investors when to enter the market and when to exit the market. For the purpose of the study secondary data has been used. The data can be collected from the websites yahoo finance and money control of different companies of different sectors based upon their market capitalisation. The study involves using different models for prediction to understand the trends, patterns and deviations in the stock prices.

Keywords:- stock market, technical analysis, time series models, prediction

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A STUDY ON ASSET QUALITY MANAGEMENT IN INDIAN BANKS

Paper ID-041

A paper presented by: Velaga Kavya, Dr.N.Subrahmanyam
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT:

Asset quality is one of the most critical areas in measuring the overall performance of the banks. The primary factor affecting overall asset quality is the loan portfolio and credit administration program. When banks make loans to households and businesses like farms and a whole heap of others – these are considered assets for the banks. A common way to measure the quality of these assets is by the amount of these loans that are non performing. Non-performing loans are loans that are at risk of not being fully repaid, or where interest on the loan may not be fully paid by the borrower.

Key words: Asset quality; Nonperforming assets; Profitability; Public and private sector banks; Loans; Credit administration; Commercial banks

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A STUDY ON PERFORMANCE OF PAYMENT BANKS

Paper ID-042

A paper presented by:K.Kavya Naga Jodi, Dr K S. Shekar Rao
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

According to a World Bank report, India is home to 21% of the world's unbanked adults. To widen the reach of the banking services in India and in order to achieve central government's goal of financial inclusion, the Reserve Bank of India (RBI) has taken a strategic move. The RBI has given an in-principle approval to 11 entities to be set-up as payment banks. The payment banks can bridge the gap and improve banking services in rural areas which may also increase financial inclusion. It helps the poor migrant workers and citizens of low income household. It can easily reach citizens via mobile phones where traditional banks are not there. It is a buzz word in banking sector. And payment banks are facing with problems. In last 2years, payment banks are facing huge losses because of operating expenses. The problem is that they are not expanding in rural areas because of it is losing huge amount of revenues and profits. To study the overview of payment bank .To study the factors influencing financial performance of payment banks. To analyse the financial performance of payment bank in India. It is a descriptive study. It is going to describe the facts and figures in payment banks. The study is going to analyse the data of payment banks in order to identify the reasons for declining the performance. The study is on secondary data. The data is collected from the annual reports of select payment banks in India. The study is also consider CMIE database and money control.

Keywords: Payment banks, Performance, factors, revenue model

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A STUDY ON IMPACT OF CURRENCY FUTURES ON SPOT EXCHANGE RATE

Paper ID-043

A paper presented by:L.Geethika Suryasai, Dr.V.N.Sailaja
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

Currency derivatives can be described as contracts between the sellers and buyers, whose values are to be derived from the underlying assets, the currency amounts. These are basically risk management tools in forex and money markets used for hedging risks and act as insurance against unforeseen and unpredictable currency and interest rate movements. Any individual or corporate expecting to receive or pay certain amounts in foreign currencies at future date can use these products to opt for a fixed rate - at which the currencies can be exchanged now itself. Risks arising out of borrowings, in foreign currency, due to currency rate and interest rate movements can be contained. If receivables or payments are denominated or to be incurred in multiple currencies, derivatives can be used for matching the inflows and outflows.

Currency futures were first created at the Chicago mercantile exchange (CME) in 1972. Today, CME offers 41 individuals FX futures and 31 options contracts on 19 currencies, all of which trade electronically on the exchange's CME Global exchange platform. It is the largest regulated marketplace for FX trading.

Keywords: Currency futures, exchange rates, forex market, currencies traded.

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**AN EVALUATION OF RISK MANAGEMENT PRACTICES IN NON-BANKING FINANCIAL
COMPANIES IN ANDHRA PRADESH**

Paper ID-044

A paper presented by:G. Lahari, Dr. K. Siva Prasad
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

Non-banking financial companies (NBFCs) are financial institutions that offer various banking services but do not have a banking license. NBFCs can offer banking services such as loans and credit facilities, currency exchange, retirement planning, money markets, underwriting, and merger activities. Examples of NBFCs include insurance companies, money market funds, asset managers, hedge funds, private equity firms, mobile payment systems, micro-lenders, and peer-to-peer lenders.

keywords:Risk Management, Non-Banking Financial Companies, Banking Services, Banking License, Credit Facilities, currency exchange, retirement planning, money markets, underwriting, merger activities, hedge funds, micro lenders, refinancing, .

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MANAGEMENT RESEARCH PROJECT

ON

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

Paper ID-045

A paper presented by:U.Lakshmi Harika, Dr.Hema Divya
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

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. Thus a selective study has been done on public sector banks in India to evaluate the effect of Non Performing Assets on the profitability of banks. Banks today are not judged only on the basis of number of branches and volume of deposits but also on the basis of standard of assets. NPAs negatively affect on the profitability, liquidity and solvency of the banks. Objectives are to examine whether there is significant relationship between the nonperforming assets and profitability of NSE 50 banks for certain time period and examine whether there is significant impact of the non-performing assets on profitability of NSE 50 banks for certain period.

key words: non performing assets, profitability

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**IMPACT OF WORK LIFE BALANCE ON EMPLOYEES' PSYCHOLOGICAL HEALTH WITH
REFERENCE TO THE HEALTH CARE SECTOR**

Paper ID-046

A paper presented by: Saibabu Govada, Dr. A. Srikanth
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT:

Life and work are said to be the cornerstones of being human and both are very important for happiness. Yet juggling the demands of each can be difficult. On one hand there is work life and on the other hand there is home life and an equilibrium between the two should exist when there is a proper functioning at work and at home with minimum role conflict as the two are interlinked. The Occupational Safety and Health Administration (OSHA; 2014) describes hospitals as

“some of the most stressful places to work with potential hazards that include life-threatening injuries and illnesses complicated by overwork, understaffing, tight schedules, paperwork, intricate or malfunctioning equipment, complex hierarchies of authority and skills, dependent and demanding patients, and patient deaths”.

key words: Quality of work life, authority, skills

**NATIONAL LEVEL CONFERENCE ON INNOVATIONS IN MANAGEMENT
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CUSTOMER PERCEPTION TOWARDS E-SPORTS AND ITS INFLUENCING FACTORS

Paper ID-047

A paper presented by:M.Sushmitha, Dr.Pradeep Patnayak
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

E-sports also known as electronic sports, a competitive/professional .By the 2010s, esports was a significant factor in the video game industry, with many game developers actively designing toward a professional e-Sport subculture.Over the years, facilitated by the evolution of technology, the consumption of eSports has conceptually changed, from human vs.machine to human vs. human competitive gaming.The most common video game genres associated with esports are real-time strategy (RTS), first-person shooter (FPS), fighting and multiplayer online battle arena (MOBA). Popular games for esports include League of Legends, Dota 2, Counter-Strike: Global Offensive, Call of Duty, Hearthstone, PlayerUnknown's Battlegrounds(PUBG), Fortnite Battle Royale .Tournaments such as the League of Legends World Championship, Dota 2's The International, the fighting games-specific Evolution Championship Series, and the Intel Extreme Masters provide live broadcasts of the competition and prize money to competitors.

Key words: consumer demand, consumption, gaming

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STUDY ON CONSUMER PERCEPTION TOWARDS DRIVE INN RESTAURANTS IN VIJAYAWADA

Paper ID-048

A paper presented by:Dr. MS Narayana, V. Sai chandu
Professor, Business School, KL Education Foundation
MBA student, Business School, KL Education Foundation

ABSTRACT

Hospitality is a unique industry provides a range, for example accommodation, atmosphere, food and drink and entertainment service. Thus, consumer behaviour is predominantly complicated and significant towards hotel industry. Prominently, hotel industry is highlighted on customer experience and customer experience in great extent straight influence customers' feelings, attitudes, and buying intentions. The major objective of the study is to study the different impulsive consumer behavior at Traditional restaurants and drive-innrestaurants. In the study both primary and secondary data will be used. A sample size of 384 will be collect from the Traditional restaurants and Drive-inn restaurants in Vijayawada using a questionnaire with appropriate questions.

Key words: Consumer Perception, Hospitality, drive-inn restaurants

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**A STUDY ON CONSUMER PERCEPTION OF OLA AND UBER CAB SERVICES (WITH REFERENCE
TO VIJAYAWADA CITY)**

Paper ID-049

A paper presented by:A.Sivaramakrishna, Ms. Narayana
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT

Organized rental cab was introduced in Indian market in 2004 with Meru cab service and soon became popular among consumers on metropolitan cities but actual revolution came in 2010 when app based services started its operation, followed by Uber in 2013. Soon market became competitive and consumers became more demanding, March 2015, Ola Cabs acquired Bengaluru based taxi service, June 2015 onwards, Ola users gained access to TFS cabs via the Ola mobile application.

India seems to be going through a probable „Taxi“ revolution. Every other day, there is a new start up offering efficient and economical cab service to the citizens operating urban and rural lifestyles. Travelling within the city has always been a curse for many individuals, especially for those living in crowded cities like Delhi, Mumbai, Bangalore, etc.

While the local trains emerge as an alternative to shelling out cash for fuel and waiting in bumper-to- bumper traffic in cosmopolitan Mumbai, the danger of travelling by these trains is innumerable. The distances in Bangalore crush the spirit out of anyone who loves to drive while the traffic makes driving your own vehicle in the city terrible. Ola Cabs is a taxi service that was started in 2010 in Mumbai to solve the city's transport setback.

ANI Technologies Pvt. Ltd., functioning under the trade name Ola, is an Indian online transportation network company. Founded as an online cab aggregator in Mumbai, Ola is now based in Bangalore. As of September 2015, it was valued at \$5 billion.

Key word: Consumer Perception,Ola mobile application,ANI Technologies

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

Paper ID-050

A paper presented by: Mythrei, Dr. K Siva Prasad
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

NSE is the one of the stock exchanges in India and ranked worlds number 11 stock exchange which is established in 1992. NSE has 1952 listed companies. It is the national stock exchange benchmark. Where NSE is represented through NIFTY-50(national stock exchange50).It is the aggregate of 50companies share prices that are traded in NSE which is related to different industrial sectors. Volatility is the variation in stock trading prices. Which is measured/calculated through standard deviation.volatility decreases as stock market raises and increases when stock market falls.volatility in stock market is depends up on various factors like GDP, Economic- growth rate, Inflation, Deflation etc. Stock market is a place where purchase and sales of shares takes place. Every investor invests with a perception of expecting some return. No one can predict the stock market and volatility is the one which influence the stock market and to give the clear vision to them and where and when to invest.so this project is proposed in to action.

Key words: Volatility,Factors of volatility,NSE,NIFTY,stockmarket

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ANALYSIS OF RISK AND RETURN: WITH REFERENCE TO SELECT MUTUAL FUNDS

Paper ID-051

A paper presented by: T.Naga Sivaram, Dr.SekharRao
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

A mutual fund is a type of financial vehicle made up of a pool of money collected from many investors to invest in securities such as stocks, bonds, money market instruments, and other assets. Mutual funds are operated by professional money managers, who allocate the fund's assets and attempt to produce capital gains or income for the fund's investors.

Mutual funds give small or individual investors access to professionally managed portfolios of equities, bonds and other securities. Each shareholder, therefore, participates proportionally in the gains or losses of the fund. Mutual funds invest in a vast number of securities, and performance is usually tracked as the change in the total market cap of the fund derived by the aggregating performance of the underlying investments.

The primary role of a mutual fund is to help the investors in earning return on building their wealth with low risk. Mutual fund seeks to mobilize money from all possible investors. The money that is raised from investors ultimately benefits governments companies and other entities, directly or indirectly to raise moneys to invest in various project or pay various expenses.

Key words: Mutual funds, Risk, Return

**NATIONAL LEVEL CONFERENCE ON INNOVATIONS IN MANAGEMENT
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CO-INTEGRATION OF INDIAN STOCK MARKETS

Paper ID-052

A paper presented by:M.Nagendra Kumar, Dr. D.Srinivasa Rao
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT:

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

**NATIONAL LEVEL CONFERENCE ON INNOVATIONS IN MANAGEMENT
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PERCEPTION TOWARDS RAPIDO SERVICES IN VIJAYAWADA

Paper ID-053

A paper presented by: V Hemanth, Mr. Narasimha Rao
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT

India is one of the fastest growing economies in the world Indians. There has been Rapid City increase in urban population in last three decades and the rate of urbanisation has further increased. Public transport was not able to keep pace with the increase in demand, which led to an increase in private transport in the last two decades. Founded in 2015, Rapido Bike ride has been making life easier for people, solving the ever-growing intra-city commute problem in the most economical way. The menace of traffic and the lack of efficient transport option in most cities is a common day problem now. With a vision to provide affordable and fast transport option for the people, Rapido Bike app is now operational in 40+ cities across India.

Key words: Perception, bike taxi.

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**A STUDY ON THE PERCEPTION OF YOUTH TOWARDS SPORTS PRODUCTS WITH SPECIAL
REFERENCE TO DECATHLON AT VIJAYAWADA (BICYCLES AND SHOES)**

Paper ID-054

A paper presented by:Jagadeesh Reddy, Mr.M.A.V.L.Narasimha Rao
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT

Decathlon is a French sporting goods retailer. With over 1,500 stores in 49 countries, it is the largest sporting goods retailer in the world. It is a large superstore which is sized at an average of 4,000m². It provides online marketing also. Decathlon provides a variety type of the service. The customers are allowed to use the demo products at free of cost. They can play with the demo products for more than one hour. Decathlon provides high quality products at reasonable cost for all types of people. Very large space is required for Decathlon. They provide various foreign brands at reasonable cost & various types of varieties.

OBJECTIVE

- To find out how youth are perceiving the available sports products.
- To find out how various factors such as quality, price, availability, service, variety and range effect the perception.
- How Decathlon is differing its strategies to change the perception towards the sports goods like bicycles and shoes sold by it.
- To find out the extent to which perception is effecting the sales of Decathlon among youth.

METHODOLOGY

- Based on primary data the sample size was estimated 380 who are well known about the product or service and the customers must be experienced by the services provided by the service under the sports products. To prepare a questionnaire including questions about different sports products like bicycles and shoes to ask the customers perception towards the Decathlon company.

The other tools are used like excel, survey monkey, google forms,

keywords: perception, shoes, bicycles, decathlon, customers.

**NATIONAL LEVEL CONFERENCE ON INNOVATIONS IN MANAGEMENT
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IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOR

Paper ID-055

A paper presented by: Y.K.Meghana, Mr. Mvl Narasimha Rao
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT

The goal of this paper is to research the role of social media in consumers' decision-making process for purchases. The model uses the information search, alternative evaluation, and purchase decision stages from the classical EBM model. A quantitative survey investigates up to what degree experiences are altered by the use of social media. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. The research was done among internet-savvy consumers in Guntur and Vijayawada, and only considered purchases that were actually made by consumers, not including searches that were abandoned.

keywords: Social media, buying behaviour, decision making process, Social Media impact.

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ROLE OF FOREIGN DIRECT INVESTMENT IN INDIA: AN ANALYTICAL STUDY

Paper ID-056

A paper presented by: T.Nithwika, Dr P.Raja Babu
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

Foreign investment plays a significant role in development of any economy as like India. Many countries provide many incentives for attracting the foreign direct investment (FDI). Need of FDI depends on saving and investment rate in any country. Foreign Direct investment act as a bridge to fulfill the gap between investment and saving. In the process of economic development foreign capital helps to cover the domestic saving constraint and provide access to the superior technology that promote efficiency and productivity of the existing production capacity and generate new production opportunity.

Keywords: Retailers perception, Foreign direct investment, Indian retail sector, FDI policies

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STUDY ON INFLUENCING FACTORS OF ALCOHOLISM AMONG TEENS AND YOUNG ADULTS

Paper ID-057

A paper presented by: M Sai Krishna Chaitanya, Dr. P V Vijay Kumar Reddy
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT

Alcohol is the drug of choice among youth. Many young people are experiencing the consequences of drinking too much, at too early an age. As a result, underage drinking is a leading public health problem in this country. As children move from adolescence to young adulthood, they encounter dramatic physical, emotional, and lifestyle changes. Developmental transitions, such as puberty and increasing independence, have been associated with alcohol use. So in a sense, just being an adolescent may be a key risk factor not only for starting to drink but also for drinking dangerously.

Alcohol is the most commonly used and abused drug worldwide. The highest level of alcohol consumption occurs in the developed world. This fact is not surprising since the history of alcoholic beverages is linked to the history of mankind. For centuries, alcohol consumption has been part of our culture and society. Drinking alcohol is a social activity, embedded today in traditional and sociocultural contexts. Probably, the main reason for alcohol consumption is its ability to produce positive moods and stress-relieving effects.

key words: Consumption of alcohol, Binge drinking, College student, Risk factors, Young adult, Factors of Alcohol

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**A STUDY ON FARMERS AWARENESS TOWARDS PRADHAN MANTRI KISAN SAMMAN NIDHI
YOJANA IN THE GUNTUR DISTRICT.**

Paper ID-058

A paper presented by: Pavan Kumar, Dr.B.Kishore Babu
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

Pradhan Mantri Kisan Samman Nidhi is an initiative by the government of India in which all small and marginal farmers will get up to Rs.6,000 per year as minimum income support. Rs.6,000 per year will be paid to each eligible farmer in three installments and will be deposited directly to their bank accounts. On 24 February 2019, Narendra Modi launched the scheme in Uttar Pradesh's Gorakhpur by transferring the first installment of ₹2,000 each to over one crore farmers. The main objectives of the study are to study the awareness of farmers towards PM Kisan scheme. To offer various suggestions based on findings for better implementation. In this methodology was used exploratory research design will use.

Key words: PM kisan scheme, Guntur district farmers, awareness, perception

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**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS RESIDENTIAL FLATS IN
VIJAYAWADA**

Paper ID-059

A paper presented by: p.yeswanth, dr. l.ramesh
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

In today's rapidly changing world, there is a drastic change in the life style of the people. People prefer to have a comfortable living with modern dressing styles and rich looks, good food, air-conditioned rooms, luxury cars and homes with all facilities/ amenities. They want to fulfil their lifetime ambition of owning a beautiful house with an aesthetical appeal and they attain the status of a house owner. Accordingly, the demand and supply for houses is drastically increasing every year. Particularly in growing city like Vijayawada, housing sector is seeing a drastic raise from all kind of income groups based on their income levels. To study the factors influencing customers in buying residential flats in Vijayawada.

Keywords: Aesthetical, Amenities, Drastic change, Comfortable.

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WHAT MAKES VIRAL-KEY ELEMENTS BEHIND SUCCESSFUL VIRAL CONTENT CREATION.

Paper ID-060

A paper presented by: Pavan Kumar MARRIPUDI, Dr. P. V. Vijay Kumar Reddy
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT

The primary data will be analysed and approached in a statistical manner directly related to the research questions. The questionnaire aims to provide statistical answers to how well the consumers experience and forward content online. The primary data is delivered in the form of tables and graphs to simplify the data.

The secondary research presents the root concepts of viral marketing, content forwarding and viral content creation. The secondary data acts as a basis for the primary data. Few viral incidents, posts, people, tweets, photos will be considered to know what makes a particular content viral-ready.

keywords: Viral, Viral Marketing, Viral Content, Social Media, Sharing, Virality, Social Currency, Novelty

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A STUDY ON MARKET ANALYSIS OF MISTAY APP

Paper ID-061

A paper presented by:Sambi Reddy, Dr. D. Prasanna Kumar
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

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 travellers 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, led by Hyderabad-based ex-entrepreneur Sumit Nagpal. In a statement, Sandeep Jaiswal, the co-founder and CEO of MiStay, stated that the hotel industry is poised to transform as travellers 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. MiStay is building the entire ecosystem ground up and is said to enable the flexible hotel stay and be a leader in this market," added Jaiswal.

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

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FRANCHISES PREDICAMENTS IN DISTRIBUTION OF SANGAM DAIRY PRODUCTS

Paper ID-062

A paper presented by: V.Ram Gopal, Dr. Pradeep Patnayak
MBA student, Business School, KL Education Foundation
Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

The name and style of Sangam Dairy is due to the presence of Sangameswara temple near Sangam Jagarlamudi village at the vicinity of the dairy plant. The Dairy is located on the Guntur and Tenali Highway about 15 km. from Guntur having a very good architectural view attracting the visitors. The Sangam Dairy offers an illustration of one of the more successful dairies sponsored on the Anand pattern. It provides a model of rural development that has theoretical appeal. It also tries in attempting to optimize economic gains to the rural poor. The Sangam Dairy was first conceived during 1972-73 under the Operation Flood I programme. The Indian Dairy Corporation (IDC) and the government of Andhra Pradesh entered into a series of agreements. Under the terms of these agreements, the IDC advanced an amount of Rs.10 crores and the state government provided Rs.81 lakhs as its share. The financial assistance provided by the IDC was on a 70 per cent loan and 30 per cent grant basis. The milk producers of West Godavari, Krishna districts donated Rs. 1.5 lakhs to purchase about 35 acres of land before initiating the project. At the time of registration of Guntur District Milk Producers' Co-operative Union (August, 1978), only 85 village dairy co-operative societies were affiliated to it.

Keywords: Franchises, distribution, dairy products

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**A STUDY ON PATIENTS' LOYALTY AND SATISFACTION TOWARDS PRIVATE HOSPITALS IN
VIJAYAWADA**

Paper ID-063

A paper presented by:K. Ramesh Krishna, Dr M Kishore Babu
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT

Now a days all companies started giving more importance to maintain relationship with customers as they understood that customers satisfaction is the very main reason for success. The idea behind relationship marketing is to provide superior value to the customers so that they become loyal to the company and give free publicity to the known neighbors, relatives ,friends etc.So in order to sustain in the present competitive market customer satisfaction and their loyalty is very important to the organization .Understanding the right value proposition that should be offered by a company to its consumers is the key to improve their satisfaction levels and loyalty.

Key words: Loyalty, Hospitals, Customer satisfaction , Customer perception

**NATIONAL LEVEL CONFERENCE ON INNOVATIONS IN MANAGEMENT
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A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS ELECTRIC VEHICLES

Paper ID-064

A paper presented by: M.Ravi Chandra, Dr. Uma Maheshwar Rao
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT

A vehicle propelled by an electric motor, rather than a traditional petrol or diesel engine. The electric motor is powered by rechargeable batteries that can be charged using household mains electricity via an EV charge point at home or at a more powerful EV charge station at work or in the street. Because electric cars cost a lot to build, they also cost more than comparable gasoline cars to buy. That makes consumers reluctant to adopt them. It's a free-range-chicken-and-organic-egg problem. Electric cars could be less expensive if electric car makers could ramp up production volume and use economies of scale.. Objectie is to develop a simple vehicle model and simulation for sizing of powertrain components followed by selection of powertrain components and to propose and develop a simple control strategy for the plug-in hybrid electric two-wheeler suitable for city driving conditions .

keywords: Electric Vehicles, Hybrid, Petrol & Diesel

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DIGITAL PAYMENTS IN RURAL AREAS

Paper ID-065

A paper presented by:Renuka,

MBA student, Business School, KL Education Foundation

ABSTRACT

All areas of financial services are touched by the technological forces that have led to new Enterprneurship, innovation and significant growth in interest. -financial information systems and fintech revolution-peter gambler Fintech innovations that help in the faster and more efficient delivery of financial services as compared to traditional method. -can fintech revolution access to finance in india? The development of the Internet and the arrival of e-commerce fostered digitization in the payment processes by providing a variety of electronic payment options including payment cards (credit and debit), digital and mobile wallets, electronic cash, contactless payment methods etc. Mobile payment services with their increasing popularity are presently under the phase of transition, heading towards a promising future of tentative possibilities along with the innovation in technology.

key words:digital payments ,UPI, rural areas,E-Wallet.

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**PAYTM GOOGLE PAY PHONEPE VSCASH: A LONG JOURNEY TO DIGITAL ECONOMY
(VIJAYAWADA RURAL&URBAN)**

Paper ID-066

**A paper presented by: Reshma Chagarlamudi
MBA student, Business School, KL Education Foundation**

ABSTRACT

The main objective of this research is to find out the reasons why cash still rules the economy after 3 years of digitalization. Indian government has been pushing for a cashless economy but only a fourth of country half a billion mobile internet users opt for a digital payment. Though cashless transactions are seeing brisk growth, notes in circulation, and the usage of cheques remain high. Further despite cashbacks and other attractive offers, the popularity of digital payment is still largely limited to urban. Building a cashless economy is still an unenviable challenge. Despite the growth, only less than 120 million people out of 500 million mobile-internet users are opting for digital payments. The UPI is the major mobile-only payments platform and more than 100 banks and third party apps including paytm, phonepe, uber, google pay offer UPI based payments.

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IMPACT OF POSITIVE AND NEGATIVE WOM IN SERVICE INDUSTRY

Paper ID-067

A paper presented by: Revanth, Dr. L. Ramesh
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

Word-of-mouth refers to interpersonal communications among consumers concerning their personal experiences and evaluations of a firm or a product. In the Internet era, the distribution and effects of WOM have been further enhanced as electronic word-of-mouth (eWOM). Meanwhile, more customers are willing to search for the opinions and experiences of peer customers before purchasing. It is not surprising that eWOM is an essential element of online businesses and exerts a strong influence on consumer behavior.

WOM may be positive or negative. According to previous studies, positive WOM can help create a favorable image of a company and its brand, increase customers' intentions to purchase new products, and reduce promotional expenditure. In contrast, negative WOM can have a harmful effect on product evaluation and customer purchase decision. Therefore, measures aimed at promoting positive consumer WOM and minimizing or eliminating factors that may lead to negative WOM should be important elements of a firm's overall marketing strategy. Objective is to examine the factors effecting the formation of word of mouth about the service industry. And to examine what aspects of the meal experience (i.e., food, environment, service, and price) are important for positive WOM and negative WOM.

Also How WOM can help create a favorable image of a company and its brand.

Keywords: WOM, marketing strategy, factors

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A STUDY ON RISK MANAGEMENT OF FOREX MARKET AND IMPACT ON BANKS.

Paper ID-068

A paper presented by:G. Rishitha, Dr.V.N.Sailaja
Student, Koneru Lakshmaiah Educational Foundation
Assistant Professor, Koneru Lakshmaiah Educational Foundation

ABSTRACT

Foreign exchange, more commonly and popularly known as FOREX is the conversion of a country's currency into another country's currency. The rampant globalization existing today makes the entire world one market and gives birth to what we know as a free economy; exchange and conversion of currencies is thus a part and parcel of all trade, commerce and business that exists due to this, the value of a country's currency is not solely determined by its domestic or internal affairs but also the supply and demand of the currency in domestic and international markets that is, a currency can basically be 'pegged to' another country's currency or a basket of currencies in order to determine its value and demand with respect to these other currencies.

Foreign Exchange Market

The foreign exchange market for any one currency, for example, the French Franc, consists of all the locations such as Paris, London, New York, Zurich, Frankfurt and so on, in which the French Franc is bought and sold for other currencies. The most important foreign exchange markets are found in London, New York, Tokyo, Frankfurt, Amsterdam, Paris, Zurich, Toronto, Brussels, Milan, Singapore and Hong Kong.

The main participants in the market are companies and individuals, commercial banks, central banks and brokers. Companies and individuals need foreign currency for business or travel. Commercial banks are the source from which companies and individuals obtain their foreign currency

key words:Forex market; Speculation; Recession; Risk mitigation

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**EQUITY ANALYSIS
A COMPARITIVE STUDY OF PUBLIC AND PRIVATE BANKS USING
TECHNICAL ANALYSIS**

Paper ID-069

A paper presented by:Pravallika, Dr. KS. Sekhara Rao
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ABSTRACT

Shares are the one of the best saving instruments to get maximum returns in future compare to any other instrument like Bank deposits, Debenture, Gold etc., but shares have high risk involved. Most of the investors fear about stock market because they don't know the full pledge knowledge in stock market. In share market only, investment make double or triple within a short period when compare to other instruments. This study helps to analyse the 3 public and 3 private banks. The data required for the study from August 2017- August2019, have been obtained from NSE's official website.

Keywords: Technical analysis, Relative Strength Index, Moving Average, Bollinger Band, Stochastic Oscillator.

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**A STUDY ON CUSTOMER SERVICE QUALITY IN INDIAN
RAILWAYS WITH SPECIAL REFERENCE TO VIJAYAWADA
JUNCTION
Paper ID-070**

A paper presented by:Sahil Kumar, Dr. B Kishore Babu
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

This study aims to investigate the customers (passengers) perceptions about the Service quality of available public rail transport system in Vijayawada. Demand for public Transportation is high due to its rapid population growth. Trains, a major public transport, in India hold a unique position in the transportation sector of country and are considered to be the key determinant for the national growth. To study the services offered by Indian Railway at Vijayawada Junction. To analyze the important dimensions of service quality of Railways that lead to customer satisfaction. To study the Commuter perception towards quality of services at Vijayawada Junction. To suggest various means to improve service quality.

Key words: Loyalty, Railway station, Customer satisfaction, Customer perception

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**PERCEPTION ANALYSIS ON ORGANIZATIONAL RESISTANCE TOWARDS DATA DRIVEN
DECISION MAKING**

Paper ID-071

A paper presented by:Sai Lalitha, Dr. D. Srinivas Rao
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT

In this 21st century, every aspect of human lives and businesses are drastically affected by digitalization. The rapidly accelerating technological developments along with the exponential increase of the amount of data, growing effectiveness of its storing, and the speed of processing giving scope of shifting every business processes to the cloud and other advanced platforms. Along with web, mobile became integral part of our lives and social media platforms playing key role in marketing and communication. Data analytics and its implementation in major processes in organizations. Through this report, I tried to deepen the understanding of data driven analytics and broader concept of data driven decisions, or data driven strategies to solve real time problems, to devise action plans at management level. Proposed robust framework to introduce analytics and for transition from conventional system to data driven approaches in organizations.

KEYWORDS:

Data Driven Decision Making, Productivity, Resistance, Performance, Competitive Advantage

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EMPLOYEES' PERCEPTION OF EMPLOYEE WELLBEING AT WORK PLACE

Paper ID-072

A paper presented by:Ch. Sai Pavan, Dr. AVS Kamesh
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Professor, Business School, KL Education Foundation

ABSTRACT

EMPLOYEE WELL-BEING is about physiological and mental health of employees. Not only that it's all about optimizing health of all employees. It's not only just reducing the staff who are being diagnosed with medical condition, but also extend beyond health and that is happiness as well as job satisfaction. Objectives are to analyze the impact of employee wellbeing on the employees and to know about the employees knowledge of well being practices in their organization and to examine different independent variables that impact employee well being in the organization and to found out are there any negative impact on employees' due to the concentration of organizations on employee wellbeing.

key words:Employee well being, employees, physiological and mental health.

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**ASSESSMENT OF EMPLOYER BRANDING OVER SOCIAL MEDIA: A SELECTIVE STUDY OF
TWITTER DATA USING TEXT MINING**

Paper ID-073

A paper presented by: Shaik Basheerunisa, Dr. Abhilasha
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Associate Professor, Business School, KL Education Foundation

ABSTRACT

Employer Branding over Social Media is gaining a large attention and identified as the best medium for building the organization image. The major objective of the study is to know the impact of employer branding on organizational attractiveness, employee retention and productivity, to compare the perceptions of existing employees of IT companies and potential employees towards employer branding and organizational attractiveness. Many Reviews are available for rating the employer branding such as LinkedIn and Twitter. The major objective of the study is to analyze the posting's of employees during the job and after their exit from the Organization. Initially, to analyze an organization status, the study needs a proper collection of LinkedIn and Twitter data which has posted by the present and prospective employees of the Organization. In order to obtain the proper analysis Text mining is used to find the absolute results of the study. This study can be used to analyze the Reviews of an Organization during the job and after their exit which further results to organizational attractiveness, employee retention and productivity Analysis. The same kind of analysis can be applied for the Non-IT Sector Firms. As the study is confined to IT Industry but it can be extended to other industries also.

Keywords: - Employer Branding, Employees, Organization, Attractiveness.

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**A STUDY ON CONSUMER PERCEPTION OF OLA AND UBER CAB SERVICES (WITH REFERENCE
TO VIJAYAWADA CITY)**

Paper ID-074

A paper presented by:Sivarama Krishna, Dr.M S Narayana
MBA student, Business School, KL Education Foundation
Professor, Business School, KL Education Foundation

ABSTRACT

Organized rental cab was introduced in Indian market in 2004 with Meru cab service and soon became popular among consumers on metropolitan cities but actual revolution came in 2010 when app based services started its operation, followed by Uber in 2013. Soon market became competitive and consumers became more demanding , March 2015, Ola Cabs acquired Bengaluru based taxi service, une 2015 onwards, Ola users gained access to TFS cabs via the Ola mobile application. India seems to be going through a probable „Taxi“ revolution. Every other day, there is a new start up offering efficient and economical cab service to the citizens operating urban and rural lifestyles. Travelling within the city has always been a curse for many individuals, especially for those living in crowded cities like Delhi, Mumbai, Bangalore, etc. To study the Motivational factors which drive people to use OLA/UBER cab services in Vijayawada city. To study the influence of price consciousness on consumers while selecting a cab services.

Keywords:Consumers, Ola, uber, cabs, Vijayawada.

**NATIONAL LEVEL CONFERENCE ON INNOVATIONS IN MANAGEMENT
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PREDICTIVE ANALYTICS IN TALENT ACQUISITION IN ITS SECTOR.

Paper ID-075

A paper presented by: SK.Yasmeen, Dr K.Srinivas Rao
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

The main of the study is to know the benefits of predictive analytics in talent acquisition and what is the impact of talent acquisition due to analytics in the organization. Predictive analytics can be used throughout the entire recruitment process to drive efficiencies in an employer's recruitment funnel. Recruitment data will give you an understanding of what recruitment funnel looks like now, and from there, predictive analytics technology can make the process more efficient, which means you would need fewer applicants to hire the right candidate. Analytics are Improve organizational performance through high quality talent related decisions. Forecast workforce requirements and utilization for improved business performance. Optimization of talents through development and planning. Identify the primary reasons for attrition and identify high-value employees for leaving. Provide the source of competitive platform for the organizations. Manages applicants in better way on basis of qualification for a specific position. Recognize the factors which turn the employee satisfaction and productivity. To determine the individuals KPIs on the business. The decision making in HR department is often said to be qualitative based on verbal reasoning, perception and feeling rather than based on data metrics and analysis. This study indicates the extent of utility and importance of HR analytics in making business decisions which add strategic value to organization. They believe that organizations new to talent analytics should focus primarily on building their reporting capability and HR data infrastructures. These have immediate application and also lay the foundation for future talent analytics work. Clearly defined metrics and dashboards are indicators of strong talent analytics metrics and dashboards are indicators of strong talent analytics step, a company could take on either advanced analytics or organizational research. This study is know how analytics are useful in talent analytics.

key words:Recruitment funnel; data metrics; dashboard; talent analytics; predictive analytics.

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A STUDY ON FACTORS AFFECTING ECONOMIC SLOWDOWN IN INDIA

Paper ID-076

A paper presented by:Kota Sujit, Dr.Venu Madhav
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

GDP growth rate of India in the first quarter has slipped to 5 percent. The lowest in six years. In this research article the factors affecting economic slowdown, will be studied such as, fall in consumer demand, fall of automobile sector sales, rising NPAs, unemployment, impact of GST, impact of demonetization. If the economic slowdown is not taken into consideration it may lead to recession. Recession means contraction in in GDP for three successive quarters. A systematic study will be done on the vicious cycle that is, consumption expenditure falls then output levels and employment will fall , then economy will become stagnate and prices fall, which lead again to layoff of employees and halt the operation of a firm. Objectives and scope of the study is to study the factors affecting India's GDP and to study and analyze impact of each factor affecting India's GDP and to list out the findings of the research study.

Key words: Economic slowdown, Gross Domestic Product, consumer demand, demonetization, GST, unemployment,

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**A STUDY ON FACTORS INFLUENCING WOMEN EMPLOYEES' PERCEPTION, TO ASSUME
LEADERSHIP ROLES**

Paper ID-077

A paper presented by: Susmita Chowdary Potluri, Mrs. Jikku Susan Kurian
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Assistant Professor, Business School, KL Education Foundation

ABSTRACT:

According to Keith Davis, "Leadership is the ability to persuade others to seek defined objectives enthusiastically. It is the human factor which binds a group together and motivates it towards goals." A leader is someone who encourages others in achieving their goals. Leadership is also an ability of a manager to make his/her subordinates reach their targets. In recent studies it was found that the number of female leaders is very less compared to male leaders.

When we think of managers or leaders, it is common that we relate the term with "men". With globalisation and rising concern for gender diversity in top management, it is important that women come out of their perceptions and prove themselves as an able leader. Even though women are having same skills as men, in previous studies, it was found that men are considered as successful managers more than women. But as the number of women in managerial positions and managerial education has been increasing, it is important for raising their voice and bridging the gender gap. So, this study is conducted to understand the various challenges faced by women employees when entering into top management and how we can rewrite the wrong perceptions.

Keywords: Leadership roles, women perspectives, social and psychological factors

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IMPACT OF EMOTIONAL INTELLIGENCE AT WORKPLACE ON ORGANISATIONAL CLIMATE

Paper ID-078

A paper presented by:M.Tejaswi, Dr. Sundari
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

The capacity of an individual to be aware of, controls, and express his/her emotions, and to handle interpersonal relationships is called as emotional intelligence. According to Daniel Goleman there are 5 components in emotional intelligence they are :-

- Self-Awareness
- Self-Regulation
- Motivation
- Empathy
- Social skills

keywords:Emotional Intelligence, Work place, Organisational climate, Daniel Goleman, Components of Emotional intelligence and Organisational climate.

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THE IMPACT OF BRAND ENGAGEMENT IN PVP MALL

Paper ID-079

A paper presented by: Vinay Deepak Kumar Mylavarapu, Dr. Prasanna Kumar
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Associate Professor, Business School, KL Education Foundation

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 latter goal: 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. This chapter discusses these issues in some detail and presents theoretical, managerial, and theoretical implications of this concept.

Key Words: Brand Engagement, Loyalty

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**IMPACT OF OPERATING EXPENSES ON PROFITS IN MID-CAP COMPANIES: A SELECTIVE
STUDY**

Paper ID-080

A paper presented by: Vitalteja, Dr. K S Sekhara Rao
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

The basic goal of any organization, whether it is a national or a multinational organization, is to get maximum profit in an attempt to persuade the shareholder's needs or stakeholder's asset maximization as revealed by In addition, there are some other sub-objectives of the organization, for instance, the employee satisfaction, customer service, maintain financing, increasing market share, brand loyalty, being a marketplace leader or being communally responsible. No matter what the target might be, the more the turnover volume or value added, the greater and the organization will be with regard to objective recognition. Even though, advertising which is one of the major fractions of administrative and distribution cost has been recognized as the center of success for nearly all competent companies. The administrative and distribution outlays, typically known as the operating or ongoing expenses, are the costs (excluding cost of produce sold) that business firms incur in its daily operations but are not directly linked with the production process. These expenses include the product transportation, sale promotion with advertising, warehousing costs, establishment, salaries and wages, utilities, depreciation, transportation plus travel, and so on. Activities, for example, sales staff, occupying construction space, or running advertisements are whole the operating expenses. It has an Effect on the sales revenue as without usual operation the company is neither capable to make revenue. Specifically, the operating expenses have a positive impact on the sales revenue of a company as if we broaden the operating expenses; eventually we expand the marketing, administration, and selling and distribution expenditures, leading to the increase in value added in a result. Objectives of the Study is to identify the major expenses incurred by the company for increasing its sales and to measure the elasticity values for the different sets of variables also to find out the relationship between operating expenses and profitability of Midcap companies.

key words: Firm Performance, Operating Expenditures. Advertising expenses, marketing expenses, Distribution expenses, Profitability, Multiple regression.

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EFFECT OF LEADERSHIP STYLE ON EMPLOYEE ENGAGEMENT AND WORK EFFICIENCY

Paper ID-081

A paper presented by:M. Yamini Priyanka, Dr. D Sundari
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Associate Professor, Koneru Lakshmaiah Educational Foundation

ABSTRACT

Leadership is one of the most studied topics in the organization sciences, and employee engagement one of the more recent. 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 development (HRD) 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 HRD professionals informing leaders on how best to cultivate positive results in followers. In this vein, this research conducted 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 agendas

Keywords:Leadership styles, Employee Engagement, Work Efficiency

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**A STUDY ON PATIENTS SATISFACTION TOWARDS SERVICE DELIVERY OF PRIMARY HEALTH
CARE IN GUNTUR DISTRICT**

Paper ID-082

A paper presented by:A.Harish, B. Kishore Babu
MBA student, Business School, KL Education Foundation
Associate Professor, Business School, KL Education Foundation

ABSTRACT

Primary Health Care forms the bedrock of the health-care services of a country. The important conditions of Primary Health-Care Services are that they should be: Efficient with regard to cost, techniques and organization; Readily accessible to those concerned; Acceptable to the community served; At a reasonable cost Health-care services should be available in a manner and language that is suitable to the community and population it serves and accommodating of local traditions and customs, and at a price which the population can afford. Patient satisfaction has been linked to increased patient compliance, continuity of care, better clinical outcomes, and greater service utilization and risk management.

Keywords: Patient satisfaction, Primary healthcare, patient, government

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