

**Two - Day National Conference
on
Emerging Trends in Business Management
(ETBM-2k23)**

23rd & 24th February, 2023



Organized By

Department of Business Administration

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) ,

Vijayawada - 520 008

**National Conference on Emerging
Trends in Business Management
(ETBM-2k23)
23rd & 24th February, 2023**

Organized By
Department of Business Administration
Andhra Loyola College (Autonomous)
Vijayawada, Andhra Pradesh

Rev. Fr. P. Bala Showry, S.J.,
Rector, Andhra Loyola College
Patron, ETBM-2K23

Message

I am very glad to know that the Department of Business Administration is hosting a “National Conference on “Emerging Trends in Business Management” (ETBM-2023), on 23rd& 24th February 2023, in the field of Business Management. It is a very fascinating discipline from the point of view of both the scholarly research and practical applications of it. The topic chosen is both interesting and contemporaneous. It’s the need of the hour to enlighten, especially the young generation on such areas in Business Management.. I know that it’s made possible by the collective efforts of all the members of the department under the able guidance of Dr.A.Madhuri, Mrs.Uma , the Organizing Secretaries. I congratulate the faculty and the students on visualizing and planning for such an academically inspiring national conference.

I am sure, the discussions and deliberations at this conference will instill in all the participants, a renewed enthusiasm and a humongous curiosity for the newest advancements in Business Management. At this juncture, I appreciate and congratulate the instructors, staff and students of the Department of Business Administration for their strenuous efforts and meticulous planning to organize this National Conference and other such related activities. I also express my profound gratitude to all the participants from other Institutions for attending this conference and my best wishes and blessings for its big success.

Wishing you all good luck!

Date: 23 February 2023

Rev. Fr. Dr. M. Sagayaraj, S.J.,
Correspondent, Andhra Loyola College
Patron, ETBM-2023

Message

“What we have learnt is handful, yet to learn is infinite”. Let us learn endlessly in our lives. Warm greetings and welcome to Andhra Loyola College and to the Two-Day “National Conference on Emerging Trends in Business Management (ETBM-2023)”. It is my great pleasure to serve as patron for this conference organized by Departments of Business Administration in association with SOLETE. The aim of this conference is to provide national forum that hubs together the researchers, academicians, corporate professionals and technically sound students under a roof to make it as a phenomenal, informative and interactive session which is acutely needed to pave the way to promote research advancements in the field of Business Management.

I hope this conference, gives you fine opportunity to engage with your peers to discuss your ideas for research and practice and that you may ask probing questions of the presenters to gain deeper knowledge. There will be plenty of opportunities for collaboration. We will all benefit from our combined participation at this conference and make it a grand success.

Date: 23rd, February 2023

Rev. Fr. Dr. G.A.P. Kishore, S.J.
Principal, Andhra Loyola College (Autonomous)
Chairman, ETBM-2023

Message

I am glad that our Departments of Business Administration are organizing a National Conference on “Emerging Trends in Business Management – 2023” (ETBM-2023) on 23rd & 24th February 2023. I sincerely wish and hope that this Conference provides a platform for Professionals, Academicians and Researchers to share their knowledge, exchange their experiences and fruits of their research in the field leading to possible future collaborations for a better world and welfare of the humanity.

Date: 23rd February 2023

Rev. Fr. Dr. I. Lourduraj SJ
Head, Department of Visual Communication & Electronic Media
In charge of Internship for the 3rd Year undergraduate students
Vice Principal (UG & PG) Principal,
Andhra Loyola College (Autonomous)
Convenor, ETBM-2023

Message from the desk of Vice Principal (PG)

The department of MBA (Masters in Business Administration) is conducting a National Conference on the theme “Emerging Trends in Business Management” on the 23rd and 24th of February 2023 at Andhra Loyola College, Vijayawada. Business Management falls under social science because of the many solutions that it gives to organizations. One of the emerging trends is to make the managers align the people, projects, skills and time. We need managers who could align the people in the organization and make them understand the goals and objectives of their projects and manage the skills of the employees and complete the tasks on time.

The department of MBA at Andhra Loyola College was established in 2000 and this year we complete 23 years and will step into the 24th year in June 2023. The department of BBA at Andhra Loyola College was established in 2011 and this year we complete 12 years and will step into the 13th year in June 2023. The department has placed its students in the ever-growing finance, HR and marketing industries. The focus of the department is to provide the students with skills to handle the needs of the industry.

I congratulate Dr A Madhuri, Mrs.Uma Kumari , heads of the department of MBA ,BBA for organizing this National Conference which would disseminate knowledge to their peers in research. The departments are successful because of dedicated faculty. I wish all the participants success and a fruitful conference.

Sincerely yours,

Date: 23rd February 2023

Rev.Fr.Dr.S.Melchoir SJ
Dean of Commerce & Business Administration
Andhra Loyola College (Autonomous)
Convenor, ETBM-2023

I am happy that the departments of BBA and MBA are organising a Two-Day National Conference on “Emerging Trends in Business Management”.

As all of us are aware of that time is dynamic and so is the business environment.

Today’s rapid advances in science and technology, especially in IT have impacted all spheres of human life, and business organisations are not exempted from this. Business organisations are at cross roads facing complex and competitive environment than ever before. They are forced to respond to the changing trends for their sustainable existence and to stand competitive in the market by adapting new styles of business approaches, such as employing new learning initiatives, better preparedness, etc. Organisational leaders need to be more open for letting the fresh air to flow into the organisational structure building themselves and their teams that requires employee empowerment and participative management, investing in the development of employees’ soft skills training such as emotional intelligence, creativity, adaptability, etc.

I wish that these two days National Conference on Emerging Trends in Business Management would focus on such issues and becomes a platform for all the participants to learn and enhance their knowledge on what is happening in the business world.

My sincere hearty congratulations to the departments of BBA and MBA. God Bless you.

Date: 23rd February 2023

Rev. Fr. K. Anil Kumar, S.J.
Vice - Principal, Andhra Loyola College (Autonomous)
Convenor, ETBM-2023

Message

I would like to take a moment to express my sincerest appreciation and congratulations to the Department of Business Administration for organizing a Two-Day National Conference on Emerging Trends in Business Management which provides the forum to the participants to understand the significance of staying up-to-date with the latest trends in the business world. "Businesses today operate in a rapidly changing landscape, where new technologies, economic trends, and social shifts can quickly disrupt established business models. To stay competitive and succeed in this environment, it's crucial to keep a pulse on the emerging trends in business management.

" Leadership and management of the future will not be defined by those who lead and manage people, but by those who effectively lead and manage change in a rapidly evolving world." Some of the key trends that are currently shaping the business landscape include digital transformation through AI-machine learning, the importance of employee engagement, and the need for businesses to be socially responsible. Embracing digital technologies can help companies streamline operations, improve customer experiences, and create new revenue streams.

why emerging trends matter? First, the need to adapt to changing customer expectations, Second, the importance of innovation and agility in a fast-paced environment, third, the potential benefits of adopting new technologies and management strategies, fourth, the risks of falling behind the competition by not keeping up with the latest trends.

Therefore, national conference of this kind will help to throw light on the driving significant advancements in a wide range of industries and applications pertaining to business environment. I am sure, participants will start understanding that keeping up with these emerging trends is critical for individuals and organizations, seeking to stay at the forefront of business world.

Date: 23rd February 2023

Rev. Fr. Dr. Y.T. Prabhu, S.J.
Vice - Principal, Andhra Loyola College (Autonomous)
Convenor, ETBM-2k23

Message

How rejoicing it is to know that the Department of Business Administration, in association with SOLETE, is organizing a Two-Day National Conference on 23rd and 24th February 2023 'Emerging trends in Business Management (ETBM-2023)'

The objective of the Conference is to provide a platform for a profound discussion and presentations on state of the art, research, development, innovations and implementations of communication by the researchers nationwide. There has been tremendous advancement and innovations in management which is incomparable to what emerged traditionally.

I commend the management, especially Rev. Fr. Dr. M. Sagayaraj, SJ, the Correspondent, and Rev.Fr. Dr. G.A. Peter Kishore, SJ, the Principal, for their support and sustenance for the cause. The role played by the members of the Department by lending a hand is estimable. Hearty congratulations to Dr. A.Madhuri, Mrs.D.Uma kumari, the dynamic Heads of the Department and Organising Secretaries on conceiving the idea of conducting the conference on such a modern theme.

I hope the deliberations and discussions that are going to take place among the learned scholars in the conference will bear fruit in the days to come.

Date: 23rd February 2023

Dr. A.Madhuri
Head, Dept. of MBA
Andhra Loyola College (Autonomous)
Organising Secretary, ETBM-2023

Message

As the organising secretary of the National Conference on "Emerging trends in Business Management" (ETBM-2023), I am delighted to welcome all the participants, delegates, keynote speakers, resource persons, scholars, practitioners and my beloved students to this prestigious event.

Our conference has brought all of us together from around the world to exchange ideas and explore the latest advancements in the field of Business Management.

Over the course of the conference, we will be hosting a series of keynote lectures, plenary sessions, and panel discussions, all designed to promote interdisciplinary research and development. This is an excellent opportunity for all attendees to present their research, network with their peers, and establish fruitful collaborations that could pave the way for future breakthroughs in the field.

Our conference will cover a broad range of topics, including emerging trends in Business Management, as well as the latest research in various sub-disciplines. We have a diverse range of speakers each of whom brings unique insights and perspectives to the discussion.

As an Organizing Secretary, my team and I have worked tirelessly to ensure that this conference is a resounding success. I hope that you find this conference informative, engaging, and a great opportunity to connect with your peers from around the world. We have taken great care to ensure that all participants have a productive and enriching experience.

I would like to take this opportunity to thank all of our speakers, participants for their valuable contributions to this conference and college management for their encouragement and constant support. I appreciate our colleagues for their cooperation & involvement in organizing this 2-day conference successfully and students for their active participation. I express my gratitude to the support staff whose functioning means a lot for the smooth conduct of the conference.

Once again, welcome to the National Conference on Emerging Trends in Business Management.

Date: 23rd February 2023

Mrs.D.Uma Kumari
Head, Dept. of BBA
Andhra Loyola College (Autonomous)
Organising Secretary, ETBM-2023

Message

I am very glad that the department of Business Administration of our esteemed institution organizing two day National conference Emerging Trends in Business Management on 23rd and 24th Feb, 2023. The purpose of the conference is to provide to deep learning in research and changing trends in management. This conference is going to address various issues and concerns related to the advancement in management.

The Conference received many submissions from all over India, out of which the best selected papers presented during these two days. I am sure that the deliberations in the seminar would provide good insights and inspire the faculty, students and research scholars.

Date: 23rd February 2023

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"A STUDY ON CAREER STARTS WITH TCS (TATA CONSULTANCY SERVICES) EMPLOYEE'S -AMENITIES WITH WORK-LIFE BALANCE"

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Abstract

According to a recent check conducted by Job buzz, youthful Indian professionals prefer to work for transnational pots. Out of a total number of 8000 repliers, roughly 22 % were of the opinion that MNCs offer a better pay package; around 1000 repliers say it's because of a better work- life balance; and another 1300 said they prefer multi-nationals because of the well- defined career path. TCS is one of the top- notch transnational information technology service, consulting and business results companies in the country. nearly every IT graduate aspires for a job in the Tata Consultancy Services (TCS). Being placed then's a dream come true for them. But it requires the top-most grades and unknown aptitude for a successful TCS career. Working at TCS can be an enriching experience as the company offers a superb working terrain and a transparent elevations system. The career or job scale is like the scale within any IT company. It starts with the intern or trainee at the nethermost position and moves forward towards the loftiest position positions as the hand earnings experience and knowledge. TCS is treated as veritably good company for Fresher's. It provides job security, good payment to Fresher's piecemeal from it there are numerous retired benefits of joining TCS for Fresher's. I'm describing that retired benefits. Health insurance- 2 lakh for hospitalisation, Food rates- minimum in canteen, Advanced education it provides advanced education for the workers, Access to library- TCS gives access to library for workers, Abatements on shopping, On time payment, Great literacy openings, Work with foreign guests, Payment of your quantum, Fun conditioning. Holistic well- being programs within TCS promote a healthier life, offer work- life balance, and take into account emotional health.

Keywords

Job buzz, transnational pots, work life balance, career path, transparent elevation system, Job security, Health insurance, canteen, Library.

THE IMPACT OF GST ON INDIAN ECONOMY

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SK Basheera, Assistant Professor, MBA Department,
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Abstract:

The research paper is regarding Impact of GST on Indian Economy. Goods and Services Tax (GST) was launched on 1st of July 2017. It is an Indirect Tax applicable throughout India. Now single tax would be levied on all goods and services. (GST) is expected to provide the much-needed stimulant for economic growth in India by transforming the existing basis of taxation towards free flow of goods and services within the economy and also eliminating the cascading effect of tax on tax. Around 160 countries have implemented GST. It will benefit the Indian economy in many ways-help in reducing the price for consumers, rate of tax will be uniform and reduce multiple tax burden on goods or services, which was 0%, 5%, 12%, 18% and 28%. GST will affect many sectors in positive or negative manner. GST, as per government estimates, will boost India's GDP by around 2 per cent. After GST implementation certain product prices will reduce like branded goods, hotels, personal hair products, soap etc. Few products price will increase like mobile bills, aerated drinks, internet, air tickets. Goods and Services Taxes would be collected in three ways: CGST: where the revenue will be collected by the central government, SGST: where the revenue will be collected by the state governments for intra-state sales, IGST: where the revenue will be collected by the central government for interstate sales. This paper focuses on the benefits, challenges and impact of GST on Indian economy.

Keywords: CGST, SGST, IGST, benefits and challenges, etc.,

LATEST DEVELOPMENTS IN THE COLLECTIVE BARGAINING PROCESS FOR CONFLICT RESOLUTION

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Abstract:

The resolution of labour disputes is crucial in the current industrial period to enhance employee relations inside the organisation. Due to the rise, expansion, and strength of trade unions, a mechanism known as collective bargaining was developed to allow parties to disputes to be settled by direct negotiation between them without the need for an arbitrator. Participation by employees in management is an addition to and complement to the idea of collective bargaining. One distinctive aspect of the modern industrial period is collective bargaining. It is a procedure in which agreements between the union and employer representatives, on the one hand, and those of the employee, on the other, define the terms of employment. Since both parties who are directly engaged in the industrial relations must be involved, collective bargaining is fundamentally a means of joint regulation. It seeks to come to some sort of agreement. Collective bargaining is actually "good faith negotiating," or focusing on win-win methods as opposed to win-lose or loose-loose ones. It implies that proposals and counterproposals are matched. In order for both parties to feel like winners. Any party is not required, under this, to accept a proposal.

Key words: labour disputes, employee relations, collective bargaining, negotiation, union and employer

Need of Emotional Intelligence in Employees – A Post-COVID-19 Perspective

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Abstract

The COVID-19 pandemic has brought about significant changes in the way we work, leading to a greater emphasis on emotional intelligence in employees. Emotional intelligence refers to one's ability to recognize, understand, and manage their own emotions and the emotions of others. In the post-COVID-19 era, it is increasingly important for employees to possess emotional intelligence as it helps to maintain positive relationships with colleagues and clients, even in remote and virtual settings.

The COVID-19 pandemic has highlighted employees' need for emotional intelligence. Emotional intelligence helps employees maintain positive relationships with colleagues and clients, prevent burnout, build trust, and resolve conflicts, even in remote and virtual settings. Therefore, organizations must invest in developing emotional intelligence skills in their employees to enhance their overall performance and well-being in the post-COVID-19 era.

Keywords

Emotional intelligence, employees, COVID-19, post-COVID-19, self-awareness, empathy, conflict resolution, remote work, virtual work, work-life balance, burnout, trust, performance, and well-being.

A STUDY ON CAPITAL MARKETS IN INDIA: COMPARITIVE ANALYSIS DURING THE FINANCIAL YEARS 2020-21 AND 2021-22

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Abstract:

Financial markets are the most important sub-systems in financial system of any country. The growth and mobilisation of funds by the financial markets determines the growth of the economy. Many challenges faced by the financial systems in the World due to pandemic. Indian economy also faced many hurdles and noticeable changes have taken place. Present topic has given insights about fund mobilization of capital markets in India. There is a research gap between overall review of capital markets and Pandemic years. So the present study focused on fund mobilisation by the Indian capital markets during the financial years 2020-21 and 2021-22. The study aims on the fund mobilisation of capital markets during the financial years 2020-21 and 2021-22. And to know the changes between pandemic year (2020-21) and post pandemic year (2021-22). The present study completely focused on secondary data which was from official web sources. All the facts and figures collected from the Published Annual reports of SECURITIES AND EXCHANGE BOARD OF INDIA(SEBI). The data collected from Annual reports of the financial years 2020-21 and 2021-22 from the official website of SEBI. Researcher collected data related to fund mobilisation in Indian capital market and focused on comparison between those two years.

Key words: SEBI, Financial markets, Capital markets, Comparison etc.

“NATIONAL FINANCIAL INFORMATION REGISTRY: IMPACT ON INDIAN FINANCIAL SYSTEM”

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Kurapati Sekhar Babu

Lecturer in Commerce department, AG & SG Siddhartha Degree College of Arts & Science, Vuyyuru, Andhra Pradesh, India

Abstract:

Financial sector regulators should conduct a comprehensive review of existing regulations in consultation with public and regulated entities. Time limits for adjudicating applications under various regulations would also be set. This article expresses the influence on different components through financial information.

To improve the business activities of GIFT IFSC, the following measures should be taken. Delegate powers under the SEZ Act to IFSCA to avoid double regulation. Establishment of a one-stop IT system for registration and approval of IFSCA, SEZ authorities, GSTN, RBI, SEBI and IRDAI. Authorize acquisition financing by IFSC banking units of a foreign bank. Establish a subsidiary of EXIM Bank for trade refinancing. Amend the IFSCA Act for statutory provisions relating to arbitration, ancillary services and avoidance of dual regulation under the SEZ Act. Recognize offshore derivatives as valid contracts. Proposed Amendments to the Banking Regulation Act, Banking Companies Act and Reserve Act of India to improve banking governance and enhance investor protection. Countries looking for digital continuity solutions would be made easier to set up their data embassies in GIFT IFSC.

Key words: financial information, Indian financial system, regulations, GIFT IFSC.

Reservation System in India: Impact on MSMES

R.Pujitha , MD.Nehar , Urvashi Dugar, MahiBaid

Students of II Year BBA, Andhra Loyola college, Vijayawada, Andhra Pradesh, India

Abstract---Reservation is the most debated topic in the country. A lot of people are in favor of it. Reservation is not today's topic; it was introduced by Dr. B.R. Ambedkar while writing the constitution of India. He intended to empower the weaker sections of society and uplift the underprivileged sections of society in many ways. He also put a 10 year time limit for this but unfortunately as the political involvement in amending the constitution started it still continues today, in today's society it is the reserve which is the main reason for the difference in our society. Because of this, the competition was increasing for every job and many people find themselves unemployed. Greedy politicians use their votes by mentioning their caste and continue to advance the reservations. Politicians benefit from the reserve but not the public. They only fight for their power and don't consider our problems. Audiences need to feel that booking should be an option but not a platform for everyone. The government should also ensure that every citizen of this country has an equal chance with everyone else. Reservations based on caste, creed, minority, etc. should be removed from the system. In this article, MSMEs gain more benefits through booking. Government through different programs supporting weaker section for active participation in MSMEs

Keywords--- Minority, Reservation system, MSME.

"DETERMINANTS OF STORE BRAND PRONENESS: A LITERATURE REVIEW OF PRIVATE LABEL BRAND PURCHASE CHARACTERISTICS"

Jagadish Tulimelli

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Abstract

This research aims to provide a comprehensive overview of the consumer characteristics that influence the purchase of private label brands. The study employs a threefold approach. Firstly, a systematic literature analysis is conducted to analyse the methodologies and research designs used in various articles related to private brand purchase. Secondly, a conceptual framework model is developed that demonstrates the primary antecedents and consequences of private label brand purchase, along with moderators that influence purchase decisions. Finally, the framework is elaborated to expand upon existing literature by grouping antecedents into determinants of store brand proneness, moderators into demographic, product and retailer-related attributes, and consequences into post-purchase elements. The ultimate goal of the study is to provide a clear understanding of the consumer mindset and pave the way for future research.

Key words: Private label brands, consequences, post purchase elements

“STUDY ON THE IMPACT OF COVID-19 ON THE HUMAN RESOURCE MANAGEMENT OF HTC GLOBAL SERVICES”

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Abstract

Coronavirus disease (COVID-19) is a viral infection caused by the SARS-CoV-2 virus. The majority of those infected with the virus suffer from mild to serious respiratory disease. Some, though, became critically ill and required medical assistance. The global lockdown initiated by various countries of the world starting from March 2020 after the declaration of COVID-19 as a pandemic by the WHO, is the first in this century. When the outbreak began in March, many organizations transferred in-person positions to telework and have continued to push remote work thereafter. The epidemic lasted more than two years, during which time organizations continued to use Work from Home policies. HTC Global Services, which was founded in 1990 and has its headquarters in Troy, Michigan, USA is a global leader in providing innovative IT and BP Services. This article studies the Impact of Covid19 in Human Resource Management globally and in the Talent Acquisition and Demand Fulfillment Team of HTC Global Services. We have used primary data in the form of qualitative interviews, and secondary data acquired from articles, news reports, and public statements made.

KeyWords: HRM, Covid-19, HTC Global Services, Talent Acquisition and Demand Fulfillment Team

Study on the rise of Unicorn Companies in India

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Abstract

Unicorns are the companies that have valuation of \$1 billion or more. The number of unicorns has considerably increased during the last decade. The last decade in India belonged to startup companies and 2018 saw eight startups entered unicorn club.

Driven by new technologies and business models, these ventures became an integral part of our daily life. Startups are utilizing the new technologies and are obtaining the unicorn status. India is becoming the world's fastest growing startup ecosystem with 95 unicorn startups, as of 2022. Building a unicorn startup isn't that easy, it takes a lot of efforts, hardwork, commitment and perseverance through out the journey to climb the ladder of unicorns.

These startups even provide job opportunities in the country and even lead to overall development of the country's economy. Government initiatives such as startup India have catalyzed the spirit of entrepreneurship and innovation.

This project deals with the several objectives of the unicorn companies. Its emergence, effect of unicorns on the Indian economy and even on certain parameters through which investors invest in a unicorn company.

The project provides an overview of the unicorn companies, its funding stages and even various reasons for the rise of unicorn companies in India. It even deals with the relationship with the funds raised and financial parameters of unicorn companies.

Keywords: Unicorns, start-ups, Venture capital, economy, investors

EFFECT OF WORKSITE WELLNESS INTERVENTIONS TOWARDS OCCUPATIONAL STRESS: A DESCRIPTIVE STUDY

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Abstract:

This study examines the role of worksite interventions on employee occupational stress. With the empirical support the study constructs are determined and accordingly hypothetical statements are constructed to test the effect. Such that, a convenience sample technique was adopted and 660 employees working in the IT industry are considered and the geographical location of the population is Hyderabad city, India. The demographic characteristics are analyzed using a contingency table and to test dependent association relation between occupational stress variables and workplace interventions chi-square test was adopted. It is found from this study that, except possession of ownership behavior all the constructs participation and active involvement, overall stress, absenteeism and establishment of health and wellbeing culture have and dependent association relation with workplace wellness interventions.

Keywords: Workplace Interventions, Wellness, Employee, Occupational Stress.

REVIEW PAPER ON BEHAVIOURAL FINANCE

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Abstract:

In the current study, behavioral finance advancements are traced across financial history. It offers the earliest examples of behavioral oddities in the stock markets that have been recorded by researchers. It begins by talking about conventional finance and then analyses conventional theories when those ideas are thought to be insufficient. The significance of behavioral finance is then discussed, as is how it fills a unique gap between standard theories and real-world scenarios.

Keywords: behavioral finance; behavioral oddities; conventional finance theories; rational decision; market efficiency; behavioral biases

DIGITAL MARKETING - PROMOTIONAL STRATEGIES ADOPTED BY THE ORGANISATIONS

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Abstract

Digital marketing strategies have become a critical component of corporate organizations' marketing plans. These strategies are used to reach and engage with their target audiences, increase brand awareness, and drive business growth. Corporate organizations often use a combination of digital marketing strategies, including Search Engine Optimization (SEO), content marketing, social media marketing, email marketing, Pay-Per-Click (PPC) advertising, and influencer marketing. SEO is used to improve the visibility and ranking of a company's website in search engine results pages. This involves optimizing website content and technical performance to make it more appealing to search engines. Content marketing involves creating valuable and relevant content, such as blog posts, videos, and social media posts, to attract and retain a clearly defined audience. Corporate organizations use this strategy to establish themselves as thought leaders and to create a strong brand identity. Social media marketing is used to build relationships with customers and promote the brand's products and services through social media platforms such as Facebook, Twitter, and Instagram. Email marketing involves sending promotional messages or newsletters to a company's email subscribers. This strategy is used to build relationships with customers, increase customer loyalty, and drive sales. PPC advertising is used to drive targeted traffic to a company's website by placing ads on search engine results pages or social media platforms. This strategy involves bidding on relevant keywords and creating targeted ads. Influencer marketing involves partnering with social media influencers to promote a company's products or services. Corporate organizations use this strategy to reach new audiences, build trust, and generate sales. This paper focuses on the use of digital marketing strategies by the corporate organizations reach their target audience, increase their online presence, and achieve their marketing goals. The most effective strategies depend on the business's objectives, target audience, and industry.

Key Words: Digital Marketing, Search Engine Optimization, Pay Per Click

SUSTAINABLE BUSINESS PRACTICES – STRATEGIES FOR SURVIVAL OF BUSINESS

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Abstract

Sustainable business practices have become increasingly popular in recent years as more and more companies are recognizing the importance of reducing their impact on the environment and society while still remaining profitable. Some recent trends in sustainable business practices include: Many companies are setting goals to reduce their greenhouse gas emissions and mitigate the impacts of climate change. This can involve increasing the use of renewable energy, implementing more energy-efficient technologies, and reducing waste. The circular economy model focuses on keeping resources in use for as long as possible and minimizing waste. This can involve redesigning products to be more easily recycled, implementing closed-loop supply chains, and reducing single-use plastics. Companies are recognizing the importance of being socially responsible and are taking steps to ensure that their operations are not harming communities or workers. This can involve fair labor practices, supporting local communities, and addressing human rights issues. Companies are increasingly focusing on ensuring that their entire supply chain is sustainable. This can involve working with suppliers to reduce their environmental impact, addressing labor issues, and ensuring that materials are ethically sourced. Environmental, social, and governance (ESG) investing is becoming more popular as investors are looking for companies that prioritize sustainable practices. This can involve evaluating a company's environmental impact, labor practices, and corporate governance to determine its long-term sustainability and potential for success.

Sustainable business practices are becoming more important as companies recognize the need to operate in a way that benefits both the planet and society. These trends are likely to continue in the coming years as more companies adopt sustainable practices and consumers demand more environmentally and socially responsible products and services. This paper focuses on few of the sustainable practices followed

Key Words: Sustainable Business Practices, Climate Change, Circular Economy, ESG, Sustainable Supply Chain

Free cash flow to firm approach Versus Relative valuation approach in estimating value of the firm and equity

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Abstract:

This paper primarily explains how to find out the fair value of the firm and equity using FCFE based approach of valuation and Relative Valuation approach using various enterprise value and equity value trading multiples. Secondly, this paper reveals the difference between FCFE method of valuation and relative valuation. Finally, this paper reveals the fair value of the firm and equity of National Aluminium Company Limited (NALCO).

Key words: fair value, equity, firm, FCFE (Free cash flow to firm), Relative Valuation.

Employee Attitude and Behavior in Managing Organizational change

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Abstract

Organizational Change management is the process of managing any change in organizational structure, culture or business process. With the ever changing business environment, customer expectations and volatile nature of marketplace, change is imperative in business process to cope up. Change in organizational culture and structure also help organizations cope with change in business processes. The efficient management of organizational change helps cope with business process transformation and give the organization a dynamic outlook. Cultivating not only acceptance, but support, is a necessary component for successfully managing nearly any change within a business. It doesn't matter whether this is a big change or a little one, or whether it is driven by internal processes or the external market, People will need to change for the organization to be a success. People may have to alter their behavior, adopt new mindsets, learn and adapt to new processes and practices, adhere to a different set of policies, or make any number of other changes. All the people involved with the commitment for the proposed change.

Key Words: Organizational Change, Attitude, Behaviour, Change, Management.

Business Ethics and CSR

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Abstract

Business ethics is a kind of applied ethics. It is the application of moral or ethical norms to business. Ethics is a set of principles or standards of human conduct that govern the behaviour of individuals. Business ethics comprises the principle and standards that guide behavior and conduct of the business

A company must have an effective ethics programme to ensure that all employees understand its values.

There is no industry that is not affected by covid-19 pandemic. This pandemic challenges everyone in order to meet the challenges appropriately.

The corporates are now focusing on gaining trust from the consumers... The central point for gaining this trust is the assumption of social responsibility. In this regard, the term corporate responsibly has taken an important meaning.

WHY CSR:

The ultimate objective of any business in not making simply the profit but profitability through the relationship with the customers....The customers even though they did not see directly the person who are behind the product/service, but they trust on the company they are using...That intangible trust and relationship among the consumer and the company thinks of doing something back to the customers. A central point for gaining the trust is the assumption of social responsibility. In this regard the term corporate responsibility taken an important meaning.

OCCUPATIONAL STRESS AND ITS MANAGEMENT AMONG COLLEGE TEACHERS IN KERALA

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Abstract

In the current environment, teaching is not only a rewarding profession but also one that is quite demanding and competitive. Teachers are crucial in helping the people who live in this culture develop moral and social ideals. Without teachers, the educational sector, a crucial one in society, would not be able to function. Teachers play a significant role in society as a result. Present day teachers, particularly those in higher sectors, confront several difficulties. Some of them include improving workplace efficiency and meeting public and governmental demands, as well as being fiercely competitive with others who have the same standing in society. All of these contribute to the stress that instructors experience. Because stress at work can have a terrible or negative impact on teachers' health, personal relationships, and social relationships, it is vital to identify and address these reasons. The purpose of this study article is to comprehend the work-related stress experienced by college instructors. The study, which focused on Kerala, offered insight into the occupational stress experienced by college instructors and made a number of recommendations for reducing that stress. Finding the reasons college professors experience stress is the main goal of this research study. Identification of the effects of stress and the recommendation of various stress management strategies are the secondary goals. This study employs both descriptive and analytical research techniques, as well as primary data gathered via questionnaires given to 134 college instructors in Kerala. The internet, academic journals, and research papers are used to gather secondary data.

Keywords:- Occupational stress, Teachers, Educational sector, Stress Management.

A GLANCE STUDY ON BUSINESS VENTURE AND INNOVATION

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Abstract:

Business venture includes navigation, advancement, execution, anticipating representing things to come, independency, and achievement first and this is the means by which business created. Business is a discipline with an information base hypothesis. It is a result of complex financial, mental, mechanical, lawful and different variables. It is a dynamic and hazardous cycle. It includes a combination of capital, innovation and human ability. Business is similarly pertinent to of all shapes and sizes organizations, to financial and non-monetary exercises. Various business people could have a few normal qualities yet every one of them will have a few unique and extraordinary elements. In the event that we simply focus on the business visionaries then there will be however many models as there are adventures and we can not foresee or plan, how and where, and when these business visionaries will begin their endeavors. Innovation assists a business with lodging to endure when the undeniable trends hit the market; as a matter of fact, innovation energizes the unavoidable trends.

Watchwords: business venture, anticipating, mental, mechanical, innovation.

Entrepreneurship vs. Employment: Perception of Young Graduates in Vijayawada City

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Entrepreneurship and employment are two different career paths that students can choose to pursue after completing their education. While both have their own advantages and disadvantages, the decision to choose one over the other often depends on a student's personal goals, aspirations, and risk-taking ability.

On one hand, employment provides a sense of security and stability, which is often attractive to many students. By working for an established company, students can benefit from a steady income, job security, and access to benefits such as health insurance, retirement plans, and paid time off. Additionally, many students may prefer employment because it requires less initial investment of time, money, and effort. They can start earning a salary immediately and can focus on building their career and gaining experience.

On the other hand, entrepreneurship offers students the opportunity to be their own boss, create their own schedule, and pursue their passion. As an entrepreneur, students can take control of their own destiny, create a product or service that they are passionate about, and potentially earn more money than they would in a traditional job. Entrepreneurship also requires a high level of creativity, innovation, and risk-taking ability. Students who are willing to take on the challenge can benefit from the potential rewards of running their own successful business.

This paper focuses on finding out the perception of commerce and management students of Vijayawada city towards entrepreneurship vs. employment as their future career choice and to investigate the plausible reasons behind their decision. A few influencing factors to go for the option of being an entrepreneur like passion to be an entrepreneur, desire to prove the entrepreneurial abilities, will to be independent, owning a family business and the encouragement provided by the government were considered for the study. The parameters like job security, stable monthly income, less risk, career progress opportunities, not having a family business and not confident of one's entrepreneurial skills were considered as influencers behind the students opting for employment.

Keywords: Entrepreneurship, Employment, Student Perception

A Study on Users Awareness about Selected Financial Assets With reference to Hyderabad

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Abstract

Investments are the current spending of funds in exchange for future rates of return. Investment is the act of using money now to increase its value later. Depending on the level of risk, we have many kinds of investing options, including riskier ones. We have long-term and short-term investing options based on the passage of time. We offer both economic and non-investing options depending on the type of asset. There are risk seekers, moderate risk takers, and risk averters each investor has a distinct level of risk tolerance. A level of investor knowledge regarding particular financial products, such as equity shares, mutual funds, debt securities, derivatives, bonds, and preference shares, is analyzed. In order to examine the effect of all these demographic parameters on investors' awareness about selected financial instruments, this study takes into account a variety of demographic factors, including gender, age, occupation, and income level of investors. This research is carried out in Hyderabad.

Key Words: Equity share, Mutual fund, Derivative

A STUDY ON EQUITY ANALYSIS IN SELECTED MUTUAL FUNDS IN NSE

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Abstract

In India capital market provide various investment avenues to the investors, to assist them to take a position in various industries and to make sure the profitable return. In this paper the performance evaluation of Indian mutual funds is carried out through relative performance Daily closing NAV of different schemes have been used to calculate the returns from the fund schemes. NSE - Nifty has been used for market portfolio. The main objective of this research work is to analyse the financial performance of selected funds. The performance of mutual funds is carried out through statistical tools such as risk and return analysis, Standard Deviation, Sharpe Index. The source of data is association of mutual fund in India. The period of study is April 2019 to March 2022. The researcher found that an investor must consider risk ratios of the fund before investing. The results suggest that most of the mutual fund given return during the study period. Mutual fund is finest avenue for investment in capital market. The findings of this research study are going to be helpful to investors for his future investment decisions.

Key words: NSE, Mutual funds, Return, Risk, Sharpe Index, Standard Deviation.

AN EMPIRICAL STUDY ON YOUNGSTER'S ATTITUDE TOWARDS EQUITY INVESTMENT WITH REFERENCE TO GUNTUR AND KRISHNA DISTRICTS

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Abstract

The investment industry is now considerably more dynamic than it was a decade ago. Stock market investments are now a typical occurrence for all people. The expansion of equities markets in the country is a crucial factor in the growth of the national economy. Global financial market developments have given investors access to a wide range of marketplaces and investment possibilities. Making investment decisions requires extensive analysis, which is not an easy task. To understand the variables affecting investors' investing choices, research has been conducted. The stock market is viewed as an investment vehicle that is ideal for investors of all age groups who want to earn a decent return on their money and are willing to take on some risk. Those that engage in equity shares of various companies are known as equity investors. This research article makes an effort to comprehend how investors view equity shares as well as to investigate and analyse many elements that may affect investors' perceptions. Primary data from equity investors in the Krishna and Guntur Districts was gathered as part of a survey that was run using a google form.

Key words: Investors, attitude, Investment decision, Risk, Return.

Impact of Capital Structure on Financial Performance of FOUR Wheelers Companies in India

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Abstract

This study aimed to examine the relationship between capital structure and financial performance of four-wheel vehicle manufacturing companies in India. The analysis was performed considering all 4-wheeler manufacturing companies listed in the NSE for 10 years from 2011-12 to 2020-21. The econometric model, fixed effects model is used for the analysis according to the Hausman test. The accounting measure, return on equity, was used to measure financial performance.

Keywords - capital structure, financial performance, Return on Equity (ROE), Return on Assets (ROA) the proportion of long-term debt to total assets (DTA), the ratio of long-term debt to equity (DE)

A STUDY ON ROLE OF INDIAN AGRI-EXPORTS IN INTERNATIONAL TRADE

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Abstract

Today, India is not only self-sufficient in respect of demand for food, but also a net exporter of Agri-products occupying seventh position in the world. Lack of Modernization, failure of optimum Policy formulation leads India still to remain agriculture country in the world. At present India achieved first position in production of milk and Pulses, second place in Paddy, wheat, sugarcane, groundnut, vegetables, fruits. we crossed England in international trade with united states of America, unfortunately most of imports are agro based Products like apple, berry, cherry, kiwi fruits, Cheese, Vanilla essence, chocolates. Indian food processing industry is not attained global standards so far, lack of modernization of agriculture sector is the major limitation. Increase in Exports is the only way to get support price to farmers which in turn leads to decrease in financial deficit, increase in foreign exchange reserves and to increase value of rupee.

A STUDY ON INFLUENCE OF SOCIAL MEDIA ON PERSONAL FINANCIAL PLANNING

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Abstract

With the cutting-edge technological tendencies pointing to people having greater capabilities to independently control their financial destiny, the financial information a man or woman possesses will come to be evermore important to create a sustainable financial future. Simultaneously, the growth of social media structures and customers have considerably elevated over the previous ten years, which has allowed humans to find and create infinite forms of content. The potential trouble culminating from those traits is that humans who do not have the vital financial know-a way to make skilled funding alternatives can have the chance to accomplish that. Moreover, if people have a loss of perception approximately economic standards, supplementing their lack of know-how with information and recommendations from social media should lead to people making investment selections based mostly on unknown individuals' critiques.In this study researcher wants to know about the social media impact on financial planning of the individuals.

Key words: Social Media, Financial Planning

WORK-LIFE BALANCE AND IT'S IMPACT ON JOB SATISFACTION WITH SPECIAL REFERENCE TO SCHOOL TEACHERS OF VIJAYAWADA.”

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Abstract

Current changes in society and economy, through global competition and work culture have made employees find difficulty in balancing the two important areas of their life; work life and family life which continually keep them under pressure that directed to dissatisfaction of job, as a result of this would in turn into imbalance in their work and private life. Work-life balance is about people having a measure of control over when, where and how they work. It increases effectiveness as well as improves satisfaction, in both the professional as well as personal lives. The success of any institution based on the performance of its employees, which in turn based on various variables. So, the present study aims to examine the “impact of work life balance on job satisfaction amongst elementary school teachers. The present paper presents a summary of the literature on the value of work –life balance and job satisfaction. The key independent variables work-life balance; long hours of work, pressure/stress on work, intention to change a job, flexible working conditions/environments which serves as an indicator of work-life balance while dependent variable job-satisfaction includes salary level, interpersonal relationship, spend time with family, balance between work and life, staff loyalty as it levers. A survey of 350 school teachers via self-administered questionnaire with the help of quota sampling technique is conducted with the response rate of 83%. Four sets of hypothesis are developed which relate directly to the research question. SPSS is used to perform reliability, descriptive, correlation and regression analysis. The findings suggest that in schools work-life balance has not much impact on teacher’s job-satisfaction. The reason of such results may be due to the uncertain circumstances, the huge rate of inflation and smaller numbers of job opportunities, lack of application of nationwide laws etc. The last section of the paper concludes along with Recommendation to scope for Future Research.

Keywords: work-life balance, job-satisfaction, educational sector, schools, teachers.

WORK PLACE FLEXIBILITY OVER EMPLOYEE AND ORGANIZATIONAL PERFORMANCE- LITERATURE REVIEW

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ABSTRACT: We compare and distinction current abstractizations of geographic point flexibility in order to attain a definition harmonised with its up to date use: 'the ability of employees to create decisions influencing when, where, and for the way long they have interaction in work-related tasks. Next, we tend to situate workplace flexibility in its theoretical contexts to give researchers with a clearer understanding of what workplace flexibility is, what its mechanisms of operation are, and why it's going to be relating to different concepts. Finally, we have a conceptual framework of antecedents and consequences of workplace flexibility, together with illustrative examples of many basic associations from the peer- reviewed literature.

KEYWORDS: Balance of life, Flexible work arrangements, Managing the job, Work place flexibility

CONSUMER LOYALTY IN THE RESTAURANT INDUSTRY: VARIABLES AT PLAY

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Abstract: Ever green industry in the market is Restaurant industry. This study examines which factors influence loyalty of a customer in Restaurant sector. loyalty plays long and vital role in restaurant industry from history of National and International context. The outstanding improvement of people food consumption from restaurants makes competition in this industry has become high. Any industry growth and sustainability in market is mainly depend on maintaining customer loyalty is known recognized. The main motive of this study is how price, quality, quantity, physical environment, service of restaurant influence loyalty of a customer. It examines the power of trust, satisfaction, bond, dedication of customer loyalty in restaurant industry.

Index Terms: Customer Loyalty, Restaurant Industry, Bond, Price, Satisfaction.

Expected and Actual Behaviour of Investor in Behavioural Finance

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Abstract

The subject of behavioural finance examines how psychology affects the actions of investors or financial analysts. The ensuing impacts on the markets are also included. It emphasises the reality that investors are subject to biases, have limitations to their self-control, and are not always rational. The theory behind behavioural finance, a branch of behavioural economics, is that investors' and financial professionals' financial decisions are influenced by psychological factors and biases. Additionally, biases and influences may be the reason for any kind of market anomaly, but particularly stock market anomalies like sharp price increases or decreases. The Securities and Exchange Commission has personnel that are solely focused on behavioural finance since it is such a crucial component of investing. This paper is know the theoretical perspective of expected and actual behaviour of investor in behavioural finance.

Keywords: Behavioural finance, Familiarity, Conformation Bias

THE IMPACT OF HR CULTURE ON EMPLOYEE RETENTION RATES- A STUDY IN PRIVATE SECTOR BANKS

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Abstract

The study aims to review and discuss the retention rates of 100 management postgraduates hired in 10 different private-sector banking and financial institutions over a period of three years. HR culture varied significantly among the organizations. Diversity in HR culture has a significant role in employee retention rates. Employee performance and retention also depend upon the culture nurtured by the HR department in an organization. Potential employees are the medium for the overall growth and development of an organization. Thus, it is the prime responsibility of the HR department to create such an employee-centric culture within an organization that can increase the retention ratio. Private sector banks' HR managers acknowledge the fact that retaining performing & potential employees is the most challenging part of their job. The study is based on primary data including sample surveys and secondary data such as past published literature, and peer-reviewed journals. Regression analysis was used to analyze the data. The outcome of regressions revealed a significant role of HR culture in employee retention. Furthermore, this study offers concentrated directions that will help in the establishment of employee retention strategies and the outgrowth of HR culture.

Keywords: employee performance, employee retention, potential employees, HR culture, employee retention strategies.