

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.**

DEPARTMENT OF COMMERCE

Organized

2nd International Conference

In Collaboration with

International Skill Development Corporation (ISDC)

On

“Global Opportunities and Challenges in Commerce”

ICGOCC - 2018

19th to 21st January 2018

Prepared by:

1. Miss. M. Debora

(Assistant Professor, Department of Commerce)

2. Mrs. Pauline R. Joseph

(Assistant Professor, Department of English)

“Coming together is a beginning, keeping together is progress and working together is success”. – Henry Ford

As part of Vicennial Celebrations, Department of Commerce organized 2nd International Conference in collaboration with International Skill Development Corporation (ISDC) for three days from 19th to 21st January 2018. The theme of the conference was “Global Opportunities and Challenges in Commerce”. With the developing global opportunities in Commerce, it is of paramount importance to meet the ever growing challenges. In this context, Department of Commerce has taken an initiative to organize International conference in the areas of Accounting & Finance, Banking & Insurance, IT, General Management & Tourism, Human Resource Management and Marketing.

The Conference offered a great opportunity for the confluence of knowledge emanating from Academia, Industry, Research Scholars and Practitioners to present and discuss the most recent innovations, trends as well as practical challenges encountered and solutions adopted in the field of Commerce. The Conference also provided an excellent platform in bringing in the new techniques and horizons that will contribute to the advancements in Commerce in the coming years.

Objectives of the Conference

- To explore the opportunities and challenges in the field of Commerce.
- To provide an excellent platform for the global participants to further their research and immensely benefit from the same.
- To provide an opportunity to 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 Accounting & Finance, Banking & Insurance, IT, General Management & Tourism, Human Resource Management and Marketing.
- To propose strategies for sustainability and reshaping the global future as an outcome of the conference

Core Committee of the Conference

Principal & Convenor

Rev.Fr.Dr.Vincent Arokiadas

Co-Convenors

Dr. R.Anitha, Dean, Academics

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

Secretary

Mrs. R.Sree Lakshmi, Senior Faculty, Department of Commerce

Co-Ordinators

Mrs. Mary Vinaya Sheela, Senior Faculty, Department of Commerce

Mrs. Y.Geethanjali, Senior Faculty, Department of Commerce

Mrs. Sumitra Pujari, Senior Faculty, Department of Commerce

Details of the Papers received

- **Total No. of Participants registered: 198**
- **Total No. of Abstracts received: 163**
- **Total No. of Full Papers received: 131**
 - No of International Papers: 02 [USA: 1 & Saudi Arabia: 1]**
 - No of National Papers: 13 [Andhra Pradesh: 6, Tamil Nadu: 2, Karnataka: 3, Rajasthan: 2]**
 - No. of Papers from Telangana State: 116**
- **Total No. of Papers Presented: 65**

DAY 1 – 19TH JANUARY 2018

Inaugural Session

- **Chief Guest:** Mr.Bankey Behari Agarwal, Chief Commissioner, GST & Customs, Hyderabad Zone, Telangana
- **Guests of Honour:** 1.Mr. Manas Mohanty, General Manager, HRMD, Reserve Bank of India, Hyderabad, Telangana
2. Ms. Bhavani Jois, Head, Internal Audit & SOX, Infosys Ltd.

The Inaugural session of the 2nd International Conference commenced at 10.00 am in Jubilee Hall amid cheer and applause. The Dignitaries were Mr.Bankey Behari Agarwal, Chief Guest; Mr. Manas Mohanty and Ms. Bhavani Jois, Guests of Honour; Rev.Fr.Dr.Vincent Arokiadas, Principal & Convenor of the Conference; Rev.Fr.Thumma Solomon, Secretary & Correspondent and Prof.P.L.Vishweshwar Rao, Director. The inaugural session began by invoking God's blessings with a prayer song by the college Choir 'Anna Domini'. Mrs.R.Sreelakshmi, senior faculty and Secretary of the Conference briefed the delegates about the History of the College, achievements of the Commerce Department and objectives of the Conference. The dignitaries were welcomed and invited on to the dais for lighting of the lamp with reciting of Shloka. Mrs.Y.Geethanjali, senior faculty and Coordinator of the Conference introduced the Principal Rev.Fr.Dr.Vincent Arokiadas to the gathering. Our beloved Principal welcomed the Chief Guest and Guests of Honour and placed on record, the kind of contribution and efforts they have put in to take India to great heights. He said that it was a privilege and great honour to have such pioneers amongst us.

Mrs.N.Srilatha, HOD & Associate Professor and Co-Convener of the Conference introduced the Chief Guest Mr.Bankey Behari Agarwal to the audience who was a committee member of GST Model Law. The Chief Guest complemented the College for the successful journey in rendering quality education since 20 years. He gave a comprehensive insight and overview on GST, its relevance, features, challenges and opportunities highlighting and emphasizing its journey. He stated that Indian Tax System which was known to be complex in the world was made simple by

making it as one tax replacing 17 other taxes. He said that features of GST are Single Interface, completely Automated, very Responsive and Consultative. He also mentioned that Telangana is the first state in India to introduce GST Seva Kendra and GST Rath. He made a special appeal to the young students to be law abiding and not to be tax avoiders so that Government can reduce tax rates. He said that every student should be an active agent to bring about social change in the economy. He mentioned about the openings for Finance and Commerce Professionals to become GST Practitioners and be Suvidha Providers making the citizens aware and execute GST. He concluded the speech by stating that though GST is a 6 month old tax system, every citizen of India must work collectively to make it work.

The Guest of Honour, Mr. Manas Mohanty was introduced to the gathering by Mrs. Mary Vinaya Sheela, senior faculty and Coordinator of the Conference. He began his address by quoting the Biblical verse "The Meek inherits the Earth". He emphasized that to meet the challenges of this complex world, one needs to move from Complexity to Simplicity, Disconnectedness to Connectedness, be Meek, give respect and be a continuous learner. He said that the current education system must enhance the student's analytical skills, help them to collaborate, communicate and be generous and understanding towards one another. He concluded by stating that technology cannot replace values, one should learn to give and take, share and care to make the world a better place to live in as a family. Mr. B. Satyanarayana Rao, Associate Professor and Controller of Examinations introduced the Guest of Honour, Ms. Bhavani Jois to the audience. She is an international personality with rich experience of three different countries Malaysia, United Kingdom and India. She said that in today's techno savvy world, emotional connectivity cannot come through technology and one must have the ability to be a good communicator and skill to bring meaning to the data. With her dynamic international experience, she urged the audience to build and practice empathy and also to develop their soft skills. She also highlighted the integration of ethics in Commerce to become extra ordinary Professionals.

The inaugural session concluded with vote of thanks proposed by Dr. R. Anitha, Dean, Academics and Co-Convenor of the Conference followed by felicitation of the dignitaries with shawl and mementos by our beloved Principal and Correspondent.











Technical Session I – Accounting & Finance

- **Total No. of Participants registered: 59**
- **Total No. of Abstracts received: 49**
- **Total No. of Full Papers received: 36**
 - No. of International Papers: Nil**
 - No. of National Papers: 03 [Andhra Pradesh: 02 and Tamil Nadu: 01]**
 - No. of Papers from Telangana State: 33**
- **Total No. of Papers Presented: 17**

Resource Persons

- **Dr. A.Patrick, Department of Commerce, University College of Commerce & Business Management, Osmania University, Hyderabad**
- **CMA Bhogavalli Mallikarjuna Gupta, Founder of India-gst.in**

The technical session on Accounting and Finance was held in Chapel Hall from 11.30 am to 1.30 pm. Mrs. Mary Vinaya Sheela, senior faculty and Coordinator of the Conference welcomed the resources persons and the participants to the technical session. The resource persons Dr.A.Patrick and CMA Bhogavalli Mallikarjuna Gupta were introduced to the gathering by

Mr.Pulipaka Vasanth Vikas, Assistant Professor and Mrs. O.S.Suguna Sheela, Associate Professor respectively.

Dr.A.Patrick in his address marked the importance on aspects such as Capital market, Forensic Accounting, IFRS, International Finance, Crypto currencies, Bitcoin etc. He suggested the participants to focus on objectives, methodology, findings and conclusion. CMA Bhogavalli Mallikarjuna Gupta had an interactive session with the audience on GST, its origin, challenges in implementation and measures to make better India. After the presentations, the resource persons were invited to give their insights on the papers presented. They were pleased with the selection of topics and appreciated the participants. The session came to an end with vote of thanks followed by felicitation of the guests with mementos.

The following are the details of Full Papers:

S.No	Name of the Participant	Designation	Name of the Institution	Title of the Paper	ISSN /ISBN/ Presentation
1	1. Ms.A.E. Glory Sharon	Student	Loyola Academy Degree & PG College, Secunderabad	A Study on Forensic Accounting	ISSN/ISBN
	2. Mr.Siddharth	Student			
2	Mr.K. Kiran	Research Scholar	Acharya Nagarjuna University, Guntur, Andhra Pradesh	Challenges to Financial Inclusion in India: The Case of Andhra Pradesh	ISSN/ISBN
3	1.Mr.Sughosh Anney	Student	Loyola Academy Degree & PG College, Secunderabad	Crypto Currency	ISBN
	2.Mr.Boga Sai Rathan	Student			
	3.Mr.Rajakumar Nithish	Student			
4	1.Mrs. N.Supriya	Faculty	St.Ann's College for Women, Hyderabad	Demonetization – It's impact on Common Man	ISSN/ISBN
	2.Ms. Asra Sultana	Faculty			
5	1.Mr.Nitin Pandey	Student	Loyola Academy	Foreign Direct Investment	ISBN

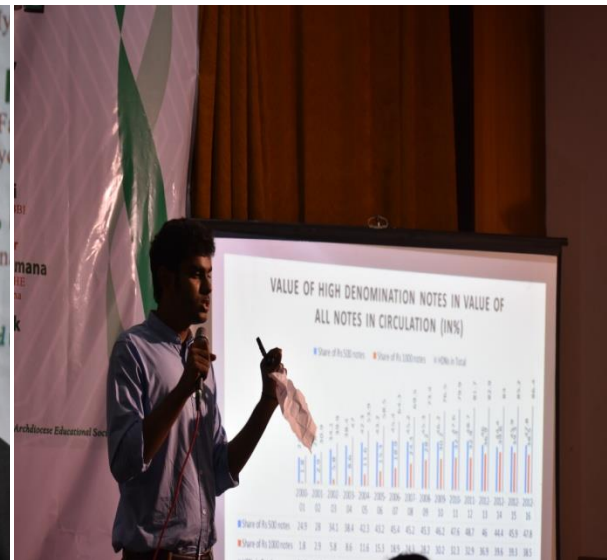
	2.Mr.Hitesh Choudhary	Student	Degree & PG College, Secunderabad	(FDI) in India	
6	1.Dr.D.Ramesh Kumar	Assistant Professor	Sri Ramakrishna College of Arts and Science, Coimbatore, Tamil Nadu	FDI Promotions and advancement through Make In India Programme	ISSN/ISBN
	2.Dr.R.Geetha	Professor & Head			
7	Dr.B.Bondyalu	Assistant Professor	SR & BGNR Govt. Degree & PG College, Khammam	Goods and Service Tax (GST) - Impacts on Five Key Sectors of Indian Economy	ISSN/ ISBN
8	1.Mr.N.Anil Kumar	Student	Loyola Academy Degree & PG College, Secunderabad	GST – The Business Vision Forseen	ISSN/ISBN
	2.Mr.Ashish Kumar	Student			
	3.Mr.Harsh Choudhary	Student			
9	1.Mr.Syed Jaffer	Associate Professor	Deccan School of Management, Hyderabad	Performance Evaluation of Select Mutual Fund Schemes: An Analysis of Return	ISSN/ISBN
	2.Dr. Badiuddin Ahmed	Professor & Dean	Maulana Azad National Urdu University, Hyderabad		
10	Dr.K.Anjaneyulu	Associate Professor	Badruka College of Commerce & Arts, Hyderabad	Problems and Prospects of GST on Telangana State	ISSN/ISBN
11	Dr. G. Mallikarjun	Assistant Professor	Nalsar University of Law, Hyderabad	Protecting online Copyright Infringements: The Emerging Legal Issues and Challenges	ISSN/ISBN
12	Mr.Rahul Ageeru	Student	St. Joseph's Degree and PG College, Hyderabad	Reinsurance and Liability Insurance in India: Critical Analysis	ISSN/ISBN
13	Mr.Harsh Agarwal	Student	St. Joseph's Degree and PG College,	Study on Crowd funding	ISSN/ISBN

			Hyderabad		
14	1.Ms.Manya Singh	Student	Loyola Academy Degree & PG College, Secunderabad	Study on Demonetization and Digitalization	ISSN/ISBN
	2.Mr.J.Sai Tharun	Student			
15	Ms.G.Durga Vaidehi	Lecturer	St Mary's Degree College, Secunderabad	Transition in GST and Sector Wise Impact of GST	ISSN/ISBN
16	1.Mr.Ch.Sanjeev	Research Scholar	Department of Business Management, Telangana University	The effect of Money Supply and Inflation rate on the Performance of National Stock Exchange	ISSN/ISBN
	2.Dr.K Aparna	Assistant Professor			
17	Ms.M.Jayasree	Assistant Professor	St Joseph's Degree & PG College, Hyderabad	A Study on Share Price Movement of Equities using Technical Analysis	ISSN/ISBN
18	1.Ms.Smriti Nagaria	Assistant Professor	St Joseph's Degree & PG College, Hyderabad	Foreign Direct Investment (FDI): A Future Key Driver For India's Growth	ISSN/ISBN
	2.Ms.R.Lavanya Kumari	Associate Professor	David Memorial Institute of Management, Hyderabad		
19	Mr.Abdullah Khan	Student	St Joseph's Degree & PG College, Hyderabad	Demonetization to Digitalization	ISSN/ISBN
20	Ms.Vyomakesisri Tippabhotla	Assistant Professor	St Joseph's Degree & PG College, Hyderabad	Impact of reforms of the Modi Government--A critical Analysis	ISSN/ISBN
21	Mrs.Ritika Bajaj Waghray	Research Scholar, Palamuru University	St Joseph's Degree & PG College, Hyderabad	Forensic Accounting in India	ISSN/ISBN

22	Mr.T.Krishna	Assistant Professor	St Joseph's Degree & PG College, Hyderabad	A Study on Fundamental Analysis of Natural Gas and Crude Oil	ISSN/ISBN
23	Mr.Manish Kumar Jha	Student	St Joseph's Degree & PG College, Hyderabad	Risks associated with Crypto Currencies	ISSN/ISBN
24	Mrs.Anita D'souza	Assistant Professor	Badruka College of Commerce & Arts, Hyderabad	Impact of Demonetisation on Consumer's Financial Transactions	ISSN/ISBN
25	1.Ms.Iynisha Kannan James	Student	Loyola Academy Degree & PG College, Secunderabad	A study on IndAS and IFRS	ISSN/ISBN
	2.Ms.G.Vindhya Chandra	Student		A study on Ind-AS and IFRS	
26	Ms.Aishwarya Arun Kumar	Student	St.Francis Degree College for Women, Hyderabad	Forensic Accounting- A Vision for Fraud Detection	ISSN/ISBN
27	1.Mr.Faizan Ali Khan	Student	St Joseph's Degree & PG College, Hyderabad	Crypto Currency and its Future	ISSN/ISBN
	2.Mr.Syed Naser	Student			
	3.Mr.Khadija Faisal	Student			
28	Mrs.T.Esther Ratna	Assistant Professor	St Joseph's Degree & PG College, Hyderabad	Retrieval Methods in M-Commerce Applications – Challenges and Prospects	ISSN/ISBN
29	Ms.Sonam Dubey	Student	St Joseph's Degree & PG College, Hyderabad	A Study on Mergers & Acquisitions - Business Strategy for Value Creation	ISSN/ISBN
30	1.Mr.Pulipaka Vasant Vikas	Assistant Professor	St Joseph's Degree & PG College, Hyderabad	Indian Commodity Market Need for Awareness and Education	ISSN/ISBN
	2.Mr.S.Bhanu Prakash Sarma	Assistant Professor			
	3.Mr.K.Srinivas	Assistant Professor			
31	1.Mr.Sanjay Upadhya	Student	St Joseph's Degree &	Blend in and out - Mergers and	ISSN/ISBN

	2.Ms.SimranVarma	Student	PG College, Hyderabad	Acquisitions	
32	Dr.T.P.Surya C Rao	Research Scholar	Govt. Degree College, Chittoor, Andhra Pradesh	Crypto Currencies and Block chain technology's role in emerging Digital Economy	ISSN/ISBN
	Dr. K.Shankar Reddy	Lecturer			
33	1.Ms.Sonal Sharma	Student	Loyola Academy Degree & PG College, Secunderabad	Study on Business Finance	ISBN
	2.Ms.P. Sowmya	Student			
34	Ms.Rafat Ahmedi	Assistant Professor	St Joseph's Degree & PG College, Hyderabad	Impact of Dividends on Share Prices of Select IT Firms	ISSN/ISBN
35	1.Mr.B. Satyanarayana Rao	Associate Professor	St Joseph's Degree & PG College, Hyderabad	GST awareness among commerce Students	ISSN/ISBN
	2.Mr.Rajvir Singh Oberoi	Student			
	3.Mr.KeshavBangad	Student			
36	Dr.K.Venkat Janardhan Rao	Professor	Kakatiya University, Warangal	Performance of Indian Equity Market and its Stability Nature by Risk-Return Dynamics	ISSN/ISBN
	Ms.Srivalli Jandhyala	Research Scholar	JNTU, Hyderabad		









Technical Session II – Banking & Insurance

- **Total No. of Participants registered: 12**
- **Total No. of Abstracts received: 18**
- **Total No. of Full Papers received: 08**
- No. of International Papers: Nil**
- No. of National Papers: 01 from Andhra Pradesh**
- No. of Papers from Telangana State: 07**
- **Total No. of Papers Presented: 02**

Resource Persons

- **Dr. A.Patrick, Department of Commerce, University College of Commerce & Business Management, Osmania University, Hyderabad**
- **CMA Bhogavalli Mallikarjuna Gupta, Founder of India-gst.in**
- **Prof.S.Sreenivasa Murthy, Dean & Head, Placements, IPE, Hyderabad**

The technical session on Banking and Insurance was held in Chapel Hall from 2.30 pm to 4.00 pm. Mrs. Mary Vinaya Sheela, senior faculty and Coordinator of the Conference welcomed the resources persons and the participants to the technical session. Dr.A.Patrick and CMA Bhogavalli Mallikarjuna Gupta were resource persons for this session also. The resource person,

Prof.S.Sreenivasa Murthy was introduced to the gathering by Dr.Vandana Samba, Assistant Professor, Department of Business Management.

Prof.S.Sreenivasa Murthy in his address complemented the college for organizing the 2nd International Conference. He said that technology has improved banking sector and emphasized that everyone must have access to banks which leads to empowerment of women, development of rural areas and growth of the Nation. He highlighted on aspects such as General and Life Insurance, IRDA, Green Banking etc. After the presentations, Prof.S.Sreenivasa Murthy in his remarks appreciated the participants for choosing contemporary topics. Dr.A.Patrick and CMA Bhogavalli Mallikarjuna Gupta also applauded the participants. The session came to an end with vote of thanks followed by felicitation of the guest with memento.

The following are the details of Full Papers received

S.No	Name of the Participant	Designation	Name of the Institution	Title of the Paper	ISSN /ISBN/ Presentation
1	Ms.T.Renuka	Lecturer	Avinash Degree College Hyderabad	A Study on Green Banking practices on Renewable Resource Energy	ISSN/ISBN
2	Mr.K.Prabhu Sahai	Principal & Associate Professor	L.N.Gupta College of Science & Commerce, Hyderabad	Green Banking and its impact at the Grass root Level of the society	ISBN
3	Mr.Karlapudi Ramesh Babu	Research Scholar	Acharya Nagarjuna University, Guntur, Andhra Pradesh	Indian Banking Development - Challenges & Prospects	ISSN/ISBN
4	Mr.K.Devadas	Research Scholar	Osmania University	Impact of Retail Banking	ISSN/ISBN
5	1.Mrs.Sarika Verma	Assistant Professor	St.Joseph's Degree & PG College, Hyderabad	Cyber Liability Insurance- A Protection to Cyber Losses	ISSN/ISBN
	2.Mr.Aditya Shekar	Student			
6	Mrs .Sangeeta	Assistant	St.Joseph's Degree &	The Impact of Information	ISSN/ISBN

	Thakur	Professor	PG College, Hyderabad	Technology Advancement in Indian Banking Sector	
7	Mrs.N.Srilatha	HOD, Dept. Commerce	St.Joseph's Degree & PG College, Hyderabad	Green Banking & its prospects in India	ISSN/ISBN
8	1.Ms.Simran Agarwal	Student	St.Joseph's Degree & PG College, Hyderabad	Cyber Crimes: A Growing Threat to Indian Banking Sector	ISSN/ISBN
	2.Mr.Akshay Manvikar	Student			
	3.Ms.Vaishnavi Joshi	Student			
	4.Mr.Jatin Guru	Student			







Cultural Vista

The first day of the International Conference came to an end with a colorful ‘Cultural Vista’ which commenced at 5.00 pm in Josephs Hall. The theme of the Cultural Vista was “Culture of India”. India is a land of varied cultures and traditions. Diversities in all spheres make the Indian culture quite unique. The Indian classical dance aims to experience the liberation and growth of righteousness as man, by manifesting the glory of the God. Welcome dance, the vibration of mind and soul was gracefully performed by students. Indian folk is the product of different

socio-economic set up and traditions evolved over ages and the students have come up with a Punjabi folk dance. A unique foot tapping dance mix was on north Indian history and culture such as Malhari, Pinga, Dolitharo and Dol Bhaje. Another dance was on Indian Patriotism which really made the evening a memorable one. The cultural extravaganza also had songs from the old classical melodies of Bollywood and English Songs. Our students have really rocked the show with beautiful co-ordination. The cultural evening ended with the singing of National Anthem.

The following were the Cultural Programmes:

- Welcome Dance – Indian Classical
- Punjabi Folk Dance
- Dance on old melodies of Bollywood
- Dance –Mix on North Indian Culture
- Dance on Indian Patriotism
- Bollywood songs by Mr. Mahender
- English songs by Mr. Ashley







DAY 2 – 20TH JANUARY 2018

The Second day of the International Conference commenced with Technical session on IT, General Management & Tourism followed by Technical sessions on Human Resource Management and Marketing.

Technical Session III – IT, General Management & Tourism

- **Total No. of Participants registered: 43**
- **Total No. of Abstracts received: 39**
- **Total No. of Full Papers received: 31**
 - No. of International Papers: 01 from Saudi Arabia**
 - No. of National Papers: 03 [Andhra Pradesh: 01, Karnataka: 01, Tamil Nadu: 01]**
 - No. of Papers from Telangana State: 27**
- **Total No. of Papers Presented: 19**

Resource Persons

- **Dr. S.Brinda, Former Dean, St.Josephs Degree & PG College, Hyderabad**
- **Dr.Sujatha Molala, Principal, Dewan Bahadur Padma Rao Mudaliar College for Women, Hyderabad**

The technical session on IT, General Management and Tourism was held in Mass Communication Studio from 10.00 am to 11.30 am. The session commenced with inviting of guests and participants by Mrs. Ritika Waghay, Assistant Professor. The resource persons Dr.S.Brinda and Dr. Sujatha Molala were introduced to the gathering by Miss. M.Prashanthi and Mrs. G.Savitha, Assistant Professors respectively.

Dr. S Brinda was extremely happy for being invited as resource person. She spoke on general topics such as Digitalization, Artificial Intelligence, E-Commerce, Cyber Security etc. Dr. Sujatha Molala spoke on Tourism and its importance in the economic development of the country. After the presentations the guests were invited to give their expert comments on the papers presented. The guests appreciated for having many students as presenters. They suggested the participants to update their knowledge with respect to changing scenarios in the modern world. The session came to an end with vote of thanks followed by felicitation of the guests with mementos.

The following are the details of Full Papers received

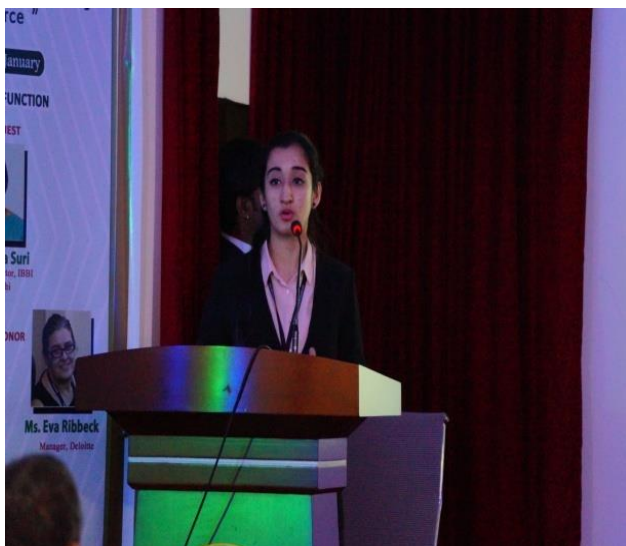
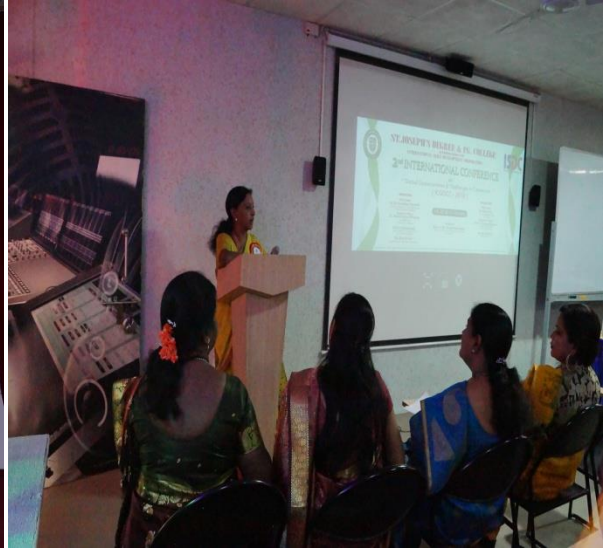
S.No	Name of the Participant	Designation	Name of the Institution	Title of the Paper	ISSN/ISBN/ Presentation
1	Dr. Yellaswamy Ambati	Lecturer	TS Model Junior College, Hyderabad	A Study on E - Commerce	ISSN/ISBN
2	Ms.Pooja Kalla	Assistant Professor	Aurora's Degree College, Hyderabad	Impact and preparedness for Automation	ISSN/ISBN
3	1.Ms.K. Spurita	Student	David Memorial Institute of Management, Hyderabad	Demonetization & Digitalization: A New Wave to India's Economy	ISBN
	2.Mr.P. Judah	Student			
	3.Ms.Hafsa Tabassum	Student			
4	Mr.George P. Babu	Student	Loyola Academy Degree & PG College, Secunderabad	Block Chain & Decentralized Organizational Structures	ISSN/ISBN

5	Dr. Thatla Sambalaxmi	Professor	Kakatiya University, Warangal	Participation of social work organisations in the protection of environment - A study	ISSN/ISBN
6	Mr. Manas Vyas	Student	St Joseph's Degree & PG College, Hyderabad	Netflix	ISSN/ISBN
7	Ms. Asha Begum	Research Scholar	Acharya Nagarjuna University, Guntur	Impact of self-help groups on empowerment of rural women –A case study	ISSN/ISBN
8	Ms. Shivani Mehrotra Bajaj	Assistant Professor	St. Mary's College, Hyderabad	Crypto Currency	ISSN/ISBN
9	Mr. Nagesha N.S	Ph.D Scholar	CMR University, Bengaluru, Karnataka	Entrepreneurship and innovations in E-Commerce	ISSN/ISBN
10	Dr. Shaik Nazim Ahmed Shafi	Assistant Professor	Nalsar University of Law, Hyderabad	Role of information technology in civil aviation	ISSN/ISBN
11	Mr. Sarang Saxena	Student	St Joseph's Degree & PG College, Hyderabad	Dark data and its future prospects	ISSN/ISBN
12	Mr. Saurabh Verma	Student	Loyola Academy Degree & PG College, Secunderabad	E-Commerce	ISSN/ISBN
13	Ms. Padmaja Bhagavatam	Assistant Professor	Vijay Nagar College of Commerce, Hyderabad	Cyber security using block Cipher Protocol	ISSN/ISBN
14	Mr. Ankit Sharma	Student	St Joseph's Degree & PG College, Hyderabad	Augmentation of Tourism and Hospitality sector in India	ISSN/ISBN
15	Dr. I. Parvin Banu	Assistant Professor	Sri Ramakrishna College of Arts & Science, Coimbatore	Determinants of passenger satisfaction on service quality in southern railways with reference to Salem division	ISSN/ISBN

			Tamilnadu		
16	Dr. Ramaiah Itumalla	Assistant Professor	College Of Public Health And Health Informatics, Riyadh, Saudi Arabia	Information Technology in Health Care: Global opportunities and challenges with electronic health records	ISSN/ISBN
17	Ms.Nousheen Sultana	Associate Professor	Kasturba Gandhi Degree & PG College for Women, Secunderabad	Cultural Intelligence: A Competitive advantage to Global Managers	ISSN/ISBN
18	Dr.Kiran Kumar Kotha	Professor	Mahaveer Institute of Science Technology, Hyderabad	Trends in Digital Marketing in Indian sub continent	ISSN/ISBN
19	Mr.O.Lakshmi Narayana	Assistant Professor	Mahaveer Institute of Science Technology, Hyderabad	An empirical study on effectiveness of digital marketing in the new era	ISSN/ISBN
20	1.Ms.K.Sai Sirisha	Student	Loyola Academy Degree & PG College, Secunderabad	Skill development in Tourism And Hospitality sector	ISBN
	2.Ms.Maria Caroline	Student			
21	Mr.Rahil Surani	Student	St Joseph's Degree & PG College, Hyderabad	Artificial intelligence in business	ISBN
22	Mr.Sannidhanam Anurag	Student	St Joseph's Degree & PG College, Hyderabad	Management information system in educational institutions: A study in unique school	ISSN/ISBN
23	Mrs.Bh.Srivatsala	Assistant Professor	St Joseph's Degree & PG College, Hyderabad	Self help groups and rural women entrepreneurship development	ISSN/ISBN
24	Ms.Kasoju Srivani	Assistant Professor	St Joseph's Degree & PG College,	Virtual crimes and human disasters – An overview of	ISSN/ISBN

			Hyderabad	other recent IT revolution- An Indian perspective	
25	Mrs.M.Kiran Jyothi	HOD & Associate Professor, Dept. of Computer Science	St Joseph's Degree & PG College, Hyderabad	Artificial Intelligence in business: Opportunities & Challenges	ISSN/ISBN
26	Mrs.A.Danam Tressa	Associate Professor	St Joseph's Degree & PG College, Hyderabad	Digital banking – moving towards digital transformation with special reference to an initiative of SBI	ISSN/ISBN
27	1. Ms.P. Kathyayani	Student	Bhavans Vivekananda Degree College, Secunderabad	Efficiency/effectiveness of Digital Payments	ISBN
	2.Ms.Ch.Sarvani	Student			
28	Mrs.Madhuri Paul	Assistant Professor	St Joseph's Degree & PG College, Hyderabad	Wireless sensor networks - challenges	ISSN/ISBN
29	1.Mr.P.Tejas Aurangabadkar	Student	St Joseph's Degree & PG College, Hyderabad	Review article on artificial intelligence in social media	ISSN/ISBN
	2.Mr. Naman Agarwal	Student			
30	1.Patric Nehith	Student	St Joseph's Degree & PG College, Hyderabad	Demonetization to Digitalization in India	ISSN/ISBN
	2.Ritika	Student			
	3.Pooja Agarwal	Student			
31	1.Aditya Shekhar	Student	St Joseph's Degree & PG College, Hyderabad	Augmented Reality	ISSN/ISBN
	2.Shashank Navandhar	Student			







Technical Session IV – Human Resource Management

- **Total No. of Participants registered: 50**
- **Total No. of Abstracts received: 34**
- **Total No. of Full Papers received: 34**
 - No. of International Papers: 01 from USA**
 - No. of National Papers: 04 [Andhra Pradesh: 01, Rajasthan: 01 & Karnataka: 02]**
 - No. of Papers from Telangana State: 29**
- **Total No. of Papers Presented: 09**

Resource Persons

- **Dr. Shulgana Sarkar, Assistant Professor, IPE, Hyderabad**
- **Mr. Prabhakar Rao Kotapati, Vice President, Data Research & Operations, FINACPLUS, Hyderabad**

The technical session on Human Resource Management was held in Jubilee Hall from 11.30 pm to 1.30 pm. Mrs.Y.Geetanjali, senior faculty and Coordinator of the Conference welcomed the guests and the participants to the technical session. The resource persons Dr. Shulgana Sarkar and Mr. Prabhakar Rao Kotapati were introduced to the gathering by Mrs.G.Savitha and Mrs. Sarika Verma, Assistant Professors respectively.

Dr. Shulgana Sarkar stated that an organisation cannot build a good team of working professionals without good Human Resources. The key functions of HRM team include recruiting people, training, performance appraisal, motivation, workplace communication and safety etc. Mr. Prabhakar Rao Kotapati said that HRM plays a strategic role in managing people and the workplace culture and environment. Any organisation, without a proper setup for HRM is bound to suffer from serious problems while managing its regular activities. For this reason, companies must put a lot of effort and energy into setting up a strong and effective HRM. After presentation of papers, the resource persons were invited to give their expert comments on the papers presented. Dr. Shulgana Sarkar appreciated the papers presented by the participants. Mr. Prabhakar Rao Kotapati gave insight on the papers presented and congratulated the participants. The session came to an end with vote of thanks followed by felicitation of the guests with mementos.

The following are the details of Full Papers received

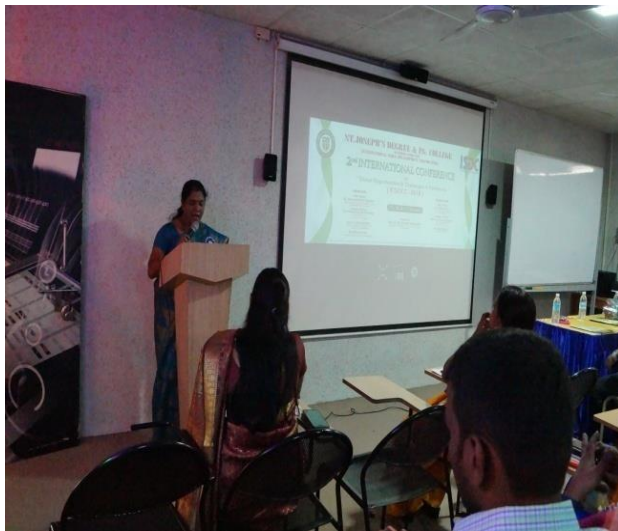
S.No	Name of the Participant	Designation	Name of the Institution	Title of the Paper	ISSN/ISBN/Presentation
1	Mr.Venkatesh. A	Associate Professor	Shankerlal Dhanraj Signodia College of Arts & Commerce, PG Centre, Hyderabad	Entrepreneurship and Innovation	Presentation
2	V.Neeraja	Sr. Lecturer in Commerce	Keshav Memorial Institute of Commerce And Sciences, Hyderabad	Stress Management-A Study on Indian Women	ISSN/ISBN
3	Dr. Rakhee Mairal Renapurkar	Senior Assistant Professor	Badruka College of Commerce and Arts Hyderabad	Employee Welfare And Safety Measures at VST Industries Limited	ISSN/ISBN
4	1.Mrs. O.S.Suguna Sheela	Associate Professor	St.Joseph's Degree & PG College	Impact of Smart phones on the quality of work life of lecturers	ISSN/ISBN
	2.Mr.Aditya Shekar	Student			

5	Mr.P. Nagesh	Research Scholar	SJIT University, Rajasthan	Influence of Quality of Work Life on Work Performance of Employees	ISSN/ISBN
6	1.Mr.Guntur Venkata Akshay	Student	Loyola Academy Degree & PG College, Secunderabad	Impact of Performance Appraisal of Employees Leading to Growth of Business Organization	Presentation
	2.Ms.Shivani Sunil	Student			
7	1.Dr. Mohd Sadat Shareef	Assistant Professor	Maulana Azad National Urdu University, Hyderabad	Practice of Social Responsibility with Reference to Islamic Era	ISSN/ISBN
	2.Prof. Badiuddin Ahmed	Dean SCBM & Head			
8	Ms.Shreya S Hundiwala	Student	St.Joseph's Degree & PG College, Hyderabad	A Study on Inter- Relativity of Job Satisfaction and Employee Commitment in Global Organizations	ISSN/ISBN
9	Mr.J Ajay Kumar	Assistant Professor	Vijaynagar College of Commerce, Hyderabad	Organizational Stress and its impact on Working Employees	ISSN/ISBN
10	1.Ms.Urvashi Mukesh Patel	Student	St.Joseph's Degree & PG College, Hyderabad	Corporate Social Responsibility: The Need of the Hour	Presentation
	2.Ms.Aditi Anup Pillai	Student			
11	1.Mr.Jaganmohan Kongara	Research Scholar	Kakatiya University, Warangal	Corporate Social Responsibility	Presentation
	2.Mr.Babu Polepaka	Research Scholar			
12	1.Dr. S. Narsimha Chary	Assistant Professor	University College of Commerce &	CSR Practices of NTPC	ISSN/ISBN

	2.Md Ismail	Assistant Professor	Business Management, Hyderabad		
13	Dr. A Nageshwara Rao	Associate Professor	Guru Nanak Institution Technical Campus, Hyderabad	Six Sigma in Human Resource Management: The Changing Face of People Management in India	ISSN/ISBN
14	1. Ms.Vasudha Srivatsa	Assistant Professor	RNS First Grade College, Bengaluru, Karnataka	A study on effect of performance appraisal system on employees with special reference to Aczel Info Services	ISSN/ISBN
	2.Ms.Poojitha Acharya	Assistant Professor			
15	Mr.Bulla Hanumantha Rao	Research scholar	Acharya Nagarjuna University, Guntur, Andhra Pradesh	Factors affecting Quality of Work life: An analysis of employees of Transmission Corporation of Andhra Pradesh (AP TRANSCO) Ltd	ISSN/ISBN
16	Mr.Sathish Oddepalli	Research Scholar	Dept. of Commerce, Osmania University, Hyderabad	Customers Perception of e-banking Services in India- A Select Study	ISSN/ISBN
17	Dr.H.Srinivas Rao	Associate Professor	Badruka College of Commerce & Arts, Hyderabad	Anger Management Techniques	ISSN/ISBN
18	1.Dr. R.Anita	Dean Academics & Associate Professor	St. Joseph's Degree & PG College, Hyderabad	Diversity Management In Workplace: Aspects, Challenges and Strategies	ISSN/ISBN
	2.Dr. V.Kulandai Swamy	Director, Skill Development	TASK, Hyderabad		
19	1.Ms.G. Akshitha	Student	Bhavans Vivekananda Degree	Up Gradation in Performance Appraisal	ISSN/ISBN

	2.Ms.B. Rohini	Student	College, Secunderabad		
20	Mrs.R Sreelakshmi	Senior Faculty	St.Joseph's Degree & PG College, Hyderabad	A Study on Women Entrepreneurship in India	ISSN/ISBN
21	1.Dr.Vandana Samba	Professor	St.Joseph's Degree & PG College, Hyderabad	The Role of Gender on Job Insecurity	ISSN/ISBN
	2.Dr.Vani.H	Assistant Manager	NSIC, Hyderabad		
22	Mrs.A. Mary Francina	HOD & Associate Professor, Dept. of Business Management	St.Joseph's Degree & PG College, Hyderabad	A Study on Trends and Challenges in Global HRM	ISSN/ISBN
23	1.Ms.Monica Michael	Student	St.Joseph's Degree & PG College	A Study on International Human Resources Management Practices (IHRM)	ISSN/ISBN
	2.Mr.Richard Francis	Student			
24	1.Mrs.Aparna Rajhans	Assistant Professor	St.Joseph's Degree & PG College, Hyderabad	Corporate Social Responsibility (CSR) The Indian Ethos	ISSN/ISBN
	2.Mr.J.Vedhanth	Student			
25	Miss. M.Debora	Assistant Professor	St.Joseph's Degree & PG College, Hyderabad	Women Empowerment: Role of Telangana Government	ISSN/ISBN
26	Mrs. Sumitra Pujari	Research Scholar, Rayalaseema University, Kurnool, Andhra Pradesh	St.Joseph's Degree & PG College, Hyderabad	A Study on Welfare Schemes of ESI	ISSN/ISBN
27	Ms. S. Swapna	Assistant Professor	St.Joseph's Degree & PG College, Hyderabad	A Study on Implications of Implementing Green HRM, with Reference to	ISSN/ISBN

				Developing Nations	
28	Poonam Thiruverkadu	BS Public Health, MHA	Hofstra University, USA	A Study on Discrimination of Women in the Workforce	ISSN/ISBN
29	Mrs. Y.Geethanjali	Research Scholar, Rayalaseema University, Kurnool, Andhra Pradesh	St. Josephs Degree & PG College, Hyderabad	Role of Micro, Small and Medium Enterprises (MSME's) in employment Creation-A Study on Post Telangana Government	ISSN/ISBN
30	1.Dr.Gopit	Assistant Professor	Kakatiya University, Warangal	Stress and Time Management among Post Graduate Students in Khammam District, Telangana –A Study	ISSN/ISBN
	2.Dr. Sridhar Kumar Lodh	Assistant Professor			
31	1.Ms.M. Soujanya	Associate Professor	St. Ann's PG College for Women, Mallapur, Hyderabad	Work Life Flow of Employees in Diversified Sectors	ISSN/ISBN
	2.Ms.M. Ashwini	Assistant Professor			
32	1.Mr.Siddarth	Student	St.Joseph's Degree & PG College, Hyderabad	Quality of Work Life	ISSN/ISBN
	2.Ms.Varunika	Student			
33	Ms.Sree Lakshmi Tulasidharan	Student	St.Joseph's Degree & PG College, Hyderabad	International Human Resource Management Practices: An Aid to Lead the Valuable Assets	ISSN/ISBN
34	1.Mrs. Rekha B. S	Assistant Professor	RNS First Grade College, Bengaluru, Karnataka	Role of CSR- Issues, Challenges and Implementations	ISSN/ISBN
	2.Ms. Shalini P.R	Assistant Professor			







Technical Session V – Marketing

- **Total No. of Participants registered: 34**
- **Total No. of Abstracts received: 23**
- **Total No. of Full Papers received: 22**
- No. of International Papers: Nil**
- No. of National Papers: 02 [Rajasthan: 01 and Andhra Pradesh: 01]**
- No. of Papers from Telangana State: 20**
- **Total No. of Papers Presented: 18**

Resource Persons

- **Prof. S.V.Satyanarayana, Chairman, BOS, Faculty of Commerce, Osmania University**
- **Dr.V. Srikanth, Associate Professor, IPE, Hyderabad**

The technical session on Marketing was held in Chapel Hall from 2.30 pm to 4.00 pm. Mrs. Shanti Kiran, Assistant Professor welcomed the resources persons and the participants to the technical session. The resource persons Dr.V. Srikanth and Prof. S.V.Satyanarayana were introduced to the gathering by Mrs. Sumitra Pujari, senior faculty and Coordinator of the conference and Miss. Rafat Ahmedi, Assistant Professor respectively.

Prof. S.V.Satyanarayana said that in today's world there is a continuous need for organizations to update themselves to know and study consumer behavior. He spoke on various aspects of Marketing such as Big data, marketing automation, Digital marketing, Internet of things etc. Dr.V. Srikanth stated that management is dynamic, but marketing is more dynamic when compared to other functional areas of management. He said that societal trends have a great impact on marketing. After presentation of papers, the resource persons were invited to give their expert comments on the papers presented. Prof. S.V.Satyanarayana said that students need to develop writing skills, optimization skills, communication skills and analytical skills to know the effectiveness of the content. He appreciated the papers presented by the participants. Dr.V. Srikanth said that conferences are the most important medium to know the latest information and he also congratulated the participants for presenting latest topics in the field of marketing. The session came to an end with vote of thanks followed by felicitation of the guests with mementos.

The following are the details of Full Papers received

S.No	Name of the Participant	Designation	Name of the Institution	Title of the Paper	ISSN/ISBN/ Presentation
1	Ms.M. Shirisha	Research Scholar	SJIT University, Rajasthan	Digital Marketing Importance in New Era	ISSN/ISBN
2	Mr.Nagaraja Pandakuri	Research Scholar	JNTU, Anantapur, Andhra Pradesh	A Study on Cause Related Marketing and its Impact on Selected FMCG Brands in Hyderabad Metropolitan City	ISSN/ISBN
3	Dr. P. Vijay Kumar	Professor	ISL Engineering College, Hyderabad	A Study on Bench marking Practices in Marketing	ISSN/ISBN
4	Mr.Ilaiah Macharla	Research Scholar	Kakatiya University Warangal	Recent Trends in Agricultural Marketing in Telangana- A Study	ISSN/ISBN
5	Mr.Rafay Mohiuddin Mohd	Student	St. Josephs Degree & PG College, Hyderabad	Global impact of Social Media -The Marketing King	ISSN/ISBN

6	1.Dr.G Shashidhar Rao	Assistant Professor	CKM Arts and Science College, Warangal	E-Tailing In India- Prospects and Challenges	ISSN/ISBN
	2.Mr.R. Sunil	Assistant Professor			
7	1.Mr.D.Prashanth	Student	Loyola Academy Degree & PG College, Secunderabad	E-Marketing	Presentation
	2.Mr.G.Paavan	Student			
	3.Mr.M.Laxman	Student			
8	1.Mr.Vikas Pradhan	Student	Loyola Academy Degree & PG College, Secunderabad	Social Media Marketing - A New Way to Market	Presentation
	2.Mr.Shubham Pareek	Student			
9	1.Ms.Aala Shaheryer	Faculty	St.Anns Degree College for Women, Hyderabad	A Study of Brand Communication among consumers using social networking sites	ISSN/ISBN
	2. Mrs Divya Kumari	Faculty			
10	Mrs.Shashi kanta	Assistant Professor	Sarojini Naidu Vanita Maha Vidyalaya, Hyderabad	Role of Social Media for Social Entrepreneurship	ISBN
11	1.Mrs.Aarti Samala	Assistant Professor	St. Josephs Degree & PG College, Hyderabad	Green Marketing in India	ISSN/ISBN
	2.Mr.Mehul Kumar Patel	Student			
12	Ms.Syed Juhi Fatima	Student	St. Josephs Degree & PG College, Hyderabad	Impact of Digital Marketing	Presentation
13	Dr.Pallavi K.Ranganadh	Professor	S.D. Signodia College of Arts and Commerce, Hyderabad	Recent Trends in Marketing	ISSN/ISBN
14	Mr.Kampally Shanker	Research Scholar	Telangana University,	Challenges and Opportunities of Electronic Marketing	ISSN/ISBN

			Nizambad		
15	Mrs.G. Savitha Praveen Kumar	Assistant Professor	St. Josephs Degree & PG College, Hyderabad	Brand Awareness and Selection Criteria	ISSN/ISBN
16	1.Mrs.Shanti Kiran	Assistant Professor	St. Josephs Degree & PG College, Hyderabad	Emerging Markets - A challenge Ahead	ISSN/ISBN
	2.Mr.Mohd Abdul Bari	Student			
	3.Ms.Shikha Nagar	Student			
	4. Ms.P. Lakshmi Sailaja	Student			
	5.Ms.Hazel Zacharias	Student			
17	Ms. K.Laxmi Madhuri	Assistant Professor	St. Josephs Degree & PG College, Hyderabad	A Study on the Contribution of Digital Marketing for profit Maximization and Competitive Advantage	ISSN/ISBN
18	1.Ms.Lavanya	Assistant Professor	CBIT, Hyderabad	Consumer Buying Behaviour - A Study with reference to Organic Products in Hyderabad City	ISSN/ISBN
	2.Dr.S.Saraswathi	Associate Professor			
19	Ms.Leema Rose	Student	St. Josephs Degree & PG College, Hyderabad	The Effectiveness of Online Advertising	Presentation
20	Mrs.Molly Chaturvedi	Assistant Professor	St. Josephs Degree & PG College, Hyderabad	A Conceptual Study on Recent Trends ,Challenges And Opportunities In E- Marketing:- In Special Reference With 7 Up Case Study	ISSN/ISBN
21	1.Mrs. R.V.Nalini	Lecturer	DBPM, College Secunderabad	Foreign Direct Investment - Impact on Indian Market	ISSN/ISBN
	2.Miss. Adeeba	Lecturer			

	Nuzhat				
22	Rev.Fr.Dr.Vincent Arokiadas	Principal	St. Josephs Degree & PG College, Hyderabad	A study on feasibility of application of Raspberry Pi in teaching learning process in selected colleges of Hyderabad	ISSN/ISBN







Valedictory Ceremony

- **Chief Guest:** Mr. Suresh Mathur, Sr.Joint Director, IRDA, Hyderabad
- **Guest of Honour:** Prof. V.Venkata Ramana, Vice Chairman, TSCHE

The Valedictory Ceremony commenced at 4.00 pm in Jubilee Hall with welcoming and inviting the Dignitaries on to the dais by Mrs.Aarati Samala, Assistant Professor. The Dignitaries were Mr.Suresh Mathur, Chief Guest; Prof. V.Venkata Ramana, Guest of Honour; Rev.Fr.Dr. Vincent Arokiadas, Principal; Prof.P.L.Vishweshwar Rao, Director and Mrs.N.Srilatha, HOD and Co-Convener of the Conference. The ceremony began with a prayer song by College Choir “Anna Domini”. Mrs.K.Radha, Assistant Professor introduced the Principal to the gathering. Rev. Fr. Dr. Vincent Arokiadas welcomed all the guests, members of the college and students for the valedictory ceremony. He expressed his joy about great thoughts being exchanged in the Conference. He mentioned that challenges are no limitation, but an invitation to move forward. He also emphasized that initiation, interest and growing acumen are needed to have quality research. Mrs.N.Srilatha, HOD and Co-Convener of the Conference presented rapporteurs report on the conference.

Mrs. Sumitra Pujari, senior faculty and Coordinator of the Conference introduced the Chief Guest Mr.Suresh Mathur to the gathering by. He congratulated Department of Commerce for organizing the conference and said that the theme was very apt. He mentioned that technology

made the world smaller giving opportunities to foreign companies to invest in India. He also stressed on aspects such as E-Banking, E-Marketing, E-Commerce, Insurance etc and mentioned that how every citizen of India is able to access the benefits of these aspects. He concluded by highlighting the role of Insurance Regulatory and Development Authority of India (IRDA) at National and International front. The Guest of Honour, Prof. V.Venkata Ramana was introduced to the gathering by Mrs.Shanti Kiran, Assistant Professor. He appreciated the current education system and said that it is a challenge and responsibility for the academicians to educate the government; which is possible through the 4 D's of Education such as Disruptive Innovation, Dynamic Learning Environment, Diversity in Education and Differentiation in Education to have transformative leaders in the society. He said that Tourism will be the next biggest sector apart from Information Technology and the world is moving towards cultural renaissance. He spoke on various aspects such as Customer Relationship Management, Personal Relationship Management, Dealer Relationship Management and E-Offices. Every Industry must give importance to Industry- Student interface to have a better Eco system. He concluded by emphasizing that girl child will be the future of higher education system in India and ignited the thought that "what are the jobs would one create when there are no jobs"? He also emphasized to make India the most happening place by making people happy at the work place by appointing 'Chief Happiness Officer'. Prof.P.L.Vishweshwar Rao, Director addressed the gathering and highlighted on aspects such as Business, Trade, Commerce and implications of FDI on Indian economy to make it world economic power.

The Dignitaries released the E-Book of the 2nd International Conference followed by distribution of certificates to the participants. Mrs.R.Sreelakshmi, senior faculty and Secretary of the conference proposed vote of thanks. The Dignitaries were felicitated with mementos by our beloved Principal. Feedback was also collected from the guests and participants. The ceremony concluded with the singing of National Anthem.











DAY 3 – 21ST JANUARY 2018

The International Conference came to an end with the Tour of Hyderabad City on the last day, 21st January 2018.

Commerce has an immense potential with respect to its contribution in terms of economic growth, efficient governance, citizens empowerment and in improving quality of human life.

The conference provided a research forum for academics, researchers, practitioners, and policymakers in the area of Commerce for exchange of ideas and dissemination of knowledge to identify and craft pioneering strategies to grab the opportunities and overcome the challenges. Celebrating 20 years of academic excellence, the 2nd International conference organized by the Department of Commerce was an enriching experience to all participants.