



St. Joseph's Degree & PG College
Autonomous - Affiliated to Osmania University
Re-accredited by NAAC with 'A' Grade with a CGPA of 3.49
King Koti Road, Hyderabad, Telangana.

International Conference

On

“An Expedition towards Growth and Sustainability in Commerce and Management – Trends, Challenges and Strategies”

In Collaboration with

Telangana State Council of Higher Education (TSCHE)

18th to 20th December 2015

“Unity is Strength...when there is team work and collaboration, wonderful things can be achieved”. – Matte J.T.Stepanek

The first International Conference which is a landmark in the history of St. Joseph's was organized for three days from 18th to 20th December 2015 in collaboration with Telangana State Council of Higher Education. The theme of the conference was “An expedition towards Growth and Sustainability in Commerce and Management – Trends, Challenges and Strategies”. With the fast developing global trends in commerce and management, it is of paramount importance to meet the ever growing challenges. In this context, the Department of Commerce and Business Management has taken initiative to organize an International conference in areas of Finance & Accounting, Human Resource Management, Marketing and Information Technology especially focusing on growth and sustainability.

The conference offered academicians, researchers, Executives, industry professionals a platform for a proactive expert interaction on insights into emerging trends, challenges and concerns related to contemporary issues in the fields of Finance & Accounting, Human Resource Management, Marketing and Information Technology.

Objectives of the Conference:

- To explore the emerging trends and challenges in the fields of Commerce and Management.
- To provide a platform for Proactive expert interaction.
- To Provide a Forum to Researchers, Academicians and Industry delegates to deliberate on strategies on the issues relating to Finance, Marketing, Human Resource Management and Information Technology.
- To propose strategies relating to sustainable development to the policy makers as an outcome of the conference.

Core Committee of the Conference

Principal

Rev.Fr.Vincent Arokiadas

Directors

Dr.Bharathi

Prof.P.L. Visweswara Rao

Convenor

Dr.N.Srinivas, Associate Professor, Department of Business Management

Co-Convenors

Dr.Sultana Begum, Associate Professor, Department of Commerce

Mrs.N.Srilatha, Associate Professor, Department of Commerce

Organising Secretaries

Mrs.C.Savithri, HOD & Associate Professor, Department of Commerce

Mrs.A.Mary Francina, HOD & Associate Professor, Department of Business Management

Details of the Papers received:

Total No. of Papers received: 200

No of International Papers: 09

No of National Papers: 24

No. of Papers from Telangana State: 167

DAY 1 – 18TH DECEMBER 2015

Inaugural Session

- **President:** Most Rev.Thumma Bala D.D, Archbishop of Hyderabad
- **Guest of Honour:** Prof. Carolyn M. Elliot, University of Vermont, USA
- **Chief Guest:** Mr.Hari Thalapalli, CEO of Call Health, Hyderabad, Telangana, India

The Inaugural session of the International Conference commenced at 10.00 am in Josephs Hall amid cheer and applause. The Dignitaries were Most Rev.Thumma Bala, President of the Conference; Prof. Carolyn M.Elliot, Guest of Honour; Mr.Hari Thalapalli, Chief Guest; Rev.Fr.Vincent Arokiadas, Principal; Rev.Fr.Richard, Vice Principal; Prof.P.L.Visweswara Rao, Director; Dr.Bharathi, Director; and Dr.N.Srinivas, Associate Professor, Department of Business Management and Convenor of the Conference. The inaugural session began with an invocation by the college Choir 'Anna Domini'.The scripture reading was done by Vice Principal, Rev.Fr.Richard.The dignitaries were welcomed and invited on to the dais for lighting of the lamp by Mrs. Danam Tressa, Associate Professor, Department of Business Management and

Mrs.Ritika Waghay, Assistant Professor, Department of Commerce, the sloka was recited by the students.

Dr.N.Srinivas, Associate Professor, Department of Business Management and Convenor of the conference introduced the theme which focuses on the critical issues and effective strategies to meet the growth, development and challenges of our country. He has shared that there was tremendous response in receiving more than 200 papers from the field of academics and industry. Our beloved Principal welcomed the Arch Bishop Most Rev.Thumma Bala, guests of the conference, delegates, faculty and students. He was very glad to celebrate knowledge, share knowledge so that we make a platform where thinking reigns, which makes a difference in the life of an individual, breaks the barriers and to overcome circumstances. Prof.P.L.Visweswara Rao, Director who has shared the objectives of the conference has highlighted how India is the fastest growing market in the world in terms to Technology, Foreign Investment, Aviation industry and the Diamond market. India is the third largest economy giving a wide scope for the young entrepreneurs and also becoming the giant in terms of economic development. It has to be placed on records that 40% of the workforce in Microsoft are Indians. He also recommended to adopt new strategies to bring down inequalities to make India a global market. He has thanked the faculty for the efforts taken to organize the conference.

Dr.Sultana Begum, Associate Professor, Department of Commerce and Co-convener of the conference introduced Most Rev.Thumma Bala to the gathering. His Grace Most.Rev.Thumma Bala released the book of Abstracts and declared the International Conference open. He appreciated the efforts made by the Principal, core committee, staff and students in collaborating with Telangana State Council for Higher Education and making it possible for the first International Conference in the history of St.Joseph's. He has insisted on quality education which would build self confidence among the students and also character formation so that they contribute to the global world .He also said that this Conference has given St.Josephs a new dimension and a new platform for the students to become more innovative and curious learners.

The Guest of Honour, Prof. Carolyn M.Elliot from University of Vermont, USA was introduced by Mrs.C.Savithri, HOD & Associate Professor, Department of Commerce and organizing

secretary of the conference. Prof. Carolyn M. Elliot had shared her rich research experiences of women in India and USA. She has highlighted the different roles played by a woman at home and in the society. Her research was carried out in the states of Telangana and Andhra Pradesh which focused on women sustainability, methods of empowering women, supporting women for higher education. She has said that in this global world, how the self help groups are changing the women from a home maker to an entrepreneur, from a silent worker to a leader who is a contributor to the community development. She also insisted that women should be trained in new skills, given the financial aid so that it increases the self confidence and also generates more professional opportunities.

Mrs.A.Mary Francina, HOD & Associate Professor, Department of Business Management and organizing secretary of the conference introduced the Chief Guest Mr.Hari Thalapalli, CEO of Call Health, Hyderabad to the audience. Mr. Hari Thalapalli has addressed the gathering with his critical points from Evolution to the age of information Technology. He drew the attention on the fast growth of information and technology where change is the key word. In this dramatic shift, access to information has become democratic and access to capital is not a constraint. He has introduced us to two new concepts such as 'Kick Starter' and 'Crowd Funding'. Finally he has stressed on encouraging Exponential thinking among students, enable and encourage entrepreneurial leadership skills and to embrace technology. He concluded by saying that through technology, health care will become patient centric from doctor centric which is the goal of Call Heath. "Either be disrupted or a disrupter".

The inaugural session ended with vote of thanks where all the guests and dignitaries were thanked for their valuable time, contribution and message.









Technical Session I - Human Resource Management

Total No. of Papers received: 67

No. of International Papers: 03 [1 from Germany and 2 from USA]

No. of National Papers: 13 [8 from AP, 4 from Karnataka and 1 from Uttarakhand]

No. of Papers from Telangana State: 51

Resource Persons:

- **Chairperson:** Prof. B. Thrivikrama Rao, Detroit, USA.
- **Co- Chairperson :** Prof. A.Suryanarayana, Dean, Faculty of Management, Osmania University
- **Co-Chairperson :** T. Muralidharan, Founder & Chairman, TMI Group of Companies

The technical session on Human Resource Management was organized in two parallel sessions in Joseph's Hall and Seminar Hall from 12.15 pm to 1.45 pm. The session commenced with a welcome note from Mrs.R.Anita, Associate Professor, Department of Business Management and Dean Academics, that People are an organisations most valuable asset and the only source of lasting competitive advantage for business today. Everything else can be replicated such as products, services, infrastructure, but not people. She mentioned Alfred Sloan quotation who is the great leader of General Motors that "take my assets, leave my people and in five years I'll have it all back", is the basic tenet of organizational life which is heard time and again in corporate corridors. The guests were invited to chair the session. The Chairperson, Prof. B. Thrivikrama Rao was introduced to the gathering by Mrs.R.Anita, and Co-Chair persons, Prof.A. Suryanarayana and T. Muralidharan were introduced by Mrs. Sumitra Pujari, Assistant Professor, Department of Commerce.

Prof B. Thrivikrama Rao, Chairperson, addressed the delegates that HR plays an important role in an organisation and is an end to end process which starts from Selection, Recruitment to Retirement. He also stressed on the importance of innovation, use of new tools and techniques which a leader should adapt so that he has a better identity and position in the market. He also emphasized on adapting new teaching methodologies so that teaching is made learner friendly. Mr.T. Muralidharan, Co-Chairperson of the session emphasized on leadership and technology and also mentioned that, 'leaders are not made by looks but through the apt knowledge' and also stressed that teachers need to be informative, a good motivator and inspirer. Prof. Suryanarayana, Co-Chairperson mentioned that HR is the core of the organization which looks into work culture, change and functions of an organisation.

There was a Question Answer session which has given clarifications to the various queries raised by the delegates and participants. Prof.B.Thrivikrama Rao, the Chairperson has appreciated the participants who presented the papers with great enthusiasm. The Co-Chairperson, Mr. T. Muralidharan suggested that more number of papers need to be presented on the contribution made by the employee to the organisation and appreciated the paper on Self Management. He also insisted that more time to be taken by paper presenters to present how the conclusion is arrived at rather than just conclusion. Prof. A.Suryanarayana, the Co-chairperson gave insights on the papers presented by students and said that inculcating right values can avoid sexual harassment at work place. Recruitment process needs to be transparent and also stated the differences between plans, objectives and policies. Finally the delegates and participants were given the feedback forms and the session came to an end with felicitation of dignitaries by the Director, Prof.P.L.Visweswara Rao.

The following are the details of 16 papers presented:

<i>S.No</i>	<i>Name of the Participant</i>	<i>Designation</i>	<i>Organistion/Institution</i>	<i>Title of the Paper</i>
1	Dr. Deepika	Associate Prof.	BVRIT	Self Management - A special connect with emotional Intelligence
2	Anita D'Souza	Assistant Prof.	Badruka PG College	A study on importance of self Defence Training (With Special Reference to Working Women in Hyderabad)
3	L.Sudhakar	Lecturer	Sri Chaitanya Group of Institutions	Job satisfaction of bank employees - A study on State Bank of India in Warangal District
4	1.Kameshwari 2.Narendra	Students	Vigyan Institute of IT	Workforce Diversity Management
5	N.Lakshmi	Assistant Prof.	St.Joseph's Degree & PG College	A Study about Mathematics teachers under stress
6	1.Harshita Modi	B.Com Students	St.Joseph's Degree &	Stress Management

	2.Netal Jain		PG College	
7	1.Mrs. Anantha Laxmi 2.Ravin 3.Rachana	Assistant Prof. and B.Com students	St.Joseph's Degree & PG College	Recruitment, Reward and Retention
8	1.Mrs. Sumitra Pujari 2 Aman Kumar 3.Pulkit	Assistant Prof. and B.Com Students	St.Joseph's Degree & PG College	Employee Risk Management
9	Shaik Ahmed	B.Com Student	St.Joseph's Degree & PG College	Building High Performance Teams
10	1.Sneha Jasapara 2.ShubhangiKodag	BBA III Year Students	St.Joseph's Degree & PG College	Leadership during times of complexity
11	1.A.Danam Tressa 2.Mohammed Imran	Associate Prof. and MBA Student	St.Joseph's Degree & PG College	A Study on Challenges of H. R in 2020 for organisations
12	Ms.Neha Gabriella D'Souza	student	St. Francis College	Correlation of Stress and Corporate Governance
13	1.Y.S.S Monisha, 2.P.SudhaMounika	MBA II Yr Student	Vignan Institute of IT	A Paper on Change Management
14	1.P.Bhagyasri 2.D.S.S.Nikitha	MBA II Yr student	Vignan Institute of IT	A Paper on Recruitment and Retention
15	K. Deepthi	Student	OUCCW	Leadership during time complexity changes
16	1.Mrs.Aparna Sathe, 2.MonishKalyani, 3.ShouryaTeja	Assistant Prof.& B.Com Students	St. Joseph's Degree & PG College	Sexual Harassment at the Workplace





Technical Session II – Information Technology

Total No. of Papers received: 43

No. of International Papers: 02 from USA

No. of National Papers: 03 from Andhra Pradesh

No. of Papers from Telangana State: 38

Resource Persons:

- **Chairperson:** Prof.B.Karunakar, Founder Director; Narseemonjee Institute of Management Studies.
- **Co- Chairperson:** Dr. Chetan Srivastava, Associate Prof., Department of Business Management, University of Hyderabad.
- **Co-Chairperson :** Mr.G.Chandra Shekar, Manager, Business Development, Accenture, USA

The technical session on Information Technology was held in Joseph's Hall from 2.30 pm to 4.00 pm. The session commenced with inviting the Guests by Mrs. Shanti Kiran, Assistant Professor, Department of Commerce. The Chair person Prof.B.Karunakar was introduced by Mr. Joseph Rajkumar, Associate Professor, Department of Computer Science. The Co-chairperson Dr. Chetan Srivastava was introduced by Mrs.J.N.P.P.Anantha Lakshmi, Assistant Professor, Department of Commerce and the Co-chairperson, Mr.G.Chandra Shekar was introduced by Ms. R. Lavanya, Assistant Professor, Department of Business Management.

The chairperson of the session Prof.B, Karunakar shared his insights on evolution of Information Technology, growth of Information Technology giving way to digital way of doing things, SMAC (Social Mobility Analytical Cloud Computing) and difficulties of research in the field of information technology in the contemporary world. The Co-chairperson, Dr. Chetan Srivastava shared his thoughts on the significance and role of information technology, impact of E-business giving rise to E-Governance and E-Relationship management with suitable examples like E-Puja, E-Rakhi and E-Business conventions. He stated that E-Business =Strategy + Strong Team +

Technology. Mr. Chandra Shekar, Co-chairperson of the session shared his insights on various strategies applied in information technology and said that there is a need for the youth to concentrate on better utilization of information tools not only for self development but also for societal development. He shared his experiences on information technology and how Indian companies are becoming leaders in digitalization.

The resource persons were invited to give their insights on the papers presented. The Chair person, Prof.B. Karunakar appreciated the team work of the IT track co-coordinators. He suggested the participants to manage their time by restricting the number of slides during presentation and also positive use of information network tools. He appreciated the presentations on Reinventing of IT in rural development and importance of converting “Smart villages into smart cities” through overall infrastructure development and advancement of technology. He also highlighted about the job satisfaction in the employees of SBI by use of information Technology. Dr. Chetan Srivastava, the Co-chairperson appreciated the participants for their up to date information on the current trends and challenges, use of ICT techniques and also its sustainability. He stated that it is the responsibility of the youth to make use of information Technology to enhance their knowledge. He also appreciated the students for their dynamic approach and interest in the research. The Co. chairperson of the session, Mr.G.Chandra Shekar highlighted on the growth and trends of E-Commerce in the current scenario and how the youth have to diversify themselves to face the challenges in MNC’s. Finally the dignitaries were felicitated by the Principal, Rev.Fr.Vincent Arokiadas and vote of thanks was given by Mr. Joseph Rajkumar, Associate Professor,Department of Computer Science.

The following are the particulars of the 19 papers presented:

<i>S.No</i>	<i>Name of the Participant</i>	<i>Designation</i>	<i>Institution/Organization</i>	<i>Title of the Paper</i>
1	1.Shaheda Khan 2.G.Meghna	Students	St.Joseph's Degree & P.G College	The Internet and Sustainable Development
2	N.Renuka	Research Scholar	S.K.D University	Emerging Trends In E-Commerce
3	P.Shirisha	Research Scholar	Osmania University	Emerging Trends In E-Commerce
4	Saurabh Kumar Gupta	Student	Avinash College Of Commerce	E-Commerce Trends

5	1.C.Neelaveni 2. N.Moulika	Students	Sardar Patel College	E-Banking Benefits & Challenges in Indian Economy
6	1.Aashritha.A 2. Zahra.G	Student	St.Joseph's Degree &P.G College	Big Data
7	V.Durga Prasad	Research Scholar	P.G College, Osmania University	E-Commerce
8	Rajender Kandukuri	Research Scholar	P.G College, Osmania University	E-Commerce
9	P.Shyam Sunder Goud	Research Scholar	University college of commerce & Management, Osmania University	E-Commerce
10	I.Murali Krishna	Research Scholar	Acharya Nagarjuna University	E-Shopping Trends in India - Problems & Prospects
11	1.B.Chandra 2.A.Ramana Murthy 3.Rahul	Academician & Students	Vignan Institute Of Information Technology	E-Governance
12	Dr.T .Archana Acharya	Academician	Vignan Institute Of Information Technology	E-Commerce A Paradigm Shift From Seller To Buyer
13	K.Haritha	Student	St.Joseph's Degree &P.G College	Search Engine Marketing in 2016
14	1.Dr.P. Sekhar 2.K.Pushpa Latha	Research Scholars	P.G College, Osmania University	Smart Cities , Digital Infrastructure & E- Governance Processes
15	1.Dr.B. Amarender Reddy 2.P.Sathya Sai Laxmi	Research Scholars	P.G College, Osmania University	Reinventing ICT in Governance: An Reengineering Perspective
16	Y.S. Kiran Kumar	Research Scholar	Telangana University	New Trends in Indian Industry by ICT Enablement of Governments
17	1.Shiva Rao 2.Jeetesh Pandey	B.Com Students	St.Joseph's Degree &P.G College	E-Governance
18	1.S.B.Farheen Fathima 2.Ch. Padmaja	Academics	Pragathi Mahavidyalaya	Impact if IT on Hr Function-A Review
19	Jaffer Ather	Student	St.Joseph's Degree &P.G College	Growth of E-Commerce - A Case Study Of Amazon





Cultural Vista

The first day of the International Conference came to an end with the colorful 'Cultural Vista' which commenced at 5.00 pm. It was hosted by Mrs. Danam Tressa, Associate Professor, Department of Business Management and Mrs. Ritika Waghay, Assistant Professor, Department of Commerce. Every good thing begins with God's Blessing. Our student Prabhu and his team invoked God's blessing through a prayer song. The essence of India is in the confluence of its culture where languages and religions come together to form one entity. 'Indian Classical dances' are the vibration of the mind and soul which was in the form of welcome dance, was a symbol of communication which brought out the innermost feelings. Another aspect of India is the 'folk dance' which has variations and multiplicity in terms of themes, forms and styles. The girls have come up with a medley of folk dance. Another very good foot tapping dance, the 'Telangana Tigers' was very unique in itself. 'Western Dance' is a genre that has been hard to define and our boys have really rocked the show with beautiful co-ordination. 'Western fusion' which represents 'Incredible India' really made the evening a memorable one. The cultural extravaganza also had many group songs from the old classical hits of Tollywood and Bollywood. The cultural evening ended with singing of National Anthem.

The following were the Cultural Programmes:

- Prayer Song by Prabhu and group.
- Welcome Dance – Indian Classical
- Folk Dance
- Western Dance
- Dance by Telangana Tigers
- Group Songs by Prabhu and group
- Western Fusion – Incredible India.





DAY 2 - 19TH DECEMBER 2015

The Second day of the International Conference commenced with Technical session on Finance and Accounting, followed by Technical session on Marketing

Technical Session III – Finance & Accounting

Total No. of Papers received: 55

No. of International Papers: 02 from Kuwait

No. of National Papers: 07 [5 from AP, 1 from Karnataka and 1 from Haryana]

No. of Papers from Telangana State: 46

Resource Persons:

- **Chairperson:** Prof. S.V. Satyanarayana, Head Dept. of Commerce , Osmania University
- **Co- Chairperson:** Dr.V.Sudha, Asst.Prof, Dept of Business Management, Osmania University
- **Co-Chairperson:** Mr.Prabhakar Rao Kotapati, Senior Director , S &P Capital IQ
- **Co-Chairperson:** Prof.Badiuddin Ahmed, Head Dept. of Commerce , Moulana Azad National Urdu University

The technical session on Finance and Marketing was held in Seminar Hall from 9.30 am to 11.30 am. The session commenced with prayer by Vice Principal Rev.Fr.Richard.The Resources persons were welcomed by Mrs. Mary Vinaya Sheela, Associate Professor, Senior Faculty, Department of Commerce followed by introduction of the Chairperson Mr.S.V.Satyanaryana. The Co-Chairpersons Dr.V.Sudha and Mr.Prabhakar Rao Kotapati were introduced to the gathering by Mrs.Y.Geethanjali and Ms.Rafia Begum, Assistant Professors, Department of Commerce respectively and the Co-Chairperson Prof. Badiuddin Ahmed was introduced by Mrs.Sangeeta Thakur, Assistant Professor,Department of Business Management.

The Chairperson, Prof.S.V.Satyanarayana appreciated the objectives of the Conference and gave his insights on recent trends in accounting and finance. He stressed on updating the curriculum with latest strategies which helps the students in terms of learning and also overall development. The Co-chairperson Dr.V.Sudha highlighted the need and importance of financial accounting in our day to day life and said that students must be engrossed to new concepts which help in better learning. Mr.Prabhakar Rao Kotapati, the Co-chairperson discussed on the current trends, strategies and challenges faced by the companies globally and also stressed on the importance of IFRS and the need of including it in the curriculum. He also said that the faculty and students must get updated of the latest business operations.

After the paper presentations, the resource persons were invited to give their insights. They emphasized on review of literature and also explained about designing the structure of research paper. They advised the faculty to elevate their teaching skills to suit the new trend. They appreciated the students for their marvelous presentation and suggested on pictorial presentation of facts. They also suggested that the papers need to be further refined for publication.

Feed back was collected from the participants and the dignitaries were felicitated by vice principal, Rev.Fr.Richard as token of love. The session came to an end with vote of thanks given by Mrs.Sangeeta Thakur, Assistant Professor, Department of Business Management.

The following are the details of 23 Papers presented

<i>S.No</i>	<i>Name of the Participant</i>	<i>Designation</i>	<i>Organization/Institution</i>	<i>Title of the Paper</i>
1	J.Jayapradha	Assistant Prof.	Badruka PG College	Preventive Measures for minimising losses in Indian Insurance Sector- The Role of Forensic Accounting
2	H.Radhika	Assistant Prof.	Badruka College	Investors perceptions & preferences towards mutual fund investment in Hyderabad
3	Sanjay Upadyay	BBA Student	St.Joseph's Degree & PG College	Ethics: The foundation of Good Business

4	Urvasi Patel	BBA Student	St.Joseph's Degree &PG College	Ethics: The foundation of Good Business
5	Dr.B.Sandhya Rani	Assistant Prof.	Koti Women's college	Adoption of IFRS- A study of G20 countries
6	Mohd. Sadat Shareef	Faculty	Moulana Azad National Urdu University (MANUU)	Financial Crises in Agricultural Growth with reference to Farmers suicide
7	M. Akshay Sai Kumar	B.Com student	St.Joseph's Degree & PG College	Forensic Accounting – its influence on Economic sustainability
8	Ms.Pavani	Assistant Prof.	Vignan Institute of Information Technology	Forensic Accounting
9	A.Ramana Murthy	Student	Vignan Institute of Information Technology	Forensic Accounting
10	Mitesh Kadakia	Assistant Prof.	Badruka College	Green Banking - A Sustainable initiative
11	D.K.V.Aishwarya	B.Com student	St.Josephs Degree and PG College	A Research on Forensic Accounting -Need of the hour
12	Anusha Mary Francis	MBA Student	St.Josephs Degree and PG College	A study on environmental accounting a comparative analysis between Honda & ONGC
13	Raj Kunwar	B.Com student	St.Josephs Degree and PG College	Foreign Direct Investment and Indian Economy
14	Kandregula Venkat Siva Rajesh	Student	Vignan Institute of Information Technology	Fraud Management
15	Kuppa SreenivasRaju	Student	Vignan Institute of Information Technology	Fraud Management
16	K.V.S Praveena	Assistant Prof.	School of Mgt Studies VIIT	Human Resource Accounting
17	B.Bala Nagasree	student	School of Mgt Studies VIIT	Human Resource Accounting
18	D.RajGopal	JRF Research	Dept. of Commerce	Financial Reporting in Global

		Scholar	Osmania University	Companies with respect to IFRS- A Case Study of WIPRO Ltd
19	Dr.V.Sudha	Assistant Prof.	Osmania University	Funding Sources for Technology Start Up's
20	Ramesh Vavilala	Research Scholar	Osmania University	Indian Financial Reforms
21	Syed Khaja Sufiuddin	Faculty	Moulana Azad National Urdu University(MANUU)	Capital Structure mix and profitability
22	Alaa Adel Alshebani	Student	Osmania University	Islamic Banking
23	Khudsiya Zeeshan	Research Scholar	Osmania University	Impact of private equity in the growth of Indian Economy







Technical Session IV – Marketing

Total No. of Papers received: 35

No. of International Papers: 02 (1 from UK and 1 from Oman)

No. of National Papers: 01 from Karnataka

No. of Papers from Telangana State: 32

Resource Persons:

- **Chairperson:** Prof.V.Venkatramana ,Former Dean, School of Management studies, University of Hyderabad
- **Co- Chairperson:** Dr.R.Sampat Kumar, Assistant Professor, Department of Business Management, Osmania university, Hyderabad
- **Co-Chairperson:** Mr.G.Krishna Prasad Cheruku, CEO and Co Founder, 3D group of Companies, Hyderabad

The technical session on Marketing was held in Seminar Hall from 12.00 pm to 1.30 pm. The session commenced with inviting of guests by Mrs. Aarati Samala, Assistant Professor, Department of Commerce. The Chair person, Prof.V.Venkatramana was introduced by Mrs.Sreelakshmi, Assistant Professor, Department of Commerce. The Co-chair person

Dr.R.Sampath Kumar was introduced by Mrs.Sudha Ramani, Assistant Professor, Department of Commerce and the Co-chairperson Mr.G.Krishna Prasad was introduced by Mrs. Molly Chaturvedi, Assistant Professor, Department of Business Management.

The Chairperson, Prof.V.Venkataramana appreciated the amalgamation of the academicians and industry experts for this conference. He stated that now a days ,innovation in marketing is of utmost concern to the marketer and the topics such as Green marketing ,Societal marketing and Service marketing is the need of the hour. He concluded his introductory remarks with a quote on marketing “If you make a good product, customer will come back but if you make a bad product then product will come back”. The Co-chairperson Dr.R.Sampath Kumar mentioned that research in marketing field helps the marketer to understand the market and to satisfy customer demands. He also stated that supply chain management and logistics management play a significant role in marketing, without which companies cannot sell their products effectively. The Co-chairperson, Mr. G.Krishna Prasad, stated that academicians and industry experts have to interact on a regular basis as it is important for educational institutions to know the industry needs. He said that there are more challenges in marketing and only through optimum utilization of resources companies can grow and develop.

After presentation of papers, the resource persons were invited to give their expert comments on the papers presented. The Co-chairperson Dr.R.Sampath Kumar applauded the college for organizing the conference. He appreciated the papers presented by the participants and also suggested few changes in the recommendations given by paper presenters. He also said that it would be better if participants present the papers in person rather than in absentia. The Co-chairperson Mr. Krishna Prasad congratulated the participants for presenting latest topics in the field of marketing and also mentioned that more emphasis must be given to primary data rather than secondary data. The session came to an end with felicitation of the dignitaries.

The following are the details of 7 papers presented:

<i>S.No</i>	<i>Name of the Participant</i>	<i>Designation</i>	<i>Institution/Organization</i>	<i>Title of the Paper</i>
1	Dr.T.S.Poornachandrika	Assistant Prof.	School of Management studies, CBIT	“Service marketing –Issues and challenges in a globalised economy
2	Mrs.Padmasree	Associate Prof.	St.Joseph’s Degree & PG College	“The impact of language in emerging markets”.
3	Ms.D.Sandya Rani	Assistant Prof.	Sagar institute of Technology, Hyderabad	Green marketing & its impact on the organisation
4	Mrs.Sugunasheela	Associate Prof.	St.Joseph’s Degree & PG College	Ethical values in Gold buying with special reference to Punjagutta
5	Ms.Jovita Raudrix	Alumni	St.Joseph’s Degree & PG College	Creating & Sustaining customer value
6	Mr.Vedant	Student	St.Joseph’s Degree & PG College	Innovation in marketing and product development; reference with the case study of Apple
7	Ms.Sanobar	Student	St.Joseph’s Degree & PG College	Climate Change (Management topic)





After the two technical sessions, there was a photo session with Dignitaries, Guests and staff of St. Josephs College.



Valedictory Ceremony

- **Guest of Honour:** Prof. T. Papi Reddy, Chairman, TSCHE
- **Chief Guest:** Mr. Adhar Sinha, IAS, Principal Secretary GAD, Government of Telangana

The Valedictory Ceremony commenced at 3.30 pm with welcoming and inviting the Dignitaries on to the dais by Mrs. Danam Tressa, Associate Professor, Department of Business Management and Mrs. Ritika Waghay, Assistant Professor, Department of Commerce. The Dignitaries were Mr. Adhar Sinha, IAS, Principal Secretary GAD, Government of Telangana State, Chief Guest; Rev. Fr. Vincent Arokiadas, Principal; Rev. Fr. Richard, Vice Principal; Prof. P. L. Visweswara Rao, Director; Dr. Bharathi, Director; and Dr. N. Srinivas, Associate Professor, Department of Business Management and Convenor of the Conference. The conference started with feedback from Guests and students about the conference. The international conference was very unique in itself as it has given an opportunity for very first time for the students to present papers. They have expressed their gratitude to make their dream come true where they need not travel to other countries to present their papers. It was really a very good session where innovative knowledge and practical ideas were shared from parts of the country and the world on the same platform. They insisted to boost up entrepreneurship so that they would be great global leaders. Faculties from various colleges have congratulated St. Josephs for their commendable work done.

Our beloved Principal Rev. Fr. Vincent Arokiadas welcomed all the guests, members of the college and delegates for the valedictory ceremony. He expressed his joy filled feeling about great and growing thoughts being exchanged. He has mentioned that life should be balanced with responsibilities, where our Chief Guest Mr. Adhar Sinha, IAS stands as an example of excellence. He placed it on record that this conference has given the participants an edge and an added value. He also appreciated the core committee for all the efforts and contribution they have made from past six months to make this conference a great success.

Our College Choir “Anna Domini” led us into the welcome prayer song, followed by summary of the conference read by Mrs. N. Srilatha, Associate Professor, Department of Commerce and

Co-Convenor of the conference. The outcome of the conference was read by Dr. Sultana Begum, Associate Professor, Department of Commerce and Co-Convenor of the conference.

Mrs.C.Savithri, HOD & Associate Professor, Department of Commerce and organizing secretary of the conference introduced the chief guest Mr. Adhar Sinha, IAS, Principal Secretary GAD, Government of Telangana State. The chief guest has expressed his proud privilege to be part of this international conference. He mentioned that education cannot be separated from the past, many great personalities have left their professions to join Mahatma Gandhi to achieve independence. He insisted that quality education is the seed of nation's destiny. Educated persons should be at the fore front to bring change in the country. He urged the students to vote for things they don't want. He said that information cannot be monopolized because today in most of the IT companies, the CEO's are Indian. It shows our strength and knowledge when compared to other countries. He finally concluded by saying that education and jobs are linked where educated Indians can grow and challenge the world.

Dr.Mrs.Bharathi, Director, St.Josephs congratulated all the staff and students for their incredible work and stressed on the researchers bent of mind which will help in innovative thinking. Dr.N.Srinivas, Associate Professor, Department of Business Management and Convener of the conference proposed the vote of thanks followed by distribution of certificates to the participants by the chief guest. The second day of the Conference concluded with the singing of National Anthem.







DAY 3 – 20TH DECEMBER 2015

The International Conference came to an end with the Tour of Hyderabad City on the last day, 20th December 2015.

The Conference was an enriching experience for all the participants as it could gather multiple perspectives of eminent academicians and industry experts on the Dynamics of Growth and Sustainability for reshaping the global future.

Report prepared by:

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