

Abstract Proceeding of
National Level Conference on Recent Trends in Education, Social Sciences, Law and
Management Cases
(NCRTESLMC-2016)

Date: 11th March 2016

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Message



Sri. Dr.M. Sudhir Reddy
Project Officer
National Technical Manpower Information System (NTMIS)
Jawaharlal Nehru Technological University Hyderabad
Hyderabad

I am very much delighted to know that Anveshana Educational and Research Foundation is organising a national level conference on recent trends in education, social science, law and management cases(NCRTESLMC-2016) on 11th 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 NCRTESLMC-2016 is a good platform to bring the researchers in the field of education, social science, law 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

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Dr. Sucharitha Devarapu
Director
AERF

On behalf of NCRTESLMC-2016 Organizing Committee, I am glad to welcome you to the National Level Conference on Recent Trends in Education, Social Sciences, Law and Management Cases. NCRTESLMC-2016 continues the tradition of addressing issues of immediate and long term interest to researchers and engineers in developing various engineering systems through technological innovations. The aim of the NCRTESLMC-2016 has always been to provide an international forum for individuals from all over the world and to share and discuss their innovative thoughts in the National Level Conference on Recent Trends in Education, Social Sciences, Law and Management Cases. These currently include topics in wireless sensor network, mobile computing and innovative methods in management along with excellence management. I wish you all a wonderful and exciting time here.

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Message

Dr. Prasad Y.V.S.Ch
B.Tech., M.B.A. CAL Mgt.(UK)., Ph.D
Director : Management studies,
MTPGC, Ghatkesar, Hyd.

Education is the backbone for any nation. Education is the cornerstone for the growth and development of not only a nation but also its citizens. It is the only path for peace and progress of mankind. Presently, several changes are being contemplated for improvement of standards in education across the country to suit the digital age needs. In this context, the national Level conference on recent Trends in Education, (NCRTESLMC-2016) being conducted by AERF is very much timely and apt. I convey my best wishes and greetings to all the people involved in the conference.

Sri. B.S.V. Rama Rao
Principal
Aurora's Science and Technological Institute

“Error is not a fault of our knowledge, but mistake of our judgments.”

I would like to congratulate Anveshana for coming out successfully with a good conference. This will help our executive to schedule, execute and review their day to day activities for the timely completion of their assignment.

We have been performing well in the past and I expect that we will perform still better in the coming future with your unstinted support and co-operation.

I take this opportunity to convey my best wishes for their up-coming conferences and seminars.

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Message



Sri. Ragi Ravi Kumar
Associate Professor
Talla Padmavathi College of Engineering Warangal

"ALL OF US DO NOT HAVE EQUAL TALENT. BUT, ALL OF US HAVE AN EQUAL OPPORTUNITY TO DEVELOP OUR TALENTS." - **Dr.APJ Abdul Kalam**

Change is a continuous process, following the existed formats and trends never give us the challenge. Today's innovation or creation becoming outdated for tomorrow. Society is moving in a very fast pace towards the changes by day to day observations, needs and wants and inspiring the enthusiastic towards the modification, up-gradation and also creation which are leads to the change. Stagnation is not at all acceptable in present societal conditions. Our theories and ideas have done much to strengthen the management educational practices. Now the trend is to achieve excellence in the practices. And to achieve excellence in practices requires not only basic research but also experimental studies, and ability to convert ideas in to practice.

It is a great attempt that Anveshana educational and research foundation understood the need of change and created a knowledge based platform by organizing National Level Conference on Recent Trends in Education, Social Science, Law and Management Cases (NCRTESLMC-2016) for the enthusiastic to understand and share the trends in specific area. In fact the cited fields are the key role players of any nation.

At the outset am feeling proud to be associating and becoming part of this great event and congratulating everyone who involved organizing of this program.

I wish all the best for their future endeavour.

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Message

Sri. Vemuganti Ramesh
Visiting Professor, Corporate Trainer
Hyderabad

"The elevator to success is out of order. You'll have to use the stairs. One step at a time" -- **Joe Girard**

Management education is undergoing a transformation & a sea change. Globally, we are witnessing 4 major trends - technology driven competition, emergence of techno-entrepreneurs & tens of thousands of Start ups , rapid pace of innovations in both existing & new products/ services & a mind boggling Social media revolution . This shall have a dramatic impact on the content Management education, the way it is delivered, imparted & its dimensions in multifarious ways. Industry is very choosy & will not induct mediocre or below par Management students henceforth.

Regular full time MBA will still continue but shall face more challenges in terms of of relevance & contemporariness from the industry. Programs like Technology management, Technology transfer, Innovation Management , Social media management in the executive education space with industry sponsorship are likely to become more prominent. Shorter and domain specific courses within established programmes will escalate in domains such as Analytics, Big data, Innovation management, Knowledge management & the likes. .With many business school grads getting inclined to have their own start-up business, there will be a demand for courses which help budding entrepreneurs to set up their enterprises. Case based methods of teaching, active class room participation combined, special short term projects will be an ongoing activity for an MBA/ PGDM student.

New methodologies like Virtual learning, e learning, experiential learning, MOOCS (Massively Open On-line Courses) model of education will pick up now though they did not make a dent in last few years. With B schools & Universities offering PGDM/ MBA programs competing for higher rankings , they will invest in getting themselves accredited through reputed accreditation agencies. They will also substantially invest in aggressive social media campaigns to reinforce their brand identity to attract students. This will also push they institutions for vibrant & continuous linkages with the industry which will become a top priority.

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Message



Sri. R. Vijender Ragidi
Professor, Business Management
Sree Chaitanya P.G. College, Karimnagar

“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.
Sri. R. Vijender Ragidi

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A CONCEPTUAL STUDY ON E-MARKETING AND IT'S OPERATION
ON FIRM'S PROMOTION AND UNDERSTANDING CUSTOMER'S
RESPONSE

[Paper ID- MGMT1001]

A paper presented by: Muthe Srinivas
Assistant Professor Department of Business Management, KGR Institute of Technology and Management
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Abstract

The purpose of this conceptual paper is to discuss four main different tools which are: mobile marketing, E-mail marketing, web marketing and marketing through social networking sites, which use to distribute e-marketing promotion and understanding their different influence on consumers` perception. This study also highlighted the E-marketing, marketing through internet, mobile marketing, web marketing and role of social networks and their component in term of perceptual differences and features which are important to them according to the marketing, terms like adaption, role of trust, and customers` satisfaction. Moreover some attributes of marketing through E-mail like Permission issue in Email in aim of using for marketing activity and key success factors. The paper is concentrated on the how the organizations using the E-marketing technique in promoting their product, advantages, problems are highlighted. It is also taken into consideration about the consumer`s response to the advertisement, the use of digital marketing in reducing the advertisement expenses of the organization. It also aimed to find out the response and understanding of viewers about the advertisement in digital media, is the media reaching the expected audience or viewers and their perception about the product, and advantage of E-marketing, on line selling of new and innovative products.

Keywords: E-marketing, internet marketing, mobile marketing, E-mail marketing, web marketing, digital marketing

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GREEN MARKETING – A TREND FOR POLLUTION FREE
ENVIRONMENT

[Paper ID- MGMT1002]

A paper presented by: K.S. Rajashekar Reddy
Dept. of Business Management, OU.
Email ID: ksrajkommidi@gmail.com

Abstract

Green marketing refers to the process of selling products which are environmentally friendly or they may be packed in environmentally friendly materials. The assumption of green marketing is that the potential consumers will view a product as a benefit and base their buying decision, they willing to pay more for green products than they would for a less-green alternative product. Green marketing greatly as increasing number of consumers is willing to back their environmental consciousness with their money. The Green marketing concept is increasing with the pollution creating a numerous problems in their everyday life. One scientist said that what we have to give to our next generation is not money or property or any other valuable gift only a pollution free environment, it gives the awareness among the people became problem making them to educate importance of the green Marketing in new era. But, it is totally new concept, creating is also important for every organization which is existing on the country. A country like India where Literacy rate is low it become less popular and making them educate is challenging job. This concept helps for the development of rural market and growth of the small scale units in rural sector which are ready to make packing materials with natural leaves, sticks or other items, it help in conclusive growth of rural sector in India.

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HUMAN RESOURCE PRACTICES: A CONCEPTUAL STUDY ON
SERVICE INDUSTRY

[Paper ID: MGMT1003]

A paper presented by: Balakrishna, Dr. D.Sucharitha
Research Scholar, S.J.J.T.University Associate Professor, Krishna Murthy Institute of Technology and Engineering, Hyderabad
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Abstract

The present paper makes an attempt to find out and identify few HR challenges in the domain of Service Industry in India with Context of various suggestions for Human Resource Development practices. In India human resource development practices developing both in private sector and public sector organizations. This paper reveals a strong predictor of organizational culture about HR practices that have been developed in context of economic development and industrial change. HRD as a function and as a prime mover would need to focus on this changing and emerging role. Managers in the organizations would be confronted with the need to reorient culture; thinking and paradigms. There are very few evidences where values or organizational culture is directly linked to HRD practices of the organization. In India the service industry became a backbone for economic development and social development for the country. To achieve the growth factor, Human Resource Development practices are became essential.

Keywords: Service sector, Human resources, Human resources development practices, challenges, trends.

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MANAGEMENT MANTRAS FROM INDIAN ETHOS- ITS
IMPACT ON MODERN MANAGEMENT

[Paper ID: MGMT1004]

A paper presented by: Dr. J.V. Rangeswara reddy
Associate Professor, Department of Business Management, KGR Institute of Technology & Management,
Rampally (V), Keesara(M) R.R.Dst.
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Abstract

“Certainly we should take care not to make intellect our God. Intellect has, of course, powerful muscles but no personality. It cannot lead. It can only serve. It is not fastidious about its choice of leaders. The intellect has a sharp eye for tools and methods but is blind to Ends and Values”.

ALBERT EINSTEIN:

Ethos means the set of beliefs, ideas about social behaviour and relationship of person or group. Indian Ethos is all about what can be termed as “National Ethos”. Formally the body of knowledge which derives its solutions from the rich and huge Indian system of ethics is known as Indian ethos in Management, it is some kind of Hindus concept management, certainly not Management is behavioural science and it has to be culture specific. The salient ideas and thought of Indian Ethos, Management revealed by our ancient scriptures. We can get management Mantras from various Epics of India especially Mahabharata, Ramayana. In Mahabharata it gives the Quality of the Leadership, determination and decision making capability at various situations.

Lord Krishna the eminent personality who gave a great “Bhagawad Gita” to the world it explains the quality of human being and karma siddantha. He is a great motivator and strategic planner in the difficult situations it helps in winning war against kauravas by pandavas. These strategies will have grate use in management decisions against the competitors. Mahabharata will give various types of personality, character determination decision making etc. From Ramayana we can learn the Leadership lessons like providing a concrete vision of the future to the followers. The mission of the army led by him was to defeat the rakshasas and rescue Sita.

To this end a number of actions were taken such as sending out search parties, building an overseas bridge and issuing a direct challenge to Ravana, these actions flowed naturally as a result of the vision, clarity about the goals as well as the process enabled the army to put its heart and soul in campaign. Rama was a prince who interacted freely with the people, he did

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not have any biases regarding developing relationships with the people of a lower social class

He consulted subordinates on important matters and allow them to give their opinion freely. There are many other ethos like Kautilyas arthashastra gives the qualities of the king rajaneethi which to be implemented to overcome crisis which gave birth to the Political Science and Public administration which is read and followed by many people in the world. Vidurneethi gives how a king to be, and what decision to be taken at various situations and good and bad of the administration and decision.

OBJECTIVE :

The objective of the paper is to discuss the various qualities of leadership, personality and character, and decision making power of the eminent personalities of the epics, how these characters help in modern management as Mantras in implementing, following and developing the characters of them. It also concentrating how good these qualities to be practiced in modern management, and helping the management candidates to implement these knowledge on modern era to meet the challenges. This paper concentrated on various strategies implemented in those periods according to their knowledge and making them to suitable to the current scenario.

Keywords: Kautilyas Arthashastra, Ramayana, Sri Krishna, Rajaneethi, Management Mantras, Vidurneethi.

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AN EXPLORATORY STUDY OF PSYCHOLOGICAL
CONTRACT IN THE INDIAN ACADEMIC SECTOR

[Paper ID: MGMT1005]

A paper presented by: N. Lakshmi Prasanthi & Dr. M. Sudhir Reddy
Research Scholar, School of Management Studies, JNTUH
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Abstract

The paper presents an exploratory study of the content of psychological contract in an Indian higher education institution. The sample consists of teaching staff in a self financed four year technical institution. Focus group discussion is conducted in the first phase to understand the issues and key areas helpful to develop relevant questionnaire for the survey. In the second phase, a survey is conducted on the teaching staff using a self administered questionnaire. An exploratory factor analysis is conducted on the survey data and is identified that eight factors are relating to employer obligations towards the faculty and four factors are relating to the faculty obligations towards their employer.

Keywords: Psychological contract, higher education, education institutions, faculty obligations, employer obligations.

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A STUDY OF CUSTOMER SATISFACTION BY EVALUATING SERVICE
QUALITY IN PUBLIC AND PRIVATE SECTOR BANKS

(WITH SPECIAL REFERENCE TO SELECT BANKS IN KHAMMAM AND WARANGAL)

[Paper ID: MGMT1006]

A paper presented by: D.N.V.Krishna Reddy, Dr.M.Sudhir Reddy
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Abstract

In the present scenario banking sector of India is running in a dynamic challenge concerning both customer base and performance. Service quality is a key aggressive system to hold customer base. Service quality assumes a noteworthy part in getting customer satisfaction. Banks are making a decent attempt to win consumer satisfaction by providing better quality services. This study compares customers' perceptions of service quality of both public and private sector banks of India. The service quality of both the banks has been measured utilizing SERVQUAL (service quality) scale. Information was gathered from total 600 customers of public and private sector banks in Khammam and Warangal, Telangana Region by using Questionnaire. The results show that dimensions of service quality such as Tangibility, Reliability, Responsiveness, Empathy and Assurance essentially foresee customer trust and commitment. Private bank customers are more committed and satisfied as they receive better quality of service The study infers that public sector banks ought to additionally approach and attempt their best to give better quality service to win back their customers.

Keywords: Customer Satisfaction, Service Quality, Public Sector Banks, Private Sector Banks.

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ISSUES AND CHALLENGES IN SUPPLY CHAIN MANAGEMENT- A
STRATEGIC VIEW

[Paper ID: MGMT1007]

A paper presented by: A. Sunitha
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Abstract

Successful supply chain management needs cross-functional integration and marketing must play a crucial role. The challenge is to determine how to successfully accomplish this integration. One of the most important paradigm shifts of modern business management is that individual businesses compete as supply chains. Business management has entered the era of internetwork competition. It is now suppliers-brand-store versus suppliers-brand-store, or supply chain versus supply chain. In this emerging competitive environment, the ultimate success of the single business will depend on management's ability to integrate the company's complex network of business relationships. Increasingly, the management of multiple relationships across the supply chain is being referred to as supply chain management (SCM). Issues related to how to map business processes across the supply chain are discussed. Marketing channel researchers conceptualized the key factors for why and how channels are created and structured. From a supply chain standpoint, the research was dealt on the areas of: 1) identifying who should be a member of the marketing channel, 2) describing the need for channel coordination, and 3) drawing actual marketing channels. To integrate and manage all process links with all members across the supply chain would, in many situations, be counterproductive. The key is to find out some basis for determining which channel members are important to the success of the organization and the supply chain and, thus, should be allocated managerial attention and resources.

Keywords: Supply chain management, integration, marketing channels.

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

[Paper ID: MGMT1008]

A paper presented by: N. Dhanraj & Dr. R. Sai Kumar

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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.

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

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