

Abstract Proceedings of

National Level Conference on Recent Trends in Management and Social Sciences (NLCRTMSS – 2016)

Date: 26th & 27th August 2016

Message



I am very much delighted to know that Anveshana Educational and Research Foundation is organizing a national level conference on Recent Trends in Management and Social Sciences (NLCRTMSS-2016) on 26th and 27th August, 2016. Anveshana Educational and Research Foundation is organizing 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 globalization, the integration of knowledge of various sectors (like education, social science, law, management etc.) is needed to address the challenges. The present conference NLCRTMSS-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 a successful deliberations and also my best wishes to the organizers for a successful conference

Prof. V. Shekar
Principal, UCCBM
Osmania University
Hyderabad

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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 Management and Social Sciences (NLCRTMSS-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 honored to be a part of this National Conference, NLCRTMSS-2016, and wish all its stakeholders an enduring takeaway.

Dr. Y. Jahangir
Vice-Principal, UCCBM
Osmania University
Hyderabad

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Message



*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 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 programs will escalate in domains such as Analytics, Big data, Innovation management, Knowledge management & the likes. .With Many B business school grades 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.

R. Sampath Kumar
Joint Director - Admissions
Osmania University
Hyderabad

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I am happy to present the National Conference on ‘Recent trends in Management and Social Sciences’, organized jointly by Anveshna Educational and Research Foundation and Department of Business Management, Osmania University, Hyderabad. The two day conference spanning 26-27 August 2016 will serve as a platform for deliberation of ideas and research works in various contemporary areas of management providing an interface to link Industry, Academia, Students and Research community. I wish the organizers a very successful outcome for their efforts.

Dr. Smitha Sambrani, BE, MBA, Ph.D
Seminar Director
Osmania University
Hyderabad

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Message



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 endeavor, we draw upon reserves of goodwill among the quality oriented research, its reputation among researchers' and potential students, 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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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 Management and Social Sciences (NLCRTMSS-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.

Dr. Y.V.S. Ch. Prasad
Director-Management Studies
Mother Teresa PG College
Hyderabad

Against above backdrop, the coming year will ensure a consolidation in the business school sector in the light of above developments & various regulatory pressures. With a primary focus on outcome based research, Anveshana can play a greater role in assisting Management & PG colleges & institutions with these initiatives & integrate them into their systems & practices.

As the legendary Henry ford stated "Whatever we have, use it or lose it". It is time we started utilizing what we have to achieve the goals.

Prof. K. Mallikarjun Reddy
HOD-DBM
Osmania University
Hyderabad

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**JOB HOPPING OF WOMEN IN INFORMATION TECHNOLOGY
INDUSTRY**

[Paper Id – MGMT 1001]

A Paper Presented By:¹Dr. Smitha Sambrani,²Gopisetty Hemalatha

¹Assistant Professor, Dept. of Business Management, OU

²Research Scholar, dept. of Business Management, OU

ABSTRACT

The IT industry is one of the largest employers of women. Women professionals in IT industry are also accused of job - hopping between projects. The present paper elaborates the reasons behind women employee job hopping in IT industry. Major factors for job hopping of women were found to be exhaustive working schedules, family life conflict, maternity or parenting issues, advancement or networking issues.

**INFLUENCE OF LEARNER CHARACTERISTICS ON E-LEARNING
OUTCOMES**

[Paper Id – MGMT 1002]

A Paper Presented By:¹A. Bindhu,²Dr. Hansa Lysandar Manohar

¹Associate Professor, Department of Management Studies, Jeppiaar Engineering College, Chennai

²Associate Professor, Anna University, Chennai

E-Mail:¹bindhu.arumugam@gmail.com

ABSTRACT

Corporate training has taken a big technological leap with e-learning platform replacing the traditional training methods. This paradigm shift has instigated researchers to analyze the effectiveness of the e-learning systems. As learners form the secret ingredient of the success of a training system, this study has been undertaken to evaluate the effectiveness of e-learning systems from the learners perspective. The purpose of this study is to find out the impact of learner dimension variables on e-learning system satisfaction. The analysis is further extended to determine the relationship between learner satisfaction, learning achievement and transfer behavior. The proposed model was validated with the empirical data collected from IT and ITES employees who has undertaken training program in the e-learning platform. Multiple Linear Regression was used to test the causal relationships. The results of the study would help increase the effectiveness of e-learning platform as a corporate training system.

Keywords: Corporate training, e-learning platform, effectiveness, Multiple Linear Regression.

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WORKLIFE BALANCE- CHALLENGES

[Paper Id – MGMT 1003]

A Paper Presented By:¹Arushi Agarwal, ²T. Shashanth Singh
MBA Students, St. Joseph's Degree & PG College

ABSTRACT

The degree to which an organization promotes a healthy congruence between the professional and personal lives of employees is largely a function of corporate culture and management styles. Work-life balance teaches ways to manage both the different spheres of life by reducing the gap between professional and personal life so much that the dividing line almost disappears. One of the principal observations of Work-life Balance is that when work becomes a hobby and co-workers become family, there would be sufficient time to give to both career and family.

Work-life balance is about the interaction between paid work and other activities, including unpaid work in families and the community, leisure, and personal development.

Work-life balance is about creating a productive work culture where the potential for tensions between work and other parts of people's lives is minimized. This means having appropriate employment provisions in place, and organizational systems and supportive management underpinning them.

Work-life balance for any one person is having the 'right' combination of participation in paid work (defined by hours and working conditions), and other aspects of their lives. This combination will not remain fixed, but may change over time.

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FACTORS INFLUENCING FEMALE ENTREPRENEURSHIP

[Paper Id – MGMT 1004]

A Paper Presented By:¹ A.L.N.S. Kalyani,² G.S. Mounika
¹ Associate professor – MBA, Sphoorthy Engineering College
² Assistant Professor – MBA, Sphoorthy Engineering College

ABSTRACT

Entrepreneurship has currently occupied an important place in the list of rewarding career options. In many nations across the world, there has been a significant growth in the level of female entrepreneurship and it has been estimated that women own and manage up to one third of all businesses in developed countries. The emergence of entrepreneurship is considered to be closely linked to social, cultural, religious and psychological variables and these changes seems to have become acceptable norms in the context of women at work and many more women participating in the economic development. Many factors like urbanization, technical progress, women education etc., have profoundly changed the traditional conditions. The level of Entrepreneurial activity among women increase as levels of education rise. The level of entrepreneurs who could serve as role models are increasing and they are encouraging other women to start their own business. The motivations for women to be entrepreneurs go beyond the established norms of making money, freedom from jobs, personal development and welfare. Most often it is the perceived opportunities in the changing environment, which is the driving force for entrepreneurship. The reason for starting business are as varied as their background; some out serious economic compulsions, some due to quitting of a job and accompanied frustration, using their leisure time, converting their past-times into lucrative activities, inspired by a new idea etc.

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CUSTOMER RELATIONSHIP MANAGEMENT IN MARKETING OF LIFE INSURANCE PRODUCTS

[Paper Id – MGMT 1005]

A Paper Presented By:¹ Dr. Smitha Sambrani,² Martin L. Bhoompag,

¹Sr. Assistant Professor, Department of Business Management, Osmania University, Hyderabad

²Research Scholar, School of Management Studies, Jawaharlal Nehru Technological University, Hyderabad.

E-Mail:¹ blmartinn@gmail.com

ABSTRACT

Customer is the key driver for any business. Any act of having relationship with customer will yield greater benefits to both the stake holders i.e. customer and the company, now and in future. Managing the relationship with customer over a period of time requires lot of efforts from the organization and need investments of both time and money. Indeed Customer Relationship management (CRM) is a comprehensive strategy and process of acquiring, retaining and partnering with customers to create a superior value for both. Over a period of time the concept of CRM has grown by leaps and bounds by various factors like emerging markets, service orientation, global operations etc. Life insurance product is basically a financial tool which will ensure financial stability to the customer and family keeping in view the uncertainties of life. One of the greatest benefits an insurance plan can accord is to provide security to the family of the deceased. Since customers are of various types, having a relationship will benefit both the parties in the long run keeping in view the longevity of an Insurance plan which runs into as long as thirty, forty years. An effective CRM in a Life Insurance Company can prove to be a tool for extending greater service experience and in turn profit the organization by acquiring business with low or no cost.

This paper attempts to look at the relevance of Customer Relationship Management with respect to Life Insurance Products in Indian context.

Key Words: Customer Relationship Management, Strategy, Retention, Acquisition, Pyramid.

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**TRENDS OF AWARENESS OF HEALTH INSURANCE IN
TELANGANA STATE**

[Paper Id – MGMT 1006]

A Paper presented By: Ramesh.Vavilala
¹Research Scholar, Department of Commerce
Osmania University-Hyderabad
Email: vrameshmcommba@gmail.com

ABSTRACT

This paper identifies the determinants of awareness of health insurance in Telangana State. The present study was carried out in Hyderabad city of Telangana State. Since the main objective of the study was to analyze determinants of awareness of the health insurance, we concentrated on the variables like the Age, Education, Gender, Occupation, Income, type of the family, and Health expenditure etc. Using pretested structured questionnaire, the primary data have been collected purposively, by covering the wide range of demographic, economic and social factors, from the randomly chosen two hundred respondents from the study area. We have applied simple statistical tools such as descriptive statistics, and along with logistic regression to identify the factors determining the awareness of the health insurance. We found that 33.5 percent of the respondents had aware of health insurance and 66.5 percent of the respondents had unaware of health insurance. The present paper concludes that the determinants of awareness of health insurance were religion, type of the family, education, occupation, annual income, when considered except type of the family, the other determinants had a statistically significant. The higher education and higher income had positive relation to the awareness of health insurance.

Keywords- Health Insurance, Awareness of Health insurance, Determinants of Health insurance

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SIZE DOES MATTER- BIG DATA MARKETING

[Paper Id – MGMT 1007]

A Paper Presented By: Dr. Ch. Chaitanya

¹Principal, TMSS College of Management, Affiliated to Osmania University.

E-Mail: mail2chaitanyapalyam@gmail.com

ABSTRACT

While big data sounds very recent but its roots, gathering and storing large amounts of data for analytics is ancient. This started gearing up a decade back. For marketing organizations, big data is the fundamental consequence of the new marketing landscape – everything online! In the light of the above, the current paper focuses on Defining, Classifying, Significance of Big data to explaining its importance to Marketing firms, Challenges faced by them, how marketing insights can be drawn and concluding with the advantages with an illustrative case study.

Keywords: Big Data, Big Data Marketing, Significance of Big Data, New Marketing Landscape

THE IMPACT OF BANK SAVING DEPOSITS ON INDIAN EQUITY MARKET

[Paper Id – MGMT 1008]

A Paper Presented By: ¹Mr.Ch.Sanjeev, ²Dr.K.Aparna

¹Research Scholar, Professor, Telengana University, Nizamabad

²Assistant Professor, Telengana University, Nizamabad

ABSTRACT

In India, the majority of the citizen's savings is going towards bank savings why because, higher rate of return with low risk. That is an incurable strength of investments is directed towards equity market. My analysis has been emphasized how monetary policy key rates are influencing the banking deposit growth and how these deposits are having an impact on the equity market. This paper had focused from 2005-2015. Therefore, The regression curve estimation results unveils that interest rates, growth are having a positive influence on bank deposits but negative influence of the equity market. Finally, The Vector Auto Regression method results indicate that the growth of CNX Nifty Index is pushing the equity market capital upside and estimates that bank deposits will move downside. This paper is useful to the retail investors, non-equity investors, regulators and mutual fund investors.

Keywords: Bank Deposits, CNX Nifty Index, Equity Market Capital

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**A TECHNIQUES OF PAST & FUTURE ORIENTED OF
PERFORMANCE APPRAISALS**

[Paper Id – MGMT 1009]

A Paper Presented By: Dipali Harishankar Ambhore
Research Student
YeshwantMahavidyalaya, Nanded

ABSTRACT

Once the employee has been selected, trained & motivated, he is then appraised for his performance. Performance appraisal is the step where the management finds out how effective it has been at placing employee. If any problems are identified steps are taken to communicate with the employee & to remedy them. Performance appraisal is essential to understand & improve the employee's Performance through HRD. It was viewed that Performance appraisal was useful to decided upon employee promotion, transfer, salary determination & the like but the recent development in HRM indicate that Performance appraisal is the basis for employee development. Performance appraisal indicate the level of desired Performance & the gap between these two, this gap should be bridged through HRM techniques like training, executive development etc.

“ A Performance appraisal is a process of evaluating an employee's Performance of a job in terms of it's requirements.”

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MICRO AND MACRO ECONOMICS

[Paper Id – MGMT 1010]

A Paper Presented By: V.Dharani M.A, M.Phil. - Research Scholar,
Tamil Nadu Open University, Chennai
Tamil Nadu Government Higher Secondary Educational Service
Government of Tamil Nadu
E mail Id: thildharani@gmail.com

ABSTRACT

Microeconomics is the study of particular segment of the economy. The study mainly looks in issues such as consumer behavior, individual labour markets, and the theory of firms. Macroeconomics is the study of the whole economy it looks in the aggregate demand and national output and inflation. The major differences between the micro and macroeconomics are the small segment of economy vs. whole aggregate economy. The microeconomics works on principle that markets soon create equilibrium but in the case of macroeconomics the economy may be in state of disequilibrium (Boom or recession) for a long period. Macroeconomics places greater emphasis on empirical data and trying to explain it. Micro economics tends to work from theory first. Classical economic analysis assumes that markets return to equilibrium ($S=D$). If demand increases faster than supply, this causes price to rise and firms respond by increasing supply. For a long time, it was assumed that the macro economy behaved in the same way as micro economic analysis. Before, the 1930s, there wasn't really a separate branch of economics called macroeconomics. If we make a study on the motor cars, the micro economics is concerned with issues such as the impact of increase in demand for cars. In case of macroeconomics it looks at all goods and services produced in the economics.

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IMPACT OF BRAND EQUITY DIMENSIONS ON BRAND PURCHASE INTENTION OF CUSTOMERS THROUGH SOCIAL MEDIA NETWORKS

[Paper Id – MGMT 1011]

A Paper Presented By: ¹Dr.M.Durgarani, ²Dr.R.Gokilavani

¹ Assistant Professor, Jeppiaar Engineering college

² Assistant Professor, KCT Business School.

ABSTRACT

Social media channels offer both firms and customers new ways of engaging with each other. Companies hope to engage with loyal customers and influence individuals' perceptions about their products, spread information, and learn from and about their audience. Exploratory factor analysis reveals that brand awareness, perceived quality, satisfaction and brand loyalty are the dimensions of brand equity through social media networks. Regression analysis indicates that brand awareness, perceived quality, satisfaction and brand loyalty have positive and significant impact on brand purchase intention of customers through social media networks at one per cent level. Since, the satisfaction and perceived quality have higher impact on brand purchase intention, it is recommended that these companies should improve the quality of information and enhance the higher customer satisfaction through meeting their promises.

Key Words: Brand Equity, Exploratory Factor Analysis, Purchase Intention and Regression

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RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND EMPATHY AMONG ACADEMICIANS – A CONCEPTUAL STUDY

[Paper Id – MGMT 1012]

A Paper Presented By: ¹M.Manoj Kumar, ²Dr.N.Thangavel

¹Asst. Professor, MBA Department, Jeppiaar Engineering College, Chennai

²Professor & Head, MBA Department, Jeppiaar Engineering College, Chennai.

ABSTRACT

Empathy is often defined as the feeling that you understand and share another person's experiences and emotions. The ability to share someone else's feelings. It is often characterized by the saying "put yourself in another one's shoe". Academicians consider that empathetic communication as a teachable, learnable as powerful communication tools increases efficiency and honors learners. Emotional intelligence is often measured as EQ which is defined as the ability capacity or skill to identify, manage the emotions of oneself, of others and of groups. This paper aims to showcase the concept of EI and empathy and their importance. Emotional Intelligence is an important factor for teacher's success. The purpose of this paper is to investigate the impact of Emotional Intelligence and Empathy among the academicians in Indian higher education institutions.

Keywords: Emotional intelligence, Empathy, Communication skills.

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**TECHNOLOGICAL CHANGES IN INDIAN BANKING,
OPPORTUNITIES AND CHALLENGES**

[Paper Id – MGMT 1013]

A Paper Presented By: Mr. Durga Prasad Vali
Research Scholar, Dept. of Commerce, OU, Hyd-07
E-Mail: durgapvali@gmail.com

ABSTRACT

This paper studies about financial innovation in banking in India. It also highlights the benefits and challenges of innovative banking trends. Banks boost technology investment spending strongly to address revenue, cost and competitiveness concerns. The purpose of present study is to analyze such effects of innovation in banking on growth and development of India. India's banking system has seen some major financial innovations in the past decade as well as steps to promote financial inclusion, schemes that aim to take banking services to yet-to-be-banked areas. The various innovations in banking and financial sector are ECS, RTGS, EFT, NEFT, ATM, Retail Banking, Debit & Credit Cards, free advisory services, implementation of standing instructions of customers, payments of utility bills, fund transfers, internet banking, telephone banking, mobile banking, selling insurance products, issue of free cheque books, traveller's cheques and many more value added services.

Keywords: Core Banking Solution, Corporate Internet Banking, ATMs, ATM Frauds, Electronic Fund Transfer.

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E GOVERNANCE IN INDIA : A FOCUS ON EDUCATION SECTOR

[Paper Id – MGMT 1014]

A Paper Presented By: Sony Hiremath,
Research Scholar, Dept. of Management,
Karnataka State Women's University, Vijayapur.
E-Mail: sonyhiremath89@gmail.com

ABSTRACT

Information Technology (IT) is said to be the technology of 21st century. IT has been recognized as the engine for growth and a source of energy for the social and economic empowerment of any country, specially a third world country. There has been a huge growth in the field of information technology. Traditionally IT was used only to provide the back office support to organizations. Nowadays it plays a strategic role in organizations supporting many business functions and also shapes new strategies in organizations. The IT field has also been introduced in the field of governance called "E Governance". This IT based E governance has also been introduced in the field of education.

E-Governance helps in improving transparency, providing speedy information, dissemination, improving administrative efficiency and public services in all the aspects of education. The implementation of e governance in education has led to new broader innovations. E governance has enabled universities to expand their current geographical reach, to interact to prospective students all around the world and to establish themselves as global education providers. This paper examines the need for implementation of e governance in education sector and its possible advantages. The aim of this paper is to examine the nature of change in Education with respect to the introduction and growth of IT based e governance. In all societies, the formation of public governance is largely dependent on its contextual parameters, including social structures, economic condition, political atmosphere, cultural pattern and technological trend. Electronic Governance or E-Governance is the latest buzzword for governments trying to involve people in administration, address transparency in the bureaucracies and make themselves more responsive to their citizens. The benefits of E-Governance are faster decision making, reduction of duplication of work, detection of corruption and illegal transaction, prevention of knowledge drain. The E-Governance will truly allow citizens to participate in the government decision making process, reflect their true needs and welfare by utilizing E-Government as a tool. E -Governance can play a major role to strengthen the technical education system by focusing on Knowledge Management (KM). This means proactive facilitation by E-governance means to evolve consensus based knowledge bank on key evaluation factors, how to combine these factors, and useful tools that offer greater value and consensus based case study knowledge. In this context we demonstrated the use of KM based Analytical Hierarchy Process (AHP) application as a useful tool for a more effective technical evaluation system.

Keywords: E-Governance; Knowledge Management (KM); Analytical Hierarchy Process (AHP); Evaluation, e learning, Information and communication, Education, E services, E participation.

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FEMINIST POLITICS AND PUBLIC POLICY

[Paper Id – MGMT 1015]

A Paper Presented By: PShekhar
Asst. Professor(C), Department of Public Administration
P. G College Secunderabad
Osmania University

ABSTRACT

Public policy is an action taken by the executive branches of the state with regard to a class of issues in a manner consistent with law and institutional customs. Feminism is an action thought and ideologies aimed at defining, establishing, and defending equal political, economic, cultural, and social rights for women. This includes seeking to establish equal opportunities for women in policy making, education, employment, etc. According to historians, women in ancient India enjoyed equal status with men in all aspects of life. women were educated in the early Vedic period at the same time they were given in marriage at a mature age and were probably free to select their own husbands. However the status of women began to decline with the Islamic invasion and Christianity later worsened women's freedom and rights. Traditions such as Sati, Jauhar, and Devadasi among some communities have been banned and are largely defunct in modern India. However, some instances of these practices are still found in remote parts of India. The purdah is still practiced by Indian women in some communities. Child marriage remains common in rural areas, although it is illegal under current Indian law.

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**PUBLIC ADMINISTRATION AND GLOBALIZATION
AN REORGANIZATIONAL PERSPECTIVE**

[Paper Id – MGMT 1016]

A Paper Presented By: Dr. B. Amarender Reddy

¹Head, Department of Public Administration,
P.G College, Secunderabad,
Osmania University

ABSTRACT

Globalization has been challenging the theory and practice of Public Administration at an unprecedented level. There is no denying that globalization has brought about a paradigm shift in the nature and scope of public administration. It has virtually unshackled the discipline from the classical bondage of structure and paved the way for a more flexible less hierarchical and accommodative kind of discipline informed by networks and collaboration. However, more than two decades down the line ever since globalization was first thrust upon nation states public administration has not shown absolutely signs of receding. On the contrary public administration has reincarnated in a readjusted form to cope with new set of challenges. Globalization has increased the urgency of having more pro-active public administration. Major policy issues cross national boundaries cannot be solved without international collaboration—even domestic issues will be better understood and addressed with a global perspective

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IMPLEMENTATION OF GREEN HRM IN THE ORGANIZATIONAL ENVIRONMENTAN THEORETICAL PERSPECTIVE

[Paper Id – MGMT 1017]

A Paper Presented By: SathyaSailaxmi.P

Research Scholar,

Department of Public Administration,

Osmania University

ABSTRACT

There is a need for a proactive approach to environmental management across the world. Human resource department of an organization is supposed to have a means to play an important role in the design of their organization's sustainability culture. The area of HRM, battled that the helpfulness and successful in any management innovation and strategic tools are depending on the quality and facility of their human resources. However today, organizations have to consider for the reduction of ecological footprints and give importance to social and environmental factors along with economical and financial factors in order to enable the organization to be successful in the corporate sector thereby enabling attainment of profit by the shareholders. Green HRM refers to using every employee to support sustainable apply and increase employee responsiveness and commitments on the problems of sustainability. Due to growing global environmental concern and development of international environmental standards there is a need for companies to adopt formal environmental practices. It involves undertaking environment friendly initiatives resulting in greater efficiency, lower costs, and better employee engagement and retention which in turn help organization to reduce carbon footprints by the means of “Electronic filling, Job sharing, Teleconferencing, online training, Flexible working hours and Telecommuting.

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A STUDY ON THE EFFECTIVENESS OF DIGITAL MARKETING IN THE CURRENT COMPETITIVE SCENARIO

[Paper Id – MGMT 1018]

A Paper Presented By: Mrs. Molly Chaturvedi
Assistant Professor
St. Joseph's Degree & PG College
Hyderabad

ABSTRACT

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketer to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms' sales. Additionally, the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales.

Keywords: Digital, Marketing, Promotion Effectiveness, Customer Reach, Media

IN ORGANIZED CHAIN SUPERMARKETS

[Paper Id – MGMT 1019]

A Paper Presented By:¹Mrs S. Catherine,² Dr. R.Magesh

¹Assistant Professor, Jeppiaar Engineering College & Research Scholar, Sathyabama University.

² Research Supervisor, Anna University College of Engineering.

ABSTRACT

This study explores the relationship among Retail Store Loyalty, Store Attributes and repurchase behaviors. The study uses Store Loyalty, Store Attributes as an independent variable to investigate the relationship between Store Loyalty and repurchase behaviors, taking the consumers of the top three chain store supermarkets in South Chennai as the objects of empirical analysis. The major findings of this study include: consumer's social and economic backgrounds will influence their repurchase intentions on chain store supermarkets; the higher the brand image of a chain store supermarket is, the higher the consumer's repurchase intention will be; the higher the consumer perceived quality and perceived value of chain store supermarket are, the higher the repurchase intention will be. Finally, this study discussion for the purpose of being taken as references by operators in the industry for their future operation directions and strategies.

Keywords: Store Loyalty, Store Attributes, Repurchase Behaviors

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**MANAGING IN A TEAM ENVIRONMENT: ISSUES AND CHALLENGES
(Insights from Scholarly Evidence available from Research Studies)**

[Paper Id – MGMT 1020]

A Paper Presented By: Prof. A. Suryanarayana
Dean (Academics)
Department of Business Management
R. G. Kedia College
Email: professorsuryanarayana@gmail.com

ABSTRACT

All of us are members of multiple teams—at work, at home, and in the community. Teams are becoming increasingly prevalent in the workplace as they have been shown to be powerful tools to improve the performance of individuals and organizations. Consequently, it is important to become proficient in leading and participating in teams. An attempt is made in this literature-based Paper to review three types of team skills: diagnosing and facilitating team development, leading a team, and being an effective team member. And the relationship of these key competencies to high performing team performance is illustrated. However, all these skills require some modification in different international settings or with teams comprised of international members (*Trompennars & Hampen-Turner, 1998*). It is hoped that every manager would hone his ability to perform each of these skill activities competently and become skillful team leader.

Key Words: Effectiveness; Credibility; SMART Goals; Everest Goals; Task-facilitating, Roles; Relationship-building Roles, Unproductive Roles; Feedback, and Team Building.

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ROLE OF IT IN PHARMACEUTICAL INDUSTRY IN INDIA

[Paper Id – MGMT 1021]

A Paper Presented By: Rajender Kandukuri
1 Research scholar, Dept. of Commerce, OU, Hyd-07
E-Mail: rajender0286@gmail.com

ABSTRACT

The pharmaceutical industry develops, produces, and markets drugs or pharmaceuticals licensed for use as medications. Pharmaceutical companies are allowed to deal in generic and/or brand medications and medical devices. They are subject to a variety of laws and regulations regarding the patenting, testing and ensuring safety and efficacy and marketing of drugs. Information Technology plays an important role in the economy in India and it gives good percentage growth to Indian GDP. Introduction of IT in India has made many changes in all the sectors, similarly in pharmaceutical industry. Introduction of IT brought many changes and has shown its impact towards the growth of the industry. This study throws light on the impact and role of IT on pharmaceutical industry in India.

A STUDY OF INNOVATION MANAGEMENT AND PROCESS OF INNOVATION MANAGEMENT

[Paper Id – MGMT 1022]

A Paper presented By: Prof. Sachin K. Jadhav
SSVPS's Arts, Commerce and Science College,
Shindkheda Tal:- Shindkheda, Dist- Dhule
E-Mail: jadhavsk555@gmail.com

ABSTRACT

Innovation is the development of new customer's value through solutions that meet new needs, inarticulate needs, or old customer and market needs in value adding new ways. The paper is based on the conceptual study. Innovation is the hook that will connect a company to the consumers in this segment. What they want in a product – quality, service, and other values in addition to affordability – is often not available. Innovation is needed to come up with the prize. Businesses must assess their innovation capabilities and identify gaps in their culture and process. Companies must indeed be innovative to bring all that to market in a profitable way. For large companies, the hunt should be on to find a small innovative partner, one that has an efficient cost structure and can be the source of disruptive innovations. One very effective strategy that successful businesses utilize repeatedly is limiting the resource pool available for developing innovative products. The information and data is collected through various journals, books, periodicals and also using various websites.

Keywords: - Innovation, Sources of innovation, Invention vs. Innovation: the difference, Innovation management, 8 phases of an innovation management process.

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THE STUDY OF FRAUDS AND SAFETY IN E-BANKING

[Paper Id – MGMT 1023]

A Paper presented By: Sarika Digamberrao Gudup

(Research Scholar)

Yeshwant Mahavidyalaya, Nanded.

Email: sarika_gudup@rediffmail.com.

ABSTRACT

Now a day's, bank transactions are carried out on a large scale which is very complicated and time consuming. It is highly impossible for banks to perform those transactions manually like in traditional day's bank. So there arises the need of IT to handle lengthy and complex transactions in the banks. IT has made banking procedures easy, convenient, fast and professional, which is one of the greatest landmarks in banking history.

E-Banking is more of science than art, as it is scientific in using different electronic devices such as computers, telephone, and mobile, internet etc. It helps in bringing technology in the hands of clients and making them operate and transact their own. Today's young generation is well versed with the use of internet and is expected to be the future online customers. So computerization of banks entire transactions are expected in the future.

Keywords:- E-Banking, Frauds, Safety.

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**RECENT TRENDS AND CHALLENGES IN HEALTHCARE SERVICES
MARKETING**

[Paper Id – MGMT 1024]

A Paper Presented By: ¹Prof.S.B.Kamashetty, ²Ms. Shubhangi Natikar

¹Professor & Dean, Department of Management & Commerce, K.S.W.U. Vijayapur.

²Department of Management, K.S.W.U. Vijayapur

E-Mail: drkamashetty2003@yahoo.com, shubhangi.natikar@gmail.com

ABSTRACT

Healthcare is one of largest growing sectors in India - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well as private players. In today's dynamic scenario, times changing for healthcare industry. Due to globalization and liberalization, the competition in health care industry is growing day by day. Insurance policies, costs and reimbursement have changed, large corporate Hospital firms have arisen and Technological innovations are taking place. At the same time the consumers in health care industries are highly aware of the facilities at the various hospitals at the nearby cities. Their expectations are also growing at a faster rate. There is a tough competition taking place for healthcare industry in market economy.

Present study focuses on recent trends in healthcare marketing and the various challenges faced by the healthcare marketers, administrator and doctors in healthcare services marketing. There are many challenges and problems that need to be studied by the administrators in order to survive in competitive market. It may due to emergence of new technology, variations in patient's level of perception and satisfaction, competitors in market, funding related issues etc. Paper is totally based on secondary data source.

Keywords: Evolution, Healthcare services marketing concept, Healthcare Industry in India, recent trends and Challenges in Healthcare services marketing.

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A STUDY ON MANAGING THE DEVELOPMENTAL PROJECTS OF RURAL AREA.

[Paper Id – MGMT 1025]

A Paper Presented By: Shubhi Srivastava

B.com 2nd Year Student, University of Allahabad, Allahabad.

ABSTRACT

The objective of this work is to enlighten the knowledge and procedure of management of project for the rural development. An effort has been made to scrutinize the opportunity for the use of management skills in rural development projects. It does not matter how methodically project is scheduled, there would be still some variations between the standard output expected and actual output achieved. The variations may be in time listed, utilization of resources and movement of welfares from the projects. The major cause found for these variations has been poor and ineffective management. It happens whenever we talk about the management the queries like what management is about? How can we look management? What is the difference between the good management and the bad management?

The current study aims to answer these queries to bring out the clear understanding about the management of the projects planning to be undertaken or are in process for developing the rural areas. This attempt would bring into our knowledge about the acts of management in our society which is very essential for the progress of our economy and development of human capitals. It supports in satisfying a great need of our time in improving the standard of people living in the rural areas through real and active use of limited available and material resources.

This study concluded the management as an art of getting things done through others by guiding their hard work of people so as to make possible the best allocation and utilization of human, material and financial resources to realize the goals. We also marked the points of difference between the administration and management pointed by some experts. The basic function of management recognized is planning, organizing, staffing, directing and controlling. It was marked that because individuals, area and actions form the background for rural development, their clarification is a prerequisite for actual and active management of projects.

Keywords: Management, Rural Projects, Development, Functions of management.

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**A CRITICAL ANALYSIS OF CHANGING RURAL LANDSCAPE
FINANCE IN INDIA**

[Paper Id – MGMT 1026]

A Paper Presented By: Mr. Shyam Sunder Goud

Student, Dept. of Commerce, Osmania University, Hyd-07

ABSTRACT

In the globalization age concept of landscape is a very importance because the entry and expansion of rural formal finance in India significant changes of rural financial landscapes are reported. First, the physical features of these landscapes have been radically changed with the establishment of cooperatives, rural and semi-urban branches of commercial banks, land development banks and Regional Rural Banks: in total, just over 146,000 primary offices by 2010. Second, policies directed through these formal constituents of rural financial landscapes have combined both development and welfare objectives, by means of government directives concerning bank location and loan portfolios, and a series of poverty alleviation programs with subsidized, activity specific and target group specific credit as the main instrument. Third, dramatic changes have been reported in the relative shares and importance of formal and informal financial intermediaries. Using data from three Reserve Bank of India (RBI) decennial surveys, for 2009-10, 2010-11 and 2012, and more recently note on an all-India basis, a considerable rise in the share of formal credit in total cash debt of farmer households. A residual category “other”, including insurance and provident funds, accounts for the balance in each of the reference periods. Although inter-state variations in the reported shift from informal to formal sector financial provision are acknowledged, the results of the three surveys lead (2010: 282) to note that, “The professional moneylender has virtually vanished from the villages and the role of informal credit has diminished considerably”

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IMPLEMENTATION OF AGILE FRAMEWORK IN PROJECT MANAGEMENT

[Paper Id – MGMT 1027]

A Paper Presented By: K. V. V. S. Kumar Varma, Dr. P. V. V. Satyanarayana & Dr. P. Vijaya Kumar
(Research Scholar in Management Studies, Jawaharlal Nehru Technology University Kakinada
(Assistant Professor, School of Management Studies, Jawaharlal Nehru Technology University, Kakinada
Director, School of Management Studies, Jawaharlal Nehru Technology University, Kakinada

ABSTRACT

The work is regarding the implementation of agile framework in Project Management for IT companies. First we describe the process implemented in Project management. Then we describe implementation of agile framework in Project Management. After that, we evaluate different agile methods and features of Project Management activities which cover customer collaboration, working product, communication and responding to changes. At the last, we propose the need of implementing Agile Framework in Project management.

INVESTOR OBJECTIVE IN INVESTING STOCK MARKET

Paper Id – MGMT 1028]

A Paper Presented By: Sujata Chattumala
Research Scholar
Department of Commerce & Management Studies,
Andhra University, Visakhapatnam-530003
Andhra Pradesh-India.
E-Mail: sujitha2211@gmail.com

ABSTRACT

An investor is a party that makes an investment into one or more categories of assets viz., Investor invest their personal saving amount in stock market according to their saving. They may be short term investor or long term investor. Investors may prefer their investment in the Derivatives, Commodities, Equity, Mutual fund and Debentures etc with the objective of making a profit. Stock markets attract a wide spectrum of investors. Different categories of investors buy shares in the stock market. There may be reservations for retail investors, non-institutional investors, holders of the issuing company etc. Investors are investing in their interest of the stock market.

Keywords: Investors behavior, Investment avenues, Long term investment, Stock Market.

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WOMEN EMPOWERMENT AND PUBLIC POLICY

[Paper Id – MGMT 1029]

A Paper Presented By: P Pushpalatha
Research Scholar, Department of Public Administration
P.G.College, Secunderabad, Osmania University
E-Mail: sujitha2211@gmail.com

ABSTRACT

Throughout the world women are deprived of their social and economic rights. Twentieth century has witnessed a growing awareness among women regarding their desires, sexuality, self-definition, existence and destiny. Women's efforts to seek their independence and self-identity started a revolution all over the world which was termed by analysts and critics as 'Feminism'. To change the conventional image of women constructed by the orthodox society it is necessary to discourage the habit of defining woman as those whose nature is determined biologically and whose sole identity is to sustain human species. Although the feminists and feminist writers have been successful in achieving the legal rights for women, much has to be done at the social level.

**INFLUENCE OF SUPERVISOR APPRAISAL ON EMPLOYEES
PERFORMANCE**

Paper Id – MGMT 1030]

A Paper Presented By: Prof. R. NageswaraRao, Vani, H. & Dr. Vandana.S
Dean, Osmania University, Hyderabad.
Research Scholar & Assistant Manager, National Small Industries Corporation, ECIL, Hyderabad
Principal, VidyaDaini College of Management, Hyderabad.
E-Mail: Vandana_samba20@rediffmail.com & vanikotla16@gmail.com

ABSTRACT

Employee's performance is the major issue in an organization. Our study focuses on to find out the impact of performance appraisal on employee's performance. Hypotheses are analyzed by using sampling techniques; 120 numbers of employees as sample was taken for the study. The employees were chosen by using simple random sampling among the private organizations. Primary data were collect through standard questionnaire. For analyzing data, we applied correlation coefficient through IBM SPSS. Results presented there is positive relationship between performance appraisal and employee's performance. Private organizations can use appraisal system as a strategic approach by integrate it with business policies and HR practices and can improve the performance standers of its employees.

Keywords: Performance appraisal, Employee's performance.

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**RECENT TRENDS AND CHALLENGES IN HUMAN RESOURCES
MANAGEMENT IN INDIA**

[Paper Id – MGMT 1031]

A Paper Presented By: Umadevi S Muttagi
Research scholar of PhD

Dept, of PG studies and Research in Management
Karnataka State women's University
Torvi Campus, Vijayapur- 585108
E-Mail: patilumap@gmail.com

ABSTRACT

Human beings are the most important resource in an organization. A firm's success depends on the capabilities of its members. Most problems, challenges, opportunities and frustration in an organization's are people related. Human resources are the life blood of an organization. Despite the application of technology in modern business management, Human resources are still relevant and most adaptive resources of the organization. Thus the enterprise depends highly on its human resources for success and survival. The role of the human resources manager is evolving with the change in competitive market environment and the realization that human resource management must play a more strategic role in the success of an organization.

This paper will highlight on how an organization meets the challenges and what are the recent trends in human resource management in current business arena.
Keywords: Human resources, challenges, opportunities, trends, management, organization, competitive, market, environment.

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**STUDY ON INVENTORY MANAGEMENT AND ITS CONTROL
TECHNIQUES IN WHEELS INDIA LIMITED**

[Paper Id – MGMT 1032]

A Paper Presented By: Ms. V. Revathi & Dr. G. Bhuvaneshwari
Assistant Professor, Department of Management Studies
Jeppiaar Engineering College, Chennai – 600 119
Professor, Department of Management Studies
Sathyabama University, Chennai – 600 119

ABSTRACT

The term 'inventory' originates from the French word 'Inventaire' and Latin word "inventarium" which implies a list of things found. The more popular of them are 'the term inventory includes materials – raw, in process, finished packaging, spares and others stocked in order to meet an unexpected demand or distribution in the future'. The research was conducted mainly to study the inventory management and its control techniques in wheels India limited. The secondary objectives were to classify various materials based on ABC analysis, to analyse the Economic Order Quantity & Economic Batch Quantity, to calculate the Financial Ratios in relation with Inventory, to study trend of inventory in wheels India limited and to provide suggestions and recommendations to improve the inventory management controlling techniques and policies. The details regarding the history, finance and inventory policies of the company were collected through discussion with company officers, annual reports and stores ledger. Secondary data was collected through annual reports and stores ledger. The data collected were analyzed with the help of inventory control techniques viz. economic order quantity, economic batch quantity, ABC analysis, inventory ratios and statistical tools namely correlation analysis and trend analysis.. It was found from the research that the inventory management is a complex action because of the large amount of material that is being used and the study reveals that the inventory management is a complex action because of the large amount of material that is being used. The company must take proper technique to control the inventory and it is better for the company to reduce the inventory level to a considerable degree so that the profitability of the company might improve by way of unnecessary locking up of capital.

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**INFORMATION TECHNOLOGY AND EMERGING PRACTICES IN
ALLIED AREAS OF BUSINESS AND BANKING**

[Paper Id – MGMT 1033]

A Paper Presented By: K. Srivani
Associate Professor
St. Joseph's Degree and PG college
Hyderabad, Telangana

ABSTRACT

Information technology is being fabricated as a big change agent in different aspects of business and society. It has proven a game changer in resolving economic and social issues. Advancement and application of information technology are ever changing. This paper focuses on latest trends in information technology and its impact on business and banking.

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RESTRUCTURING OF STOCK EXCHANGE AND SETTLEMENT SYSTEM

[Paper Id – MGMT 1034]

A Paper Presented By C. Neelaveni & N.V. Subba Lakshmi
Professor in Economics
Sardar Patel College

ABSTRACT

A Stock exchange is a corporation or mutual organization which provides trading. Most of the trading in the Indian stock market takes place on its two stock exchanges

1. The Bombay Stock Exchange (BSE)
2. The National Stock Exchange (NSE)

A Stock market or equity market is the aggregation of buyers and sellers of stocks which are also called shares, these may include securities listed on a stock exchange as well as those only traded privately.

There are nearly 23 stock exchanges in Indian market, we have BSE and NSE and the rest 21 are regional stock exchanges. The BSE is the oldest stock exchange in Asia. The BSE has been in existence since 1875. The NSE, on the other hand was founded in 1992 and started trading in 1994. The NSE of India is the leading stock exchange of India, located in Mumbai. NSE was the first demutualized electronic exchange in the country.

Once a company's public offering is complete, it gets listed, it would be available for trading to all investors. Traders and investors make use of BSE and NSE through online trading. First of all, we must be very careful. It is not an easy thing to invest. Most lose money, we must define our time and horizon while trading.

NSCCL carries out clearing and settlement functions as per the settlement cycle provided in the settlement schedule. NSCCL also devised mechanism to handle various exceptional situations like security shortage, bad delivery, company objections, option settlement etc.

In this paper we are using secondary sources of data.

Keywords- Equity market, shares

**EXPERIENCES AND PERCEPTIONS OF ONLINE SHOPPERS-A
STUDY FROM THE PERSPECTIVE OF STUDENTS OF
ENGINEERING AND MANAGEMENT**

[Paper Id – MGMT 1035]

A Paper Presented By: Dr. Gopaldas Pawan Kumar
Faculty, MGIT
E-Mail: gdpawan@gmail.com

ABSTRACT

Purpose: The purpose of this paper is to present the experiences and perceptions of students on online shopping. **Design/methodology:** The feedback is taken from students of engineering and management institutions of repute through a structured questionnaire to represent a well informed and net savvy sample. **Findings:** The factors that significantly impact online buyers are ease of buying, advantages of online buying when compared to brick and mortar stores, acceptance of online marketing as an alternate marketing channel and the influence of reviews on online shoppers. Most of the findings are in line with existing research findings on online shopping with few differences. **Research limitations/implications:** The study was conducted at Chaitanya Bharati Institute of Technology (CBIT), Mahatma Gandhi Institute of Technology (MGIT), School of Business Management, CBIT and David Memorial Institute of Management (DMIM) institutions in Hyderabad and Secunderabad. **Practical implications:** Online firms may find the results interesting to review and fine tune their strategies in the light of prevailing competitive environment in e-commerce. **Originality/value:** Against earlier studies undertaken on online shopping by young customers, this study is intended to help online firms to tweak their marketing strategies by providing insights into the mindset of students below the age of 25 years.

Keywords: Online shopping, students, experiences, perceptions.

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Date: 26th & 27th August 2016

**PRODUCTION AND MARKETING OF VEGETABLES IN THENI DISTRICT,
TAMILNADU**

[Paper Id – MGMT 1036]

A Paper Presented By: Dr.A.SulthanMohideen

ABSTRACT

Vegetables have become an integral part of our daily diet, India is the second largest vegetable producer only next to China. India contributes sizeable share in terms of area of production under principal vegetables. A new study in Britain suggests that by regular intake of tomatoes we can significantly reduce heart diseases. The scientists also have advised people with high cholesterol to start consuming tomatoes or drink tomato juice to help reduce the risk of heart attacks. Beetroot juice helps lower the BP. A single glass of beetroot juice a day can help in reducing high blood pressure. Researchers from the William Harry Research Institute at Brats state that by drinking just 500 ml of beetroot shake a day can significantly reduce BP. Another study of 5,00,000 people age 50 and other presented at the meeting found these who said they are one extra serving of fruits and vegetables a day reduced their visit of developing head and neck cancer.

Therefore vegetables are considered as sustainable food and nutritional security to humans. In the new millennium, vegetable crops make a singular contribution to the diet and livelihood of families both in rural and urban areas. Medical research had proved that, nearly ten mineral salts are mainly needed for the shape and development of human body. Calcium, Iron, and Phosphorous are not available in required quantities in any other kind of food except vegetables. Since vegetables contain excess iodine and sodium, It is easy say vegetables are 'protective foods' just like egg and milk. In this paper an attempt was made to know the production and marketing practices of vegetables followed in Theni District, Tamilnadu. Based on the findings of the study, suggestions were made to strengthen the production and marketing practices in the study area.

Keywords: Vegetables, Production, Marketing, Agriculture

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EFFECTIVE BANKING SERVICES PROVIDED BY GRAMEENA BANKS IN TELANGANA FOR FARMERS

[Paper Id – MGMT 1037]

A paper presented by:¹Dhanraj.N&²Dr.R. Sai Kumar

¹Research Scholar, JJT University, Rajasthan

²Holy Mary Institute of engineering & Technology Bogaram, R.R. Dist,

Email Id: nasadhanraj@ymail.com¹, saikumar1966@gmail.com²

ABSTRACT

Telangana Gramenna Bank is the one of the most effective Government bank in Telangana, which helps the farmers in every aspect. Bank has kept few schemes to the farmers which are most help full to them in farming. Rural banks are providing finance to the weaker sections of society like small farmers, rural artisans, small producers, rural laborers etc, to provide finance to co- operative e societies, primary credit societies, Agricultural marketing societies, Enhance and Improve banking facilities to semi urban, rural& other untapped market. The Telangana Gramenna Banks helps the rural people to come out from the financial problems and secured the financial assistance to agriculture in Telangana. 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 paper attempts to analyze the effectiveness of banking services provided to farmer during the period 2012-13 to 2013-2014 and 2014-2015. The study is based on the schemes provided by the bank for the farmers are how they are implementing it. An analytical research design of Key performance Indicators analysis such as number of Telangana Gramenna Bank Branches in Telanagana, schemes implemented, Deposits and Borrowing, Loans, Recovery performance and growth rate index is followed in this study.

Keywords: Banking services, Agriculture marketing societies, schemes for farmers, recovery performance.

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WORKFORCE FACTOR OF EMPLOYEE JOB SATISFACTION IN BANKING SECTOR

[Paper Id – MGMT 1038]

A paper presented by: Tejashri A Kale & Prof. S.B.Kamashetty
Associate Professor
Department of Commerce and Management
Karnataka State Women's University, Vijayapur.

ABSTRACT

The study was conducted with a purpose to investigate the relationship between transformational leadership and job satisfaction and organizational commitment of employees working in banking sector. A 5 point Likert scale questionnaire, consisting of 35 items, divided into four parts was designed. The findings of the study concluded that transformational leadership positively effects job satisfaction and organizational commitment of employees. This article identifies three major gaps between HR practice and the scientific research in the area of employee attitudes in general and the most focal employee attitude in particular—job satisfaction: (1) the causes of employee attitudes, (2) the results of positive or negative job satisfaction, and (3) how to measure and influence employee attitudes. Suggestions for practitioners are provided on how to close the gaps in knowledge and for evaluating implemented practices. Future research will likely focus on greater understanding of personal characteristics, such as emotion, in defining job satisfaction and how employee attitudes influence organizational performance.

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EMPLOYEE RETENTION IN BPO SECTOR

[Paper Id – MGMT 1039]

A paper presented by: Veena I Bhavikatti & Dr. Anitha.R.Natekar

Research Scholar, Dept. of Management and Commerce Karnataka State Women's University, Vijayapur - 585108.

Assistant Professor, Dept. of Management and Commerce Karnataka State Women's University, Vijayapur - 585108

.E-Mail: veenabhavikatti@gmail.com & anitanatekar@yahoo.com

ABSTRACT

India is considered as hub for outsourcing and we can find as many BPOs on the Indian soil as compared to any other nations. Today, Indian BPO and ITES are witnessing attrition at large-scale and retention has become a difficult task. We can also term it as a talent crunch in the industry. The industry is feeling heat and challenge to retain the talent in the organizations. The most critical and delicate situation is to withhold the best talent in the organization. Many reputed employers in the industry have undergone this crunch of talent retention. The sector is contributing a lot to Indian economy and also creating employment opportunity especially to the youth and hence the perception of youth towards the sector is found to be positive. The BPO/ITES sector is always placed on top whenever we take the word the 'attrition'. Thus, an attempt has been made by the researcher through this present research to study the Employees Retention in BPO sector. The importance of the retention and retention strategies adopted by BPO sector.

Keywords: BPO, Retention, Strategies, Attrition.

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THE GLOBAL FINANCIAL CRISIS AND ITS IMPACT ON INDIAN ECONOMY

[Paper Id – MGMT 1040]

A paper presented by: Avanthika Panthangi
Asst. Professor, S.D Signodia PG Centre

ABSTRACT

India is considered to be highly vulnerable to a crisis like this because of its greater integration with the rest of the world. The study shows that there are some reasons to believe that the financial crisis affected Indian economy adversely by slowing foreign remittances, foreign investment etc. The term financial crisis refers to the loss of confidence in a country's currency or other financial assets causing international investors to withdraw their funds from the country. The financial crisis and associated recession originated in the US in early 2008 and then spread to Europe has by now engulfed most of the economies in both developed and developing world. There is every possibility of direct as well as indirect implications of the crisis on all the economies of the world. The crisis has affected the entire global economies in one way or other. The present study makes an attempt to identify the immediate impact of the financial crisis on major world economies especially Indian economy in terms of selected economic indicators. The study examines the trends in GDP growth rates in the context of Indian economy against the background of global financial crisis and subsequent global recession. However, Indian economy shows the symptoms of rapid recovery from the sudden set back it had to undergo during 2008-09.

KeyWords: Indian Economy, Financial Crisis, Government Policies, Indian Exports, IT-BPO Sector

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FDI AND ITS IMPACT ON SSI: ADVANTAGES & PROBLEMS

[Paper Id – MGMT 1041]

A paper presented by: Dr. Pallavikrangandh
Director, S.D.Signodia PG Centre

ABSTRACT

FDI plays an important role in any country's economical activities. Companies big or small can not solely depend on the conventional source of finance all together. For financial and technological support they have to depend on foreign resources. For big companies getting FDI is not difficult issue because of financial security, reach in global market and business experience but in SME/SSI it still an unsolved puzzle or a buzzword.

The paper is concerned with one of the ways of contributing to strengthening the indigenous SME sector in a situation of resource scarcity. Specifically, the paper is concerned with the potential role of foreign direct investment (FDI) in relation to the long term competitive development and internationalization of the SME sector in transition and developing countries.

Keywords: Current Trend, Key Statistics, Advantages of SSI, Problems by SSI

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**GROWTH AND CHALLENGES OF RETAIL INDUSTRY
IN INDIA**

[Paper Id – MGMT 1042]

A paper presented by • K.S.Rajashekar Reddy
Assistant Professor
KGR Institute Of Technology And Management

ABSTRACT

The Indian Retail Industry is the fifth most prominent on the planet. Counting framed and muddled bits, Indian retail industry is one of the speediest making endeavors in India, particularly over the range of the most recent couple of years. Despite the route that at first the retail business in India was for the most part crazy, however with the change of taste and inclinations of clients, the Industry is getting more obvious nowadays and getting sorted out besides. The Indian Retail Industry is required to make from US\$330 billion in 2007 to US\$650 billion by 2016. As indicated by the tenth Annual Global Retail Development Index (GRDI) of A.T. Kearney, India is having a particularly solid progression genuine base that is the reason it's the ideal time to go into Indian Retail Market. Indian Retail Market addresses 22% of nation's GDP and it adds to 8% of the aggregate work. The aggregate retail spending is assessed to twofold in the going with five years. Of this, sorted out retail –currently making at a CAGR of 22%-is surveyed to be 21% of aggregate usage. The untidy retail part is relied on to make at around 10% for every annum with plans expected that would ascend from \$309 billion in 2006-07 to \$621 billion in 2015-16. This paper concentrated on changing face of Retail Industry, sorted out or tangled retail industry, certified players in retail industry also highlights the inconveniences went up against by the business in not too difficult to reach future.

Keywords: Retail, Industry, Organized and unorganized sector.

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**A STUDY ON GREEN BANKING INITIATIVES TAKEN BY SBI, ICICI,
PUNJAB NATIONAL BANK & BANK OF BARODA**

[Paper Id – MGMT 1043]

A paper presented by: .ArshnoorKaur&Ekroop

BBA III Year Student

St. Joseph's Degree & PG College

E-Mail:addankidt@gmail.com

ABSTRACT

The paper's purpose is to highlight the green banking initiatives being taken by select Indian Banks. Green banking involves promoting environmental and social responsibility by providing banking services in a new way befitting the new age of banking. Green banking is also called as Ethical banking that starts with the aim of protecting the environment. Ethical banks consider all the factors before considering a loan - whether the project is environment friendly or not. A company is awarded loan only when all the environment safety standards are followed. India is growing at a very fast rate and this development is mainly supported by the industrial sector. However the country faces a major challenge of controlling the impact of their business on the environment. For these industries, the banking sector is the major source of finance. Hence the role of the banks in controlling the environmental damage is extremely important. Banks are beginning to recognize that they have a social responsibility to fulfill as they emerge from the shadow of traditional banking. As per relatively indirect nature of their environmental and social impacts, banks need to examine the effects of their lending and investment decisions. Incorporating environmental and social criteria into business decision making can reduce the adverse impacts of operating activities. Financial institutions can do a lot to assist efforts for corporate social responsibility and achieve sustainability. The present study focuses on the initiatives taken by the select banks and the various methods followed by them. It also brings up the role of banks for environmentally responsible/socially responsible investment projects. Banking institutions are more effective towards achieving this goal for the kind of intermediary role they play in any economy and for their potential reach to the number of investors.

Keywords: Banking initiatives, Green Banking, environment safety, social responsibility

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**WORK LIFE BALANCE: A STUDY OF FEMALE TEACHERS OF
KENDRIYA VIDYALAYA IN UPPAL, HYDERABAD**

[Paper Id – MGMT 1044]

A paper presented by: A. Danam Tressa & C. K. Manishabba
Associate Professor, Dept Of Business Management
Bba (It) II Year Student, St. Joseph's Degree & PG College

ABSTRACT

This research article identifies certain factors that strongly impact the work-life balance (WLB) of female teachers in Kendriya Vidyalaya (KV) at Uppal Hyderabad. These factors are related to the challenges which have an effect on the professional and personal lives of 40 female teachers working at KV. The study also brings out the relation between the various factors such as age, time spent, levels of stress, working overtime and initiations taken by the management in balancing work and personal life of teaching professionals. The findings of the study pose that 25 percent of the teachers are not completely satisfied about amount of time spent at work as it takes away the quality of work and also that they are missing out on family time. The study involves in stating the satisfaction levels in balancing the work and personal life. Based on the empirical evidence and analysis of the data, the study suggests that there is a need for the institution to initiate work life balance programs for employee satisfaction. The study also suggest that the management should take steps to bring down the overtime working hours for enhancing quality in teaching and also focus more on teaching rather than administrative work.

Keywords: work life balance, employee satisfaction, quality of work, personal life, nagement Initiation

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EFFECT OF SHRM ON ORGANIZATION PERFORMANCE

[Paper Id – MGMT 1045]

A paper presented by: SheikhMalika Begum

malika_begum2000@yahoo.com

Assistant Professor, CSI Institute of PG Studies, Secunderabad

ABSTRACT

Human resource management is becoming more and more important, especially in a market with great competition. In a rapidly changing competitive environment, human resources are one important source of competitive advantage. It guarantees the continuity of the organization to be competitive in a market. Normally, the implementation of performance indicators achieved through human resources. Human resources are the key for keeping the organization in the market so competitive. These human resources need to be managed effectively to achieve the required performance of the organization. Human resource systems can contribute to sustain competitive advantage through facilitating the development of competencies that are firms specific. It is necessary to manage strategically the human resources and to adapt at its strategy with organizational strategy. Strategic human resource management concerns with the creation of a linkage between the overall strategic aims of business and the human resource strategy and implementation. The study explores the relationship between SHRM and performance. The study examines the relationship in two ways direct impact of HRM systems on performance and indirect impact or effect of HRM system through HR outcomes. The linkage between HR and organizational performance will enable the HR managers to design programs that will bring better results to attain higher organizational performance.

KeyWords: Strategic HRM, Competitive advantage, organizational performance, HR outcomes, strategy.

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GANDHIJI'S PRINCIPLES FOR THE 21ST CENTURY ORGANISATIONS

[Paper Id – MGMT 1046]

A paper presented by: Dr.T.Moses&Dr.T.LydiaNuthan
Professor & Principal, Immanuel Business School, Solipet
Associate Professor, St.Joseph's Degree & P.G. College, King Koti,Hyd.
E-Mail: ydianutan@yahoo.co.in & mosestallapally@gmail.com

ABSTRACT

The world today is witnessing bewildering changes posing various challenges and threats to the people in every walk of life. While the business world looks at the problem in its own perspective, the society at large is groaning under the pressure to find a viable solution. As new trends emerge with the old order giving way to the new one, it is the survival of the fittest which can adapt to the change being proactive rather than being reactive. Independent India has turned seventy and the contribution of this country to the world in every sphere of life is very significant since ages. Though the present trends are of more concern to the managers and the administrators, we should never forget that the solution to every problem lies within our reach. And history has ample evidence in the freedom movement led by the Father of our nation Mahatma Gandhi who was adjudged the “Man of the previous millennium” . His avowed eleven principles namely **Ahimsa, Satya, Asteya, Bhramhacharya, Aparigraha, Sharirshrama, Sarvatrabhayavarjana, Sarva dharma samantva, Swadeshi, Sparshbhavna** continue to inspire us even today. They have never lost relevance, stood the test of time and can be the guiding force to the organisations in this third millennium too.

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KNOWLEDGE MANAGEMENT-A KEY DRIVER OF ORGANIZATIONAL PERFORMANCE

[Paper Id – MGMT 1047]

A paper presented by: S.Swapna
Assistant Professor, Dept. of Business Management
St. Joseph's Degree & PG College , Hyderabad
Email [id-sangyamswapna@gmail.com](mailto:sd-sangyamswapna@gmail.com)

ABSTRACT

The emergence of knowledge-based economies has placed an importance on effective management of knowledge. The effective management of knowledge has been described as a critical ingredient for organization seeking to ensure sustainable strategic competitive advantage. This paper reviews literature in the area of knowledge management to bring out the importance of knowledge management in organization. The paper is able to demonstrate that knowledge management is a key driver of organizational performance and a critical tool for organizational survival, competitiveness and profitability. Therefore creating, managing, sharing and utilizing knowledge effectively is vital for organizations to take full advantage of the value of knowledge. The paper also contributes that, in order for organizations to manage knowledge effectively, attention must be paid on three key components - people, processes and technology. In essence, to ensure organization's success, the focus should be to connect people, processes, and technology for the purpose of leveraging knowledge. The study can be concluded that KM is a tool for effective organizational performance. **Keywords:** Knowledge, Management, Organization, Tools, Effectiveness, Literature.

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EMERGING TRENDS IN HUMAN RESOURCE MANAGEMENT

[Paper Id – MGMT 1048]

A paper presented by: A. Francina

Associate Professor & HoD

Department of Business Management

St. Joseph's Degree & PG College (Autonomous) Hyderabad

E-Mail- maryfrancina555@gmail.com

ABSTRACT

Human Resource is of paramount importance for the success of any organisation. It is a source of source of strength and aid. In the present complex milieu, organisations are greatly influenced by changes taking place in internal as well as external environment, no business or organisation can change or exist or grow without appropriate human resources. Therefore human resource has become the focus of attention of every progressive organisation. In the changing world, the philosophy and perspective of HRM needs to transform and redesign. This paper attempts to spotlight the latest trends in HRM for the present century like employee engagement, Growth of gen Y employees, Work life integration etc.

Key words: Human Resource, Change , environment, progressive, employee engagement

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ANALYSIS OF CONSUMER SHOPPING EXPERIENCE AT ORGANIZED RETAIL OUTLET

[Paper Id – MGMT 1049]

A paper presented by: Dr. J.V. Rangeswra Reddy
Associate Professor, Department of Business Management
KGR Institute of Technology & Management
E-Mail: rangeswar.67@gmail.com

ABSTRACT

A consumer Image of a store is the summation of his/her attitudes towards various aspects of that store. Every retail store possesses an individuality that differentiates it from its competitors. A retailer must devise a strategy to communicate its individuality of personality across to its target segments to build their confidence in its merchandise and services. The most comprehensive presentation for retail image is Fisk's conceptual model in which he summarizes store qualities as cognitive dimension. They are; Location, convenience (Access route, Traffic barrier, Travelling time, Parking availability), merchandise suitability (number of brands stocked, quality of line, Breadth of assortment, Depth of assortment, number of outstanding departments in the store), value for price (Price of a particular item in a particular store, price of same item in another store price of another item in the same store, price of same item in a substitute store, trading stamps and discounts). Sales effort and store services (courtesy of sales clerks, helpfulness of sales clerks, reliability and usefulness of advertising Billing procedures, Adequacy of credit arrangements, delivery promptness and care, eating facilities) Congeniality (store layout, store décor, merchandise displays class of customer, store traffic and congestion), post transaction satisfaction (satisfaction with price and paid, satisfaction with accessibility to store).

Many different approaches to measuring satisfaction exist in the consumer behaviour. The expectations are framed in terms by individual according to their personal characteristics such as age, sex, status, income, educational background, profession they are engaged in etc. Customer research helps a retailer in defining the customer segment; identify the ways and means in which the retailer can serve the customers more effectively and profitably

OBJECTIVE

1. To find out various attributes influencing consumer to shop at Organized retail outlet
2. To find out consumers attitude towards retail outlet
3. To find out consumer shopping experience at organized retail outlet.

Key Words: Retail, Organized, attitude attributes shopping experience

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**A STUDY ON WOMEN CONSUMER ATTITUDE OF
PURCHASING CAR**

[Paper Id – MGMT 1050]

A paper presented by: MutheSrinivas

Asst. Professor, Department Of Business Management

KGR Institute Of Technology & Management

Rampally (V), Keesara (M)

E-Mail: Muttusrinivas236@gmail.Com

ABSTRACT

In today's competitive world, every company has to study consumer purchasing power and behaviours prior to develop a marketing plan for their product. This enables the marketer to understand who constitute the market, what and why the market buys, who participate in and influences the buying process, and how, when and where consumer buy. But such knowledge is critical for marketers since having a strong understanding of buyer behaviour will help shed light on what is important to the customer and also suggest the important influences on customer decision-making. Using this information, marketers can create marketing programs that they believe will be of interest to customers. Buyer behaviour is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. Since every person in the world is different, it is impossible to have simple rules that explain how buying decisions are made. Contemporary approaches to business emphasize the importance of adopting a consumer focus. Marketing, in particular, begins and ends with the consumer from determining his or her needs to ensure post-purchase satisfaction.

The economic status of the modern women has been greatly influenced by the rapidly changing environment they live in are exposed to, their education background and the commercial opportunities that are available to them. The combination of more employment opportunities for women had a large impact of the consumption habits of women

OBJECTIVE OF THE STUDY

1. To analyze purchasing pattern of women consumers
2. To find of attitude of women consumer towards purchasing of car
3. To find out the factor influencing the women consumer in decision making

Key words: economic, post purchase satisfaction, competition, modern.

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EFFECTIVENESS OF DIGITAL MARKETING IN THE CHALLENGING AGE: AN EMPIRICAL STUDY

[Paper Id – MGMT 1051]

A paper presented by: A.Sunitha

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

E-Mail: *andam.sunitha2008@gmail.com*

ABSTRACT

In the modern era advertisement become important tool for communication of product to ultimate consumer. It is worthy to say no advertisement no product can be sold in the market rather it is impossible to survive in the market. The new innovative concept in the advertisement is Digital marketing. Every product is reaching to the customer through this media. Marketers are confronted with new difficulties and open doors inside this advanced age. Advanced showcasing is the usage of electronic media by the advertisers to advance the items or administrations into the business sector. The fundamental target of advanced promoting is pulling in clients and permitting them to collaborate with the brand through computerized media. This article concentrates on the significance of computerized showcasing for both advertisers and purchasers. It looks at the impact of advanced promoting on the organizations' deals. Moreover the contrasts between conventional promoting and advanced advertising in this paper are displayed. This study has depicted different types of computerized showcasing, viability of it and the effect it has on company's deals. The analyzed example comprises of one hundred fifty firms and fifty administrators which have been haphazardly chosen to demonstrate the viability of computerized advertising..

OBJECTIVE OF THE STUDY

- To show the various elements of digital marketing;
- To focus on the basic comparison between traditional and digital marketing;
- To discuss the effects of digital marketing on the firm's sales and other activities;
- To analyze the impact of digital marketing on consumers decision making

Keywords: Digital Marketing, Promotion, Effectiveness, Customer Reach, Advertisement

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MARKETING OF ORGANIC PRODUCTS: STRATEGIES AND ISSUES

[Paper Id – MGMT 1052]

A paper presented: K. Kiran Kumar
Research Scholar
Dept of Business Development
Osmania University

ABSTRACT

Organic method for horticulture is utilized to high quality products (Fruits, vegetables and other food materials) with no terrible impact on soil nutrient and ecosystem. This technique has been popularized quickly and secured 20 to 30% of aggregate farming place that is known for India because of appeal of natural horticultural products (organic products, vegetables, grains, beans and other food items). Total range of organic horticulture increases and possessed 4.43 million hectare of area in India. Export market of organic food has been accounted for up to Rs 700 crores. In future, Organic horticulture has limitless degree since exploration and measurable information has been shown that 250 million tons of vegetables will be required to satisfy the per capita request. It is preferred technique for horticulture over chemical based farming since it holds the strength of soil and additionally environment furthermore creating subjective rural produces. This paper investigates the principle issues in this sector and discusses strategies for its better performance from a marketing and competitiveness perspective.

Keywords: Organic Farming, Food, Hygienic, Environment and Market.

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**CHOOSING THE RIGHT ADVERTISEMENT MEDIA REFERENCE
TO INDIAN TOURISM INDUSTRY**

[Paper Id – MGMT 1053]

A paper presented: Dr.M.Giridhara Chary
Asst. Professor
KRR Institute of Information & Technology
Ghatkesar. R.R. Dist
Cell:9849249838
E Mail id: girisrivathsasa@gmail.com

ABSTRACT

Tourism is a multi - sectored activity characterized by multiple services. It is the largest service industry in the country. Its importance lies in being an instrument for economic development and employment generation, particularly in remote and backward areas. The economic benefits flow into the economy through growth of tourism in the shape of increased national and State revenues, business income, employment, wages, and salary income. Tourism is overwhelmingly an industry of private sector providers and the public sector has a significant role to play in infrastructure areas either directly or through Public Private Partnership mode.

A recent study indicates that 40 percent of the tourism market may be composed of consumer segments interested in minimizing their environmental impact, while still demonstrating a disposition for high expenditures. Every business has expecting the maximum returns for their investment and learn the advantages and disadvantages of each advertising medium that can use to provide business the winning edge.

This paper discussed useful hints and tips to help achieve better results from advertising by tourism organizations and tourism businesses. It is designed to help regional tourism to avoid advertisements that are a waste of money and to get better results from advertising budgets

Keywords: Tourism, Advertising, Media, Economy

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**QUALITY OF WORK LIFE –WITH RESPECT TO JOB SATISFACTION
AND PERFORMANCE**

[Paper Id – MGMT 1054]

A paper presented: ChSridevi

Asst. Professor

KRR Institute of Information & Technology

Ghatkesar. R.R. Dist

Cell: 9032212653

E-Mail: sridevenkat@gmail.com

ABSTRACT

The increased complexity of today's environment poses several challenges to hospital management during the next decade. Trends such as changing organizational structures, increased knowledge and specialization, interdisciplinary collaboration, advancement of technology, new health problems and health care policy, and sophistication in medical education have a part to play. All these affect the nursing profession and skill requirements as well as their commitment to performance in hospitals. In view of this, hospital management has to ensure quality of life for nurses that can provide satisfaction and enhance job performance. In this paper, an attempt is made to review the literature on quality of life to identify the concept and measurement variables as well its linkage with satisfaction and performance.

Keywords— quality of work life, job performance, job satisfaction

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**A COMPARATIVE STUDY ON SECURITIZATION WITH
REFERENCE TO INDIAN PUBLIC AND PRIVATE SECTOR BANKS**

[Paper Id – MGMT 1055]

A paper presented: G. Thirupathi, MBA (Ph.D)
Research Scholar
Osmania University
Cell: 9949539609
Email: tirupati.1984@gmail.com

ABSTRACT

Non Performing Assets (NPAs). Like a canker worm, NPAs have been eating the banking industries from within, since nationalization of banks in 1969. NPAs have choked off quantum of credit, restriction the recycling of funds and leads to asset-liability mismatches. It also affected profitability, liquidity and solvency position of the Indian banking sector. One of the major reasons for NPAs in the banking sector is the 'Direct Lending System' by the RBI under social banking motto of the Government, under which scheduled commercial banks are required to lend 40% of their total credit to priority sector. The banks who have advanced to the priority sector and reached the target suffocated on account of raising NPAs, since long. The priority sector NPAs have registered higher growth both in percentage and in absolute terms year after year. The present paper is an attempt to study the priority sector advances by the public, private and foreign bank group-wise, target achieved by them and a comparative study on priority and non-priority sector NPAs over the period of 5 years between 2010-11 and 2014-15.

Keywords: Non Performing Assets, Priority Sector, Non-Priority Sector

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TRANSPOSITION OF INDIAN RETAIL INDUSTRY
[Paper Id – MGMT 1056]

A paper presented: Mr. Suresh Neelam

Assistant Professor CSI Institute of PG Studies, Secunderabad

Email: neelam.suresh8@gmail.com

ABSTRACT

The retail industry has become more complex and changing at an increasing speed. Retail market in India is undergoing radical reconstruction. Shifting demographics, regulatory, competitive changes, new channel formats—among other trends and the industry quickly requires to adjust and modify existent models, approaches and processes to satisfy the needs of future customers in order to be successful and profitable. Retailers are all set to make predictions and strategies about the new trends the market may come up with. To keep themselves informed of the new unforeseen changes, they are all making necessary amendments by modifying their business strategies and by introducing new formats. The important thing is that it is not only the retailer who is changing; the consumer is changing as well in the changing retail environment. The future of retail is all about using technology to strengthen customer relationships and improve the customer experience, while making the day-to-day operations easier.

Keywords: Traditional Retailing, Modern Retailing, Retail Environment

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STAY INVESTED – STAY SECURED WITH LONGTERM INVESTMENT PLANS

[Paper Id – MGMT 1057]

A paper presented: Suhasini Palle

Associate Professor CSI Institute of PG Studies, Secunderabad

Email: suhasini_630@yahoo.com

ABSTRACT:

True financial independence comes not with money, but with knowledge and investment in long term investment plans. A long term investment plan is one that secures investors family and from any uncertainties and provides a stalk of financial support at times. Learning the right way to deal with money at every stage - whether earning, protecting, budgeting, saving, spending, leveraging, investing or insuring it, will create sustainable long-term wealth creation. Basically, all the long term plans are to be considered as savings plans. Perhaps, most of the long term investment plans are such that they assure financial freedom during elderly days of the life. Having an alignment between ones financial goals and their investment plan would only ensure a continuous and steady income at a later time and make best out of the present outflows and also the investor should periodically keep reviewing and refining portfolio allocation with changing financial goals. All the long term plans are crafted to meet the specific set of needs of its clients - be it an investment for higher studies, children marriage, building home or compensating medical issues at a later part of life. This paper focuses on such long term plans which would safeguard the investors' future either by assisting at uncertainties or by providing a flow of income.

Keywords:

Financial independence, Long term investment plans, Sustainable long-term wealth creation

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RURAL MARKETING IN INDIA

[Paper Id – MGMT 1058]

A paper presented: P. Sandhya Rani
Asst. Professor, CSI Institute of PG Studies, Secunderabad
ponnagantirani@yahoo.com

ABSTRACT

Marketing is a widely used term to describe the means of communication between the company and the consumer audience. Marketing is the adaptation of the commercial activities and use of institutions by the organizations with a purpose to induce behavioral change on a short-term or permanent basis. The techniques used in marketing include choosing [target markets](#) through market analysis and [market segmentation](#), as well as understanding methods of influence on the [consumer behavior](#). The marketing planning creates strategies for the company to place advertising to the dedicated consumer from a societal point of view, marketing provides the link between a society's material requirements and its [economic](#) patterns of response. This way marketing satisfies these needs and wants through the development of exchange processes and the building of long-term relationships. In case of nonprofit organization marketing, the aim is to increase the deliver an ethos message about the organization's services to the applicable audience. Governments often employ marketing to communicate messages with a social purpose, such as a public health or safety message, to citizens.

Keywords: Rural Marketing, Indian Economy, Market Analysis, Market Segmentation

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RELEVANCE OF INDIAN MERGERS & ACQUISITIONS TO FDI

[Paper Id – MGMT 1059]

A Paper Presented by: Ms. Ramya Sree. M

Assistant Professor, CSI Institute of PG Studies, Secunderabad

Email: mramyasree004@gmail.com

ABSTRACT

The paper aims at analyzing the trend of mergers and acquisitions in India and the impact of foreign direct investment (FDI) on Mergers and acquisitions (M&As). The trend of Mergers and acquisitions is on rise at every nook and corner of the world. The transformation of international trade to international business is the key aspect that stressed on mergers and acquisitions in many developing countries around world. This transformation extended further with the introduction of Foreign Direct Investment (FDIs) policies by many nations. Many modern M&A deals are based on and affected by the FDI norms of countries. In the present paper, we are focusing on the latest amendments to FDI norms of India and their implications on cross border M&A deals.

Key words: Mergers and acquisitions, foreign direct investments (FDI), FDI's growth in India, International trade

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ENHANCING COMMUNICATION FOR ORGANIZATIONAL EFFECTIVENESS

[Paper Id – MGMT 1060]

A Paper Presented by: Ms. M J BUELAH

Assistant Professor

CSI Institute of PG Studies, Secunderabad

E-Mail: buelah.mj@gmail.com

ABSTRACT

Often we would come across organizations that stress on the importance of good communication in management. It's essential for an organization to have a proper communication management. Once this is achieved, the organization is one step closer to achieve its overall business objectives. Communication management refers to a systematic plan, which implements and monitors the channels and content of communication. Effective communication is a prerequisite for any organization to attain organizational objectives. In business, communication is used to promote them in the market and to deal with various business issues. Although technology has opened doors to new ways of interaction, the process is still has multiple barriers that hinders its effectiveness

Keywords: Effective Communication, Communication Process, Barriers to Business Communication

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**A COMPARATIVE STUDY BETWEEN FLIPKART AND AMAZON
INDIA**

[Paper Id – MGMT 1061]

A Paper Presented by: K Francis Sudhakar & Habeeb Syed
Assistant Professor & Research Scholar
School Of Management, Nit Warangal.
E-Mail:buelah.mj@gmail.com

ABSTARCT

Internet became more powerful and basic tool for every person's need and the way people work. By integrating various online information management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively. These activities have collectively known as e-commerce or Internet commerce. Online shopping made so easy for everyone with their product variations and simple way to buy things. An attempt has been made to critically examine various corporate and business level strategies of two big e-tailers and those are Flipkart and Amazon. Comparison have been done considering e-commerce challenges, their business model, funding, revenue generation, growth, survival strategies, Shoppers' online shopping experience, value added differentiation, and product offerings. Both these big players made their own mark in India, but who is going to be ultimate winner or be the top one is going to be. A comparative study of Flipkart.com with one of the close competitor Amazon.com delivers the information about the different strategies to succeed in e-commerce market and different opportunities available in India.

Keywords: E-commerce, E-tailers, Online Shopping, Shopping Experiences, Strategies.

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E-BANKING A PARADIGM SHIFT FROM BRICKS TO CLICKS

[Paper Id – MGMT 1062]

A Paper Presented by: Dr T Archana Acharya
Associate Professor
VIGNAN'S Institute of Information Technology,
Beside VSEZ, Duvvada, Visakhapatnam-49.
E-Mail:taamphil@gmail.com

ABSTARCT

The phase of electronic revolution brought by the advent of Internet is transforming the whole world in general and business world in particular. Internet on one side and improving Information Technology with dynamic and flexible features on the other side is opening new horizons to business world. The new outlook of business the E-business is redefining the business transactions calling for Electronic money in place of physical money or the paper money. The banking industry is the key operator for the E-business where the Electronic money a product of E-Banking is the crucial key which is making all the commercial transactions simple, easy and importantly cutting down the operational costs. The changing preferences of the customers are opening new avenues for the business operations with E-banking in the form of retail electronic payment system. This paper is an attempt to present E-banking as backbone to E-business and to understand the challenges to the changing trends. The study is analytical in nature based on secondary data. Statistical tools like growth rate and averages etc are used. The paper concludes that the focus of the banks has shifted from just providing physical banking services to E-services in the competitive world where banks are trying to improve their e-banking services in terms of quality as it is the most preferred banking mode to transact in E-world.

Keywords- E-business, E-banking, banks, Changing Trends, Challenges

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MICROFINANCE AND INCLUSION OF POOR- REALITY OR MYTH

[Paper Id – MGMT 1063]

**A Paper Presented by: Dr. Syed Khaja Safiuddin
Sr Assistant Professor
Department of Management
Maulana Azad National Urdu University
Email: ksafiuddin@gmail.com**

ABSTARCT

The microfinance business as such can act as a ‘miracle cure’ for poverty and ensure smooth of economy. But the poor and needy household though with an access or not to financial services, find it extremely difficult to build assets, fund for their children’s education, and protect themselves against financial shocks and overcome the crises they face. They are caught into a vicious circle of poverty. If at all there is a formal financial system, no more than twenty percent of the population is benefitted through micro-finance. The remaining seventy to eighty percent are those who are excluded and poor living below poverty line. With no access to financial services, these households find it extremely difficult to take advantage of economic opportunities. The unorganized and the informal sector is taking due advantage and minting money through high levels of lending rates in the name of poverty elevation, women upliftment and empowerment. It is all about others, all about people who are deprived, neglected, poor and for a social cause and social benefit. If this concept is inserted into the economic theory, it becomes social business. It should not be made as a huge money minting industry at the cost of poor and the help-less. In this paper an attempt has been made to study whether microfinance is able to realize the true potential of its clients through social intermediation and ensure in building an inclusive society and eradication of poverty and working with a social cause. The study suggests that an alternate model needs to be developed to cater the need of the deprived and economically backward.

Keywords: Microfinance, formal financial system, social cause & social benefit, financial shocks, poverty

**IMPACT OF CROSS-BORDER ACQUISITIONS ON ACQUIRER
SHAREHOLDER WEALTH: EMPIRICAL EVIDENCE FROM INDIAN
PHARMACEUTICAL COMPANIES**

[Paper Id – MGMT 1064]

A Paper Presented by: ¹Merugu Venugopal, ²Shrutha Keerthi, ³Dr. M Ravindar Reddy

¹Research Scholar, School of management, NIT Warangal

²MBA Student, School of management, NIT Warangal

³Associate Professor, School of management, NIT Warangal

ABSTARCT

This study evaluates shareholder wealth of Indian pharmaceutical mergers and acquisitions that were involved in cross border transactions. Cross border mergers and acquisitions have given the opportunity to the emerging market companies to add value while implementing the strategy of internationalization. The focus of this study is to determine whether the cross-border acquisitions lead to value creation for the acquiring firms. For this event study method is employed in order to determine the value creation for the acquired firms by measuring the abnormal returns. The results show that the abnormal returns to the acquirer firm are negative after the acquisition announcement, which means that the market did not view the acquisition as a value additive and the shareholders did not experience any value creation after the acquisition.

Keywords: Cross-border acquisition, Abnormal returns, event study method

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**A COMPARATIVE STUDY BETWEEN FLIPKART AND AMAZON
INDIA**

[Paper Id – MGMT 1065]

A Paper Presented by: K Francis Sudhakar & Habeeb Syed

Asst. Professor & Research Scholar

School Of Management, Nit Warangal.

E-Mail: Kfsudhakar@gmail.Com & Habeebsyed.Nitw@gmail.Com

ABSTARCT

Internet became more powerful and basic tool for every person's need and the way people work. By integrating various online information management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively. These activities have collectively known as e-commerce or Internet commerce. Online shopping made so easy for everyone with their product variations and simple way to buy things. An attempt has been made to critically examine various corporate and business level strategies of two big e-tailers and those are Flipkart and Amazon. Comparison have been done considering e-commerce challenges, their business model, funding, revenue generation, growth, survival strategies, Shoppers' online shopping experience, value added differentiation, and product offerings. Both these big players made their own mark in India, but who is going to be ultimate winner or be the top one is going to be. A comparative study of Flipkart.com with one of the close competitor Amazon.com delivers the information about the different strategies to succeed in e-commerce market and different opportunities available in India.

Keywords: E-commerce, E-tailers, Online Shopping, Shopping Experiences, Strategies

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**INNOVATIVE PRACTICES AND STRATEGIES IN PERFORMANCE
MANAGEMENT IN ENGINEERING INSTITUTES**

[Paper Id – MGMT 1066]

A Paper Presented by: Archana V Padgul
Research Scholar, Vturo, Kalaburagi
Archana.Padgul28@Gmail.Com

ABSTARCT

The success of any organization depends on its employees or human capitals. In the engineering institutes, managing human capital has lot of importance and the performance management of their employees is increasingly becoming a daunting exercise because of the various factors impacting performance appraisal process. “Everyday Performance Management” system is designed to incorporate daily encouragement and feedback into on-the-job conversations. Factors internal to the organization such as – size of the organization, employee engagement strategies, cultural orientation of employees, performance appraisal systems, different personality types and external factors such as – state of economy, society, customer expectations, emerging technologies - pose their own challenges in implementing exercise in large engineering institutions in India, current performance appraisal systems in use and provides recommendations for addressing some of these challenges.

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**A STUDY ON RURAL WOMEN ENTREPRENEURS
IN MAHABOONNAGAR**

[Paper Id – MGMT 1067]

A Paper Presented By: Pudukodu Subrahmanyam & Dr. P. Krishnamoorthy

Associate Professor, J.B.I.E.T. School Of Management

Professor , Department Of Business Administration

Annamacharya Institute Of Engineering And Technology

E-Mail: drkmurthy.aits@gmail.com

ABSTARCT

Entrepreneurship is increasingly recognized as an important driving force for the economic growth, productivity, innovation and employment, and it is widely accepted as a key aspect of economic dynamism. Transforming ideas into economic opportunities is the decisive issue of entrepreneurship. Indian history shows that economic progress has been significantly advanced by pragmatic people who are entrepreneurial and innovative, able to exploit opportunities.

The role of entrepreneurship and an entrepreneurial culture in economic and social development has often been underestimated for the past few decades in India. Over the years, however, it has become increasingly apparent that entrepreneurship indeed contributes to economic development. In recent years the subject of women entrepreneurship has attracted a lot of attention especially in rural areas. The contributions made by women entrepreneurs to economies in terms of creation of new businesses and jobs; consequently spurring economic growth and reduction of levels poverty and unemployment have been recognized as invaluable. The main objective of this study was to identify the obstacles women face at the start-up and development phases of their enterprises with an aim to formulate suitable strategies to overcome those obstacles and family constraints. A survey that included 120 educated women in Mahaboobnagar district of Telengana state was conducted.

The findings indicated that the obstacles encountered at the start-up and development stages of women owned enterprises are; access to finance, finding the right contacts and business networks, lack of entrepreneurial education, lack of management skills, lack of advice on how to start an enterprise, lack of mentoring and lack of business strategic planning.

Keywords: Women entrepreneurship, entrepreneurship, challenges, educated women

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Organisational Stress – Challenges and Strategies

[Paper Id – MGMT 1068]

A Paper Presented by: Dr.P.R.Prasanna Rekha

Professor

R.G.Kedia College, Hyderabad.

ABSTARCT

Stress is simply a fact of nature -- forces from the inside or outside world affecting the individual. The individual responds to stress in ways that affect the individual as well as their environment. Because of the overabundance of stress in our modern lives, we usually think of stress as a negative experience, but from a biological point of view, stress can be a neutral, negative, or positive experience. Stress is often termed as a twentieth century syndrome, born out of man's race towards modern progress and its ensuing complexities. Stress is a result of misfit / mismatch between individual and their particular environment, it only needs to be understood why one person seems to flourish, which another suffers. In different forms, stress is any force that pushes a psychological or physical factor beyond its range of stability, producing strain within an individual. It is the amelioration of stress and especially chronic stress often for the purpose of improving everyday functioning. Stress produces numerous symptoms which vary according to persons, situations, and severity. These can include physical health decline as well as depression. Stress is the “wear and tear” our minds and bodies experience as we attempt to cope with our continually changing environment.

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MICROFINANCE AND INCLUSION OF POOR- REALITY OR MYTH

[Paper Id – MGMT 1069]

A Paper Presented by: Dr. Syed Khaja Safiuddin

Sr Assistant Professor

Department of Management

Maulana Azad National Urdu University

E-Mail: sksafiuiddin@gmail.com

ABSTARCT

The microfinance business as such can act as a ‘miracle cure’ for poverty and ensure smooth of economy. But the poor and needy household though with an access or not to financial services, find it extremely difficult to build assets, fund for their children’s education, and protect themselves against financial shocks and overcome the crises they face. They are caught into a vicious circle of poverty. If at all there is a formal financial system, no more than twenty percent of the population is benefitted through micro-finance. The remaining seventy to eighty percent are those who are excluded and poor living below poverty line. With no access to financial services, these households find it extremely difficult to take advantage of economic opportunities. The unorganized and the informal sector is taking due advantage and minting money through high levels of lending rates in the name of poverty elevation, women upliftment and empowerment. It is all about others, all about people who are deprived, neglected, poor and for a social cause and social benefit. If this concept is inserted into the economic theory, it becomes social business. It should not be made as a huge money minting industry at the cost of poor and the help-less. In this paper an attempt has been made to study whether microfinance is able to realize the true potential of its clients through social intermediation and ensure in building an inclusive society and eradication of poverty and working with a social cause. The study suggests that an alternate model needs to be developed to cater the need of the deprived and economically backward.

Key words: Microfinance, formal financial system, social cause & social benefit, financial shocks, poverty