

Abstract Proceeding of

National Level Conference On Management Concepts and Social Sciences

(NLCMCSS -2016)

Date: 20th May 2016

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Message

I am glad to know that Anveshana Education And Research Foundation is organizing a “National Level Conference On Recent Trends In Literature, Journalism, Education, Social, Sciences And Management Practices” at Hyderabad.

This event would facilitate the people of India to conquer the management practices. The technology is well established by now but what is lacking is the knowledge penetration to all levels. I am confident that your deliberation and the outcome of your effort will raise public awareness about the role and value of education as tool to promote economic, social and cultural development while addressing the complex issues on your agenda.

I wish them best wishes and I also hope the event will go a long way in making the common man alert and aware of the recent trends in literature, journalism, education, social sciences and management practices.

DR. P.VENKAT REDDY

Secretary SSIST

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Message

”Height by great men reached and kept were not attained by a sudden flight, but they while their complainants slept were toiling upward in the night”.

The meaning of the above stanza is self-evident, nothing comes from nothing, and nothing ever could. Success and achievements are commensurate with will power, hard work, grit, resourcefulness and single-minded approach.

Anveshna Educational and Research Foundation understand the social relevance of research and its contribution in developing a body of knowledge and therefore gives immense

Importance to the research output. In order to encourage the researchers in various fields relating to literature , journalism, education, social science and management practices Anveshna Educational And Researcher Foundation has been organizing conference with different contemporary themes on a regular basis. The focus here is on blend of academic & cutting edge research and innovation through inter-disciplinary activities.

A saying goes like this “ordinary things in an extraordinary way make people great”.

I hope that the deliberating in the conference will help researcher from academic and industry and the conference will provide a platform for initiating collaborative research project.

I wish the conference a fabulous success.

Mr. V. John reddy

Vice principal

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Message

I hope this message finds you and your family in the best of health and spirits. It was nice to hear you have presented in national conference. It was really a delight to hear that it has been fairing well in the field of engineering application and basic science

National conference on management concept & social studies -2016 address these issues through the seminar & exhibition, bringing together representative of all those involved at every field of business, industry, academic, government and civil.

I must congratulate you on the attending and presenting research paper. The conference focuses on “management concept & social studies” this conference is going to address many issues. I wish all the delegates a successful techno career and take the privilege to welcome you all to this national conference 2016

I wish that national conference on management concept & social studies -2016 breaks all records in participant.

In this moment of celebration I congratulate one and all who involved in conference.

All the best

DR. RAMULU

Director Of SSVP

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“National conference on recent trends in literature, journalism, education, social sciences and management practices”. Addresses these through the seminar and presentation, bringing together representatives of all those involved at every field of business, industry, academic, government and civil strata.

The national conference facilitates ideas information and programs on a platform that encourages creative thinking and innovation in the fields mentioned in the theme of the program. The conference focuses on “recent trends in literature, journalism, education, social sciences and management practices” which is very relevant to the present day scenario. I congratulate the organizers, coordinators sponsoring members, participants of the national conference on “recent trends in literature journalism, education, social sciences and management practices ,,” i am confident that the deliberations and the outcome of your efforts will raise public awareness about the role and value of the theme of the conference as a tool to promote economic, social and cultural development while addressing the complex issues on the agenda.

I wish all the members involved a successful program ahead

With best wishes.....

DR.SRINIVAS

Associate professor of SLNS College

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Message

“To improve is to change; to be perfect is to change often.”

- **Winston Churchill**

The only thing that will never change is Change itself. And there is neither survival nor progress without coping up with the change. Hence, in every faculty of study, it is very important to know, understand & follow the recent trends, changes, the change agents, and discuss them in detail to find various methods & strategies of dealing with them. Today's change is special in the sense that it is happening at a greater pace. In this context the “National Level Conference on Recent Trends in Education, Social Sciences, Law and Management Cases (NCRTESLMC-2016)” is a very timely effort and I heartily congratulate Anveshana Educational and Research Foundation for it. I am sure, this conference initiates a platform for academicians, researchers and industry practitioners to share discuss and disseminate their insights & research findings related to the recent trends in the cited fields. It also encourages the fraternity to come out with a number of valuable practices for the economies to face the change proactively and successfully.

I am pleased and feel honoured to be a part of this National Conference, NCRTESLMC-2016, and wish all its stakeholders an enduring takeaway.

With best regards,

Dr. S. CHAKRADHAR GOUD
Principal of SSIST

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Message

I am very much delighted to know that Anveshana Educational and Research Foundation is organising a National Level Conference On Management Concepts and Social Sciences (NLCMCSS-2016) on 20th March, 2016. Anveshana Educational and Research Foundation is organising series of conferences, seminars, workshops and training programs in the field of higher and technical education. I congratulate AERF for providing a suitable platform to the researchers and planners to present their research findings and share their thoughts.

In the present era of globalisation, the integration of knowledge of various sectors (like education, social science, law, management etc.) is needed to address the challenges. The present conference NLCMCSS-2016 is a good platform to bring the researchers in the field of education, social science and management together.

I hereby express my best wishes to all the participants and resource persons towards successful deliberations and also my best wishes to the organisers for a successful conference.

With best regards,

NAGARAJAN SRINIVASAN
PRINCIPAL OF SSCP

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PERFORMANCE OF REGIONAL RURAL BANKS IN INDIA A STUDY ON TELANGANA GRAMEENA BANK IN TELANGANA

[Paper Id-MGMT 1001]

A Paper Presented by: ¹N. DHANRAJ, & ²DR. R. SAI KUMAR

¹Research Scholar, Shri Jagdisprasad Jhabaramal Tiberwala University of Rajasthan, Churu
Road ² Professor Holy Mary Institute of engineering & Technology, Bogaram, R.R. Dist.,

Email Id: ¹nasadhanraj@gmail.com & ²saikumar1966@gmail.com

ABSTRACT:

The Regional Rural Banks were established “with a view to developing the rural economy by providing, for the purpose of development of agriculture, trade, commerce, industry and other productive activities in the rural areas, credit and other facilities, particularly to small and marginal farmers, agricultural labourers, artisans, and small entrepreneurs and for matters connected there with and incidental thereto”. The necessity of rural finance was felt to provide protection & reliance to rural people who rely highly on informal source of finance like moneylenders, landlords & traders etc. but they exploit farmers and small entrepreneurs by charging exorbitant rate of interest & force farmers to sell their product at low price to them. Rural people also face the risk of unpredictable production of crops due to high dependency on monsoon. The problems of finance suffer from lack of seeds, fertilizers, water supply and other facilities which lead to rural ineptness. Rural bank are providing finance to the weaker sections of society like small farmers, rural artisans, small producers, rural labourers etc, to provide finance to cooperative societies, primary credit societies, Agricultural marketing societies, Enhance & Improve banking facilities to semi urban, rural& other untapped market. The Regional Rural Banks help the rural people to come out from the financial problems and secured the financial assistance to agriculture in India. The study concentrated on Telangana Grameena Bank is of utmost importance in Telangana state to provide financial support to agriculture and performance of the bank in various Identified potential areas. This bank focused on the Continuous Rural Development, reaching the uncovered and being farmer friendly.

Key Words: Regional Rural Banks, Credit facilities to agriculture, Performance of APGVB, Economy.

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INDIAN REAL ESTATE INDUSTRY ANALYSIS AS PER PRESENT TRENDS

[Paper Id-MGMT 1002]

A Paper Presented by: ¹MOHD. AMEER & ²DR.
SUCCHARITHA ¹ Research Scholar, Shri J. J. T. University,
Jhunjhunu, Rajasthan ² Associate Professor, HITS, Hyderabad
Email Id: ¹mohdamer.mdn@gmail.com, ²scharitha@gmail.com

ABSTRACT

For the real estate sector, the last few years have been quite agonising. In this paper we discuss about the growth rate in real estate sector in India. Declining sales and mounting debts played havoc for the sector that is seen as one of the growth drivers for the economy. However, things changed for the better in early 2014 as a stable government came to power at the Centre with a thumping majority. This led to a boost in investor confidence coupled with renewed interest from key stakeholders. The government has unleashed a lot of reforms in the last few months to give a fresh impetus to the sector. Decisions for investment, buying and selling of properties depend upon the market value of that property. Issues arise in arriving at the actual value of the property as well as computing the rate of returns from the estate. Addressing valuation related issues through an understanding of behaviour of real property rates provide the means to explore the quality of past decisions and to make valid future decisions. Increased demand for housing and investment in properties has led to increase in the rates of real estate. An attempt has been made to study the change and behaviour of rates of real estate and factors influencing India.

Key words- Real estate, valuation, property rates, trend analysis and growth analysis.

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A STUDY ON PERFORMANCE APPRAISAL AT BHEL- CORPORATE R&D

[Paper Id-MGMT 1003]

A Paper Presented by: ¹ J. SOWMYA RAO & ² G. VIJAYASRI PRASAD

¹ Assistant Professor, St.Peter's Engineering College, Hyderabad-14.A.P. India.

² Asst .Prof Suprabhat Institute for Management and computer science, Hyderabad-14.A.P. India. **Email Id:** ¹ sowmyarao@stpetershyd.com, ² gvsri29@gmail.com.

ABSTRACT:

Performance appraisal has been the focus of considerable research for almost a century. Performance appraisal form can tell more about an organization than other indicators. There are multifarious forms used by different organizations in assessing performance of their employees. In the eyes of Human Resources Management practitioners, there could be standard form for performance appraisal. „Job Description“, „Performance Level“, „Performance Factors“, „Appraiser's Additional Comments“, Appraisee's Feedback“ are usual elements incorporated into such a standard form. This article focuses on EMAPPING in BHEL R&D which is basically a web based tool used in evaluating the performance of Executives. MAP (Moving Ahead through Performance) help to deliver consistency and clarity on expected performance measures to appraises and appraisers alike.

Key words- Performance Appraisal, e-Mapping, Cascading Effect, Key Result Areas, Core Competencies

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FINANCIAL INCLUSION: ISSUES AND CHALLENGES IN INDIA

[Paper Id-MGMT 1004]

A Paper Presented by: Dr. J. V. RANGESWARA REDDY

Associate Professor, KGR Institute of Technology & Management, Rampally (V), Keesara (M).

Email Id: rangeswar.67@gmail.com

ABSTRACT

Financial inclusion is important for improving the living conditions of poor farmers, rural non-farm enterprises and other vulnerable groups. Financial exclusion, in terms lack of access to credit from formal institution, is high for small and marginal farmers and some social groups. For developing nations the era is of inclusive growth and the key for inclusive growth is financial inclusion. Financial inclusion or inclusive financing is the delivery of financial services, at affordable costs, to sections of vulnerable and low income segments of society. There have been many formidable challenges in financial inclusion area such as bringing the gap between the sections of society that are financially excluded within the ambit of the formal financial system, providing financial literacy and strengthening credit delivery mechanisms so as to improvised the financial economic growth. A nation can grow economically and socially if its weaker section can turn out to be financial independent. The paper highlights the basic features of financial inclusion, and its need for social and economic development of the society. The study focuses on the role of financial inclusion, in strengthening the India's position in relation to other countries economy. For analyzing such facts data for the study has been gathered through secondary sources including report of RBI, NABARD, books on financial inclusion and other articles written by eminent authors. After analyzing the facts and figures it can be concluded that undoubtedly financial inclusion is playing a catalytic role for the economic and social development of society but still there is a long road ahead to achieve the desired outcomes

Key words: Financial inclusion, financial exclusion, NABARD, financial instruments.

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EFFECT OF MOTIVATION ON EMPLOYEE PRODUCTIVITY-AN OVERVIEW

[Paper Id-MGMT 1005]

A Paper Presented by: H.SHAILESH BABU (MBA, M.Com)

Associate Professor, Sri Sarada Institute Of Science And Technology, Anantharam (V), Bhongiri
(M). **Email Id:** shilesh9@gmail.com

ABSTRACT

Employee productivity (sometimes referred to as workforce productivity) is an assessment of the efficiency of a worker or group of workers.

Productivity may be evaluated in terms of the output of an employee in a specific period of time. Typically, the productivity of a given worker will be assessed relative to an average for employees doing similar work. Because much of the success of any organization relies upon the productivity of its workforce, employee productivity is an important consideration for businesses.

Employee productivity is one element of IT productivity, the relationship between an organization's technology investments and its corresponding efficiency gains, or return on investment (ROI).

Key words: productivity, satisfaction, efficiency, workforce

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A STUDY ON FINANCIAL DERIVAIVES

[Paper Id-MGMT 1006]

A Paper Presented by: ¹ CH.SNEHA & ² P.DIVYA

¹⁻² MBA Student, Sri Sarada Institute Of Science And Technology, Anantharam (V), Bhongiri
(M). **Email Id:** ¹ chakinarapwar@gmail.com, ² divya.podduturi2014@gmail.com

ABSTRACT

The traditional role of financial derivatives is either to hedge financial risks or to speculate. This paper suggests that with the enforcement of the new Financial Reporting Standard 13, Derivatives and Other Financial Instruments: Disclosures, the process of hedging risk via financial derivatives has become an important new tool for minimising information asymmetry between investors and management. As a result investors can arrive at an estimation of a firm's value that is closer to its intrinsic value. For conjuring fear, few aspects of investments rival derivatives. This is not surprising given the history of august institutions humbled or even demolished as a result of poor risk management of their derivatives exposures. While some types of derivatives strategies certainly demand a very specific approach to risk management, it cannot be said that derivatives defy risk management.

Key words: Risk management, financial derivatives, signalling

A STUDY ON PORTFOLIO MANAGEMENT

[Paper Id-MGMT 1007]

A Paper Presented by: ¹ A. LAXMI PRASANNA & ² P.RAJITHA

¹⁻² MBA Student, Sri Sarada Institute Of Science And Technology, Anantharam (V), Bhongiri (M). **Email Id:** ¹ andelaxmiprasanna@gmail.com, ² rajithapanjala111@gmail.com

ABSTRACT

IT departments are caught between a rock and a hard place these days. Budgets are shrinking while the dependence on IT products and services is increasing. The pressure to demonstrate that each new project will either save money, increase sales, or result in enterprise-wide efficiencies is greater than ever. And yet, the majority of Global 1000 companies are still choosing which projects get funding either by the first-come/first served method, the squeaky-wheel gets the grease method, or the most powerful sponsor method. Deciding which IT projects get funding should be based on more than just subjective judgment; rather, the project should be analyzed objectively, looking at a number of factors – cost of ownership, cycle time, quality, risk, and benefit(s) being just a few. By analyzing projects objectively, they can be more effectively prioritized. CIOs and IT managers can then make wiser and more insightful decisions about which projects should get funding and which should be either postponed or shelved.

Key words: Portfolio, Risks, Sponsors, Management.

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A STUDY ON RISK AND RETURN ANALYSIS OF EQUITIES

[Paper Id-MGMT 1008]

A Paper Presented by: ¹ G.AMBICA & ² M.SANGEETHA

¹⁻² MBA Student, Sri Sarada Institute Of Science And Technology, Anantharam (V), Bhongiri
(M). **Email Id:** ¹ ambica0811@gmail.com, ² sangeetham37558@gmail.com

ABSTRACT

The study aims to compare stocks of selected companies from different sectors like Information Technology, Automobiles, Banking, Pharmaceuticals, and Oil Sectors in the form of their risk, return and liquidity. The study also creating awareness about Stocks among the investors to invest in the particular sectors. The risk/return relationship is a fundamental concept in not only financial analysis, but in every aspect of life. If decisions are to lead to benefit maximization, it is necessary that individuals/institutions consider the combined influence on expected return or benefit as well as on risk/cost. The requirement that expected return/benefit be commensurate with risk/cost is known as the "risk/return trade-off" in finance. It discusses the trade-off using beta and standard deviations, coefficient of correlation tools and provides a method for quantifying risk.

Key words: Risk, Return, Equity, liquidity, risk-return tradeoffs.

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A STUDY ON RISK AND RETURN MUTUAL FUNDS

[Paper Id-MGMT 1009]

A Paper Presented by: ¹ Y.DIVYA & ² G.SWAPNA

¹⁻² MBA Student, Sri Sarada Institute Of Science And Technology, Anantharam (V), Bhongiri (M). **Email Id:** ¹ swapnagoud396@gmail.com, ² yerradivya1234@gmail.com

ABSTRACT

When the concept of companies initially formed, people who knew each other and were willing to take the risk of the venture used to put in the share capital of the company. Slowly, entrepreneurs realized that many are interested in investing financially in the company but do not want to take the day-to-day hassle of managing the company. Thus began the concept of passive investing in companies: with shareholders and executives separated. Similarly, in the case of mutual funds, people are not interested in the day-to-day management of the funds but are interested in the final outcome of the investment. Hence, they pool their money together, hire an investment manager who manages funds for them and expect to earn a return on them.

HRD PRACTICES AS KEY FACTORS IN ORGANIZATIONAL LEARNING

[Paper Id-MGMT 1010]

A Paper Presented by: ¹ G. BALAKRISHNA CHOWDARY & Dr. ²SUCHARITHA DEVARAPU

¹Research scholar, JJT University, Rajasthan

²Associate professor, HITS, Hyderabad.

Email Id: ¹ krishchowdary@gmail.com & ² scharitha@gmail.com

ABSTRACT

Relationships between strategic HRD practices and organizational learning were explored through a literature review. Organizations that learn and develop their SHRD practices have more opportunities to obtain and integrate the nine SHRD outcomes in the learning process: organizational missions and goals, top management leadership, environmental scanning, HRD strategies and plans, strategic partnerships with line management, strategic partnerships with HRM, trainers as organizational change consultants, influence corporate culture, and emphasis on individual productivity and participation.

Key words: Strategic HRD Practices, Organizational Learning, HRD

A REVIEW ON UNDERSTANDING EARNINGS QUALITY AND THEIR DETERMINANTS AND CONSEQUENCES

[Paper Id:MGMT1011]

A paper Presented by: Nakka Rinku Venkatesh & Dr. B.D. Kompalwar

Research Scholar, S.J.J.T University

Associate Professor, People college, Nanded.,MS

Email Id- rinkunakka1986@gmail.com, balajikompalwar@gmail.com

ABSTRACT

This paper examines the relative ability of eight common earnings quality measures to explain future excess returns. Many studies analyze earnings quality trends over time and their determinants; others measure the effects of specific changes in accounting standards, enforcement systems, or corporate governance requirements within or across countries; further studies use earnings quality to explain variations in economic outcomes, such as the cost of capital. Although we emphasize the difficulty to identify reasons for the existence of excess returns, we perform additional tests to rule out some possible explanations. In particular, the cost of capital estimation does not seem to be a major reason for our results, nor are well documented accounting anomalies. A potential explanation that we cannot rule out is that investors do not fully understand and appreciate earnings quality. Finally, we perform sensitivity tests and find that these results are robust to changes in the specifications of the empirical study.

Key words : Earnings Quality, market, determinants,

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