



**ANNAMACHARYA INSTITUTE OF  
TECHNOLOGY & SCIENCES  
(AUTONOMOUS), RAJAMPET**



**Two-Day National Conference On" EXCELLENCE IN  
BUSINESS PRACTICES IN 21st CENTURY on 10th and  
11th August 2021.**

**Organized by**

**DEPARTMENT OF BUSINESS  
ADMINISTRATION**

**Co-Ordinator's**

P. VENKATA SUBBAIAH  
K. BHASKAR

**CONVENER**

**DR.P. SUBRAMANYAM**  
HEAD OF THE DEPARTMENT (MBA)



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# About Department (MBA)

The Department offers a full time Post Graduate M.B.A. programme affiliated to JNTUA, Anantapur governed by AICTE. The MBA programme has started in the year 2008 with excellent infrastructure and an environment that is conducive for learning. It has been a hub of innovative activities and is constantly on the lookout for the opportunities to collaborate with the industry as well as the educational institutions around the globe. It takes pride in its professional and high qualified faculty, modern infrastructure, technology and resources – be it in the fields of Human Resource Management, Marketing, Finance and Systems.

The Department has obtained UGC-Autonomous Status in the year 2011 and is running the Management programme successfully, with intake of 300 students. The College Academic Council, Board of Studies of the department strive to provide quality education and most advanced curriculum and syllabus to make the students industry ready and excel in the contemporary business world.

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**Sri. C. Gangi Reddy garu,  
Hon' Secretary of Annamacharya Educational Trust.**

**Two-day National Conference On" EXCELLENCE IN BUSINESS PRACTICES IN 21st  
CENTURY**

I am really happy to say that the Department of Business Administration is organizing a National Conference on Excellence in Business practices in 21<sup>st</sup> century on 10th & 11th August 2021. The Department of Business Administration is one of the most vibrant departments of the Institute and has been actively contributing to the industry in the job market over the last many years.

I congratulate the organizers for attracting a wide range of papers from experts in their fields. It is my pleasure to welcome all the invited speakers and delegates to Annamacharya Institute of Technology and Sciences (Autonomous), Rajampet, for the virtual conference and wish them a most informative and enjoyable conference. I extend my best wishes for a grand success of this conference.

**Objective of the conference:**

1. To identify, develop and find out various innovative methods, processes and techniques used by business.
2. To bring in creative ideas for discussion on a common platform.
3. To bring in innovative solutions for enhanced sustainability with beneficial outcomes for all stakeholders.



**Sri C Abhishek Reddy**

**Executive Director, AITS Group**

**Two-day National Conference On" EXCELLENCE IN BUSINESS PRACTICES IN 21<sup>st</sup>  
CENTURY**

It is a matter of immense pleasure that the Department of Master of Business Administration of Annamacharya Institute of Technology and Sciences (Autonomous), Rajampet is conducting a Two-day National Level Conference on “Excellence in Business Practices in 21<sup>st</sup> century”. In the present competitive world, there is a dire need that all the business persons need to be aware of business world and adapt best strategies to gain competitive advantage. There is much scope for innovations in the present era for developing the marketing ideas and translating them into different fields so that both the rural and urban customers get the services and products with high quality and lesser cost. I hope that the conference will open new avenues for innovation and improvement of the present business environment by translating the ideas churned out from the discussions and paper presentations. I extend my warm greetings to the organizers and wish the conference a great success.

\*\*\*\*\*



**Dr. SMV Narayana**  
Principal, AITS, Rajampet

It is a matter of immense pleasure that Master of Business Administration department of Annamacharya Institute of Technology and Sciences (Autonomous), Rajampet is conducting a **Two-day National Conference On" EXCELLENCE IN BUSINESS PRACTICES IN 21st CENTURY"**. In the present competitive world, the biggest challenges for business leaders of the next century are going to revolve around coming to understand fully how global business practices have evolved - based on advances in the use of technology as well as the ability to connect with others and to be contacted by others, almost anywhere and anytime. There is much scope for innovations for developing the marketing ideas and translating them into field so that both the rural and urbancustomers get the services and products with high quality and lesser cost. I hope that the conference will open new avenues for innovation and improvement of the present marketing by translating the ideas churned out from the discussions and paper presentations.

I extend my warm greetings to the organizers and wish the conference a great success.

**(Dr. SMV NARAYANA)**  
M.Tech, Ph.D.PRINCIPAL

\*\*\*\*\*



**Dr.P.SUBRAMANYAM**  
HEAD OF THE DEPARTMENT (MBA)  
CONVENER

**Two-Day National Conference On" EXCELLENCE IN BUSINESS PRACTICES IN 21<sup>st</sup>  
CENTURY**

I have immense pleasure in extending a warm welcome to the academicians, research scholars, practitioners and students to National Conference on Excellence in Business practices in 21<sup>st</sup> century organized by Department of Business Administration, Annamacharya Institute of Technology and Sciences (Autonomous), Rajampet on 10th and 11th August 2021.

I profusely thank the paper writers who submitted the papers. I expect this conference provides them a platform to showcase and deliberate on their works with their peer groups leading to important innovations and solutions for the betterment of the society.

I sincerely acknowledge the active cooperation extended by our valued colleagues within and outside the department.

I once again welcome all the guests and delegates to AITS, Rajampet for virtual conference.

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**Two-Day National Conference On" EXCELLENCE IN BUSINESS PRACTICES IN 21st  
CENTURY**

**on 10th and 11th August 2021.**

**PROGRAM SCHEDULE**

**DAY 1:**

**10.00 AM** - Welcome to delegates

**10.05 AM** - Prayer song

**10.08 AM** - Speech by Honorable secretary - Sri.C.Gangi Reddysir

**10.15 AM** - Speech by Executive Director - Sri. C.AbhishekReddy sir

**10.25 AM** - Talk by SMV Narayana, Principal, AITS

**10.35 AM** - opening remarks by Dr.P.Subramanyam, HOD &Convener

**10.45 AM** - Speech by guest of Honour -**Prof.D. Himachalam,**  
*Emeritus Professor, SVU, Tirupathi*

**11.15 AM** - Special talk by Keynote Speaker - **Prof .S.**  
**Venkataramanaiah, IIM, Lucknow**

**11.45 am** - Speech by Chief Guest - **Prof.K. Ravi Sankar,**  
**Director, School of Management, IGNOU, Delhi.**

**12.00 pm** - Speech by guest of Honor - **Prof. K. VenugopalRao,**  
**Professor and Dean, SKU.**

**12.30 pm** - Inaugural session ends

**12.45** - Vote of Thanks

**1.00 pm-2.00 pm** - Technical session-1

**DAY 2:**

**10.00 AM** – *Speech by resource person-Prof.N. Anitha, Jain University*

**10.30 AM- 2.00 PM**-*Paper Presentations- Technical sessions II & III*

**2.00 PM** – *Feedback from participants*

**2.30 PM** - *Vote of thanks.*

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**DERIVATIVE MARKET: A STUDY ON ITS EMERGENCE AND PROSPERITY IN INDIA****Dr.D.Thirumala Rao**

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**ABSTRACT**

A reformative step towards introduction of derivatives trading in India has been initiated by SEBI, with 24 members committee under the Chairmanship of Dr.L.C.Gupta on November 18 1996. Derivatives are one of the most multifaceted instruments, that indicates, it has no independent value. A derivative is a contract whose value is derived from the value of an asset, known as “**underlying asset**”, which could be a share, a stock market index, an interest rate, a commodity or a currency. Without these underlying assets, they do not carry any value. For instance, the value of a precious metal future contract derives from the value of the underlying asset, which can be gold, diamond or any other precious metal. The underlying concept of these derivative instruments is to provide commitment to prices for future dates for giving protection against uncertainties to reduce the degree of financial risk. Indian derivatives market has grown manifolds over the years. Derivative instruments are marked with the ability to fully and partially transfer the risk by locking in asset prices, these instruments are gaining momentum among the investors. The derivative market in India has become an integral part of modern financial system. This paper discusses on the emergence and prospectus of derivative market in the Indian context.

**Key Terms:** *Derivatives, SEBI, Financial Risk, Investors, Financial System.*

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## A STUDY ON E-LEARNING PERSPECTIVE FOR EMPLOYEES OF CORPORATE SECTOR

Sumit Sharma<sup>1</sup> and Dr. Rajesh Rathore<sup>2</sup>

<sup>1</sup> Research Scholar, Madhav University, Pindwara (Sirohi), Rajasthan, India

<sup>2</sup> Dean & Professor (Commerce & management), Madhav University, Pindwara (Sirohi), Rajasthan, India

### ABSTRACT

This research looks at the correlation between employees' overall job performance, productivity, trainability, job happiness, organisational commitment with E-learning based training methods. E-learning has made it possible for organisations to completely re-engineer the training process, while also realising the many benefits that e-learning offers. The growth of any country requires the promotion of e-learning activities. People are concerned about the rapid expansion and educational progress in today's society. If a plan is made, then the desired outcomes are sure to follow. HR and learning and development Managers at all levels of the corporate hierarchy are always seeking new and more economical methods of educating the staff members. Although more expensive than classroom education, e-learning is also less expensive in the longer run. Additional expenditures, like as training facilities and travel fees for workers or trainers, are significantly decreased by using e-learning methods in conjunctions with traditional trainings. Although this is true, one instructional approach that remains here to stay is e-learning, which teaches people required information, skills, and attitudes. How it is developed, administered, and assessed will determine how effective it is, as well as how viable it is. This Research paper takes a detailed look at current condition of e-learning in India's Corporate Sector. We analyse the efficacy of e-learning by analysing the literature that addresses the consequences of e-learning. This research agenda was developed with the purpose of uniting the science and practice of e-learning.

**Keywords:** e-learning; distance training; Learning Information and Knowledge; Corporate Training.



## BLOCKCHAIN CAN BE THE BEST TECHNOLOGY FOR REDUCING CYBER RISKS IN FINANCIAL SERVICES INDUSTRY

Dr. Soma. Hari Prasad

M.B.A.,M.Phil., Ph.D.,

Professor – Holy Mother P.G. College, Hyderabad

### ABSTRACT

Blockchain is a decentralized ledger where each member has access to the latest copy of encrypted ledger which consist of deals and transactions taken place with the help of digital currencies for validating. Basically, it's a distributed database that is tamper proof which holds batches of individual transactions. Each completed block has different features like Chronology, linearity, timestamp and information links to the previous blocks. The present research identifies different cyber security applications that are used by architects viz., cryptography, Personal Identification Information, and web applications in implantation of block chain technology with the help of peer review literature *in* managing the cyber risks and drive the future of financial services industry by using IOT, Machine Learning and Artificial Intelligence etc.

**Keywords:-** Block Chain, Encryption, Digital Currency, Cyber risks and threats, Internet.





**CHANGES IN BUSINESS PROCESSES - 21<sup>ST</sup> CENTURY****Dr K.Suryanarayana,**

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R.V.R &amp; J.C. College of Engineering,

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**ABSTRACT**

In the present scenario affect covid-19 the businesses have to shift their focus and look for new ways to run their businesses in order to sustain. The businesses have to ensure that they deliver their products to the customers on time and extend their markets, in order to do this they have to focus on the processes like advertisement, direct marketing etc., and shift towards online trends. The paper focuses mainly on the payment processes which is a back bone for transformation like phone pay, google pay, Paytm etc.,

*Key Words: covid, business, customers and transformation.*



**DIVERSITY, EQUITY & INCLUSION AT THE WORKPLACE****Dr. Mohammad Imrozuddin**

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**ABSTRACT**

**Diversity:** It refers to the diverse workforce covering a multitude of different characteristics like race, culture, gender, sexuality and experience. At its heart, it's about welcoming different worldviews to the business.

**Inclusion:** It is when all the employees feel like they belong to the company, that they have the opportunity to voice their opinions, that they don't feel excluded on the basis of their identity, and that they see themselves reflected in the company values.

**Equity:** It refers to the policies instituted that support diversity and inclusion in the company. It's about recognising that each individual is unique, and accommodating their needs properly. By acknowledging the structural imbalances in the company, a tangible, real-world solutions are discovered. Equity-first businesses go through a consistent process of redressing the balance of opportunity. It's a matter of recognising that certain groups are subject to advantages, and vice versa — whether that's gender pay gaps or biased onboarding practices — and taking direct, sustained action.



## A STUDY ON EMPLOYEES JOB SATISFACTION IN ORGANISATIONS

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### ABSTRACT

Job satisfaction shows that personal factors such as an individual needs and aspirations determine his/her attitude, along with group and organisational factors such as relationships with co-workers and supervisors and working conditions, work policies, and compensation. Job satisfaction reflects the extent to which people find gratification or fulfillment in their work. A satisfied employee tends to make positive contributions to absent less often, and to stay with the organisation. The effect of job satisfaction goes beyond organisational setting and structure. Satisfied employees are more likely to be satisfied responsible citizens. These people will hold a more positive attitude towards life in general and make for a society of more psychologically & physically healthy. Job satisfaction has been considered as state of pleasurable condition. Job satisfaction is often thought to be synonymous with job attitudes, but is important to recognize that those with different theoretical orientations may use the term somewhat differently. Some measure job satisfaction in terms of the gratification of strong needs in the work place. Others see it as the degree of divergence between what a person perceives is actually and what he expects to receive from the work and what that person performs. It can also be defined as the extent to which work is seen as providing those things that one considers conducive to one's welfare. In yet another view, job satisfaction is considered a purely emotional response to job situation. Job satisfaction depends on several different factors such as satisfaction with pay, promotion opportunities, fringe benefits, job security, and relationship with co-workers and supervisor. Employees who have an internal locus of control and feel less alienated are more likely to experience job satisfaction, job involvement and organizational commitment.

**Keywords:** *Job satisfaction, gratification, Job involvement, emotional response*



## A STUDY ON QUALITY OF WORK LIFE AND TURNOVER INTENTION AMONG ACADEMICIANS

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### ABSTRACT

**Background:** This study was aimed to investigate the various dimensions of quality of work life of higher educational teachers working in engineering colleges affiliated to JNTUA, Anantapur. And the relationship among six-dimensional Quality of work life with job satisfaction, organizational commitments and turnover intention.

**Methods:** A cross-sectional survey was used in this study. Data were collected using Brooks' Quality of Work Life, the Anticipated Turnover Scale and demographic data questions. A total of 500 faculty working in private engineering colleges affiliated to JNTUA Anantapur in Rayalaseema region and Nellore district of Andhra Pradesh is selected base on stratified random sampling method is adopted. Descriptive statistics, t-test, ANOVA, correlation and multiple regression were applied for analysis using SPSS v 21 for Windows.

**Results:** The findings suggest the importance of overall Quality of work life of engineering teachers in enhancing their commitment and retention. The present study concludes that employees' perceptions on the relationship among Quality of work life, organizational commitment and turnover intention will improve, if organization approaches its employees' management activities from the perspective of cultivating Quality of work life that should be reflected in the formal organizational policy and procedures.

**Keywords:** *Engineering College, Job Satisfaction, Organization, Organizational Commitments, Quality of Work Life and Turnover Intention.*



## EFFECT OF COVID-19 PANDEMIC ON SAVING AND INVESTMENT HABITS OF INDIVIDUALS IN KURNOOL TOWN, ANDHRA PRADESH

**\*G. Thouseef Ahamed**

**\*\*Prof. K. Venugopal Rao**

\* Research Scholare, Sri Krishnadevaraya University (SKU), Anantapur, Andhra Pradesh

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### ABSTRACT

Worldwide Covid 19 has affected millions of peoples life. It caused not only a health crisis, but also cause the global economy to suffer. Nationwide lockdown has left the general population in an adverse state affecting their businesses and jobs on a great scale. Saving and investment has once again evolved as important pillars of our economy to support our country to survive in this current pandemic situation. In India saving is a deep rooted habit which helped our country in many global economic crises. The aim of this article is to analyze the impact of Covid 19 on saving and investment habits of the people in Kurnool, Andhra Pradesh region.

**Keywords:** Covid-19, Pandemic, Saving, Investing, Economy, Business



**CUSTOMER SATISFACTION ON SERVICE QUALITY DIMENSIONS****K. BHASKAR**

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**ABSTRACT**

The purpose of this paper is to empirically investigate the influence of dimensions of service quality towards satisfaction in the context of Indian retail market. The paper focused to examine the relationship between satisfaction and service quality dimensions. A study has been conducted on 20 supermarkets in Kadapa district, A.P. India. The results of this research indicate that retail service quality positively influences satisfaction and trust. It is found that satisfaction also positively influences trust and loyalty. Satisfaction and trust mediate the relationship between retail service quality and loyalty on customer satisfaction.

**Keywords:** Customer, Satisfaction, Service Quality Dimensions and Trust.



**IMPACT OF ONLINE RATING & REVIEWS IN MAKING PURCHASING DECISIONS*****Reshma Patnam****Research scholar, Jawaharlal Nehru Technological University, Anantapur.**Email: reshmapatnam@gmail.com****Dr.B. Abdul Azeem****Associate professor, Annamacharya Institute of Technology & Science, Rajampet.**Email: babdul.azeem@gmail.com***Abstract:**

Day by day online marketing is becoming dynamic and the characteristics of online markets are undergoing major change. Due technological upgradations, consumers are becoming more vigilant and logical while making purchase decisions. Online reviews and ratings are actually part of marketing strategies of online marketers to influence the consumer purchase decisions. Consumers are referring to these reviews and ratings while they purchase products online. This study will focus on understanding the impact of online ratings & reviews on purchase decisions.

**Key Words:** *Online, marketing, consumer, technology etc.*



**A CONCEPTUAL STUDY OF THE HRM CHALLENGES IN IT INDUSTRY****Dr.T.Navaneetha,**

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**Email id: [thotnavaneetha@gmail.com](mailto:thotnavaneetha@gmail.com)****ABSTRACT**

Human resource management challenges play a vital role in the success of the organization. The purpose of this study is to examine the different environmental influences faced by IT Industry, factors affecting HR challenges and to explore various challenges faced by HR managers. The study is done with the help of a secondary data covering all the HRM challenges. Management might be able to increase the level of the commitment in the organization by improving satisfaction with compensation, policies, and work conditions. Companies should involve their employees in decision making as industrial revolution brought drastic changes in the organizations as they viewed it as an indispensable source of competitive advantage. One way of increasing the job satisfaction at the workplace is expanding the interactions level with employees in staff meetings and rising guided discussions of topics related to industrial revolution and HRM issues. If the employees are well aware of the organization environment, their duties, and objectives, they can perform their tasks in a better way, and it helps the organization to enhance its productivity. A highly committed and competent workforce allows companies gain a competitive advantage.

**Key words:** *Human Resources, Information Technology, HR practitioners, Challenges.*





## MEASURING THE IMPACT OF QUALITY OF WORK LIFE ON EMPLOYEE JOB PERFORMANCE

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### ABSTRACT:

The purpose of the study is to understand the impact of Quality of Work Life on employee job performance. The concept of quality of work life reflects the positive emotional reactions and attitudes an individual has towards their job. . It has been conceptualized as a general attitude toward the job. Job performance is often viewed as the degree to which employees execute their job tasks, responsibilities and assignments sufficiently. It trusts that individuals perform better when they are permitted to take an interest in dealing with their work and make decisions. A questionnaire-based field survey was conducted to collect data from a sample of 110 employees from Information Technology Industry by using convenience sampling method from Hyderabad Region. The multiple correlations, regression aware used to analyze the derived two hypotheses with the help of SPSS 20. This research finds the detailed consequences of the impact of Quality of work life on employee job performance.

**Keywords:** *Job Performance, Quality of Work Life, Employees, Correlation, Regression.*



**“WOMEN EMPOWERMENT IN RURAL AREAS THROUGH MICRO CREDIT”****V.Vedavathi,****Assistant Professor, Dept of MBA, AITS.****ABSTRACT**

The micro-credit programs provide the credit facilities in empowering women in rural areas. The study focuses on the way of increase the activities through micro credit in empowering poor women. For this purpose, the problem is identified as “To what extent the micro credit programme influences in empowering poor women in rural areas”. The prime objective of the research is to identify the impact of the micro-credit programme on women empowerment. For this purpose, the households who get loan facilities from micro finance institutions are selected to meet the research objectives. The data has been gathered by using primary and secondary data. This paper identifies the microcredit can be considered as an important element for an effective poverty reduction strategy especially in rural areas. The information has been collected from 95 respondents out of 105 households totally. The concept of micro credit is analysed by using the size of loan received, recovery of loan, and period of loan and the socio-cultural empowerment and economic empowerment is used to analyze the empowerment.

**Key words:** *Economic empowerment, Micro credit, Socio cultural empowerment, Women empowerment.*



## A STUDY ON IMPACT OF FOREIGN INSTITUTIONS INVESTMENTS, REGULATIONS AND PRACTICES INDIAN CAPITAL MARKETS

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### ABSTRACT:

Business Excellence (BE) is about developing and strengthening the management systems and processes of an organization to improve performance and create value for stakeholders. BE is much more than having a quality system in place. BE is about achieving excellence in everything that an organization does including leadership, strategy, customer focus, information management, people and processes and most importantly achieving superior business results. All foreign institutional investors including pension funds, mutual funds, asset management companies and portfolio managers were permitted to invest in Indian capital market Since Indian capital market is vast and attract foreign investors and to facilitate is given for foreign capital flows, all developing countries seek to strengthen economy by lending their capital markets. For financial stability purpose developing countries borrowing money from selected foreign institutional investors now in the period of 2018 to 2021 to measures the performance of market returns and economic growth and market volatility in India using both static and dynamic models based on daily data. The findings of both models show foreign investors as positive feedback traders while investing in the Indian market.

**Keywords:** *FII, Indian Capital Market, Correlation and Regression, Trends of FII in India*



# The impact of corporate reputation on rural consumer brand attitude and purchase intention

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## Abstract:

The purpose of this study is to explore the influences of corporate reputations on the changes in consumers' brand attitudes and purchase intentions. To perform this study purpose, we proposed the relationships between brand awareness and perceived quality and initial brand attitude and purchase intention by relying on the hierarchy of effects model; then we assessed the changes in brand attitude and purchase intention after providing information on negative corporate reputation. Multiple regression analysis to test the hypothesized relationships using a convenience sample of 310 respondents. The empirical results support significant effects of brand awareness and perceived quality on brand attitude and purchase intention. Furthermore, respondents' brand attitudes and purchase intentions are reduced after they are being provided with the information on negative corporate reputation. This result confirms that negative corporate reputation significantly aggravates consumers' attitudes and purchase intention.

**Keywords— Consumer Attitude, Purchase Intention, Corporate Reputation**



## A Study on Financial Literacy among Select Residents of Kadapa District, AP

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### Abstract

Financial literacy is the set of skills and knowledge that allows an individual to make informed and effective decisions with all of their financial resources. Financial literacy is increasingly important as people manage their own retirement accounts, trade personal assets online, and carry student, medical, credit card, and mortgage debt. So, to observe the financial literacy of the respondents of Kadapa District region this particular study is undertaken. Study is descriptive in nature and 600 samples from four major towns of Kadapa district of Andhra Pradesh has been selected for the same. Scope of the study is confined to salaried employees of Govt., Public and Private sectors. To assess the financial literacy respondents were asked eight questions which pertains to basic and advanced financial literacy. Study reveals that respondents of Kadapa district possess fair financial literacy.

**Key Words:** Financial Literacy, Investment



**A STUDY ON ORGANIZATION POLICIES AND EMPLOYEE SATISFACTION AT  
APMDC LIMITED, MANGAMPET, KADAPA DISTRICT.**

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**ABSTRACT**

An organization is basically association of human beings managing the human resources is the most important aspect for the organization. So, the organization policies and management decisions play an important role in organization to manage the human resources. The study conducted by the researchers involves organization policies and HR satisfaction in APMDCL Mangampet, Kadapa district. This study aims to measure the satisfaction level of employees towards organizational policies and to know what are the problems facing by them in organization and also identify the measures to solve the issues effectively. A sample of 90 employees are randomly selected and structured questionnaire employed for collecting responses from them. Simple percentage method used for analysis. Findings revealed that majority of the respondents over 65% of the employees are highly satisfied with the organization policies and 35% of the employees were not satisfied.

**Keywords:** Organization policies, Human Resource, Management Decision, Employee satisfaction.



## EFFECTIVE WAYS TO TEACH ORAL PRESENTATION SKILLS TO ENGLISH AS A SECOND LANGUAGE LEARNERS

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### ABSTRACT

Oral presentations have become an important part of language teaching. It acts as a part of the various tasks, activities and assessments in an English as a Second Language (ESL) classroom. Furthermore, in ESL classrooms, oral presentation is adopted by teachers as an effective communicative activity to promote and improve oral proficiency. But, giving an oral presentation in the class can be a strenuous and stressful activity for the students. Therefore, proper instructions and guidelines have to be given to the students so that they can deliver an effective oral presentation. This paper examines the various strategies and tools to teach effective oral presentation skills to ESL learners. The paper further deliberates on the classroom practices using the Content-Based Instruction (CBI) approach to teach oral presentation adopting the strategies and tools described in the course of the study.

**Keywords:** *Content-Based Instruction (CBI), Effective, ESL, Oral presentation, Strategies and tools.*



**FACTORS AFFECTING YOUTH ENGAGEMENT ON INSTAGRAM MOBILE APP**

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**ABSTRACT**

As a relatively new social networking site(SNS), Instagram's user database has been growing at a staggering rate since it was first launched in 2010. Marketing practitioners have been making efforts on this increasingly popular mobile image(and video) capturing and sharing services to reach the end-users, more importantly, to build lasting relationship with them. This study follows literature study, positive worldview, and utilized contextual investigation plan. The information was gathered by qualitative substance investigation strategy through passing questionnaire. A questionnaire was conducted to collect primary data and secondary data the study sample consisted of 104 respondents. Therefore, these significantly affect the adherents, likes, and remarks, for consumer engagement. The variables that are considered for the study are customer engagement, perceived value, social value, ease of use. As per the result of the study perceived value, social value, ease of use have shown positive influence on the youth engagement.

**Keywords:** *Entertainment, Perceived value, Social value, Ease of use, Youth engagement.*





## GREEN HUMAN RESOURCE MANAGEMENT: 21ST CENTURY TOOL FOR ACHIEVING SUSTAINABLE DEVELOPMENT

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### ABSTRACT

Increasing pollution from industries, scarce availability of resources in the economy, high consumption of natural resources creating urge to concern about the environment. These issues are being reported in newspapers every day. The situation is so alarming that issues are being Re discussed by environmentalists and scientists about balancing ecological imbalances. Organizations are becoming aware about the seriousness of these issues and trying to integrate environmental management into their corporate agenda in order to achieve sustainable development and competitive advantage. This paper will discuss green human resource management as a tool to achieve sustainable development on the basis of existing literature available on green Human Resource Management. An Exploratory Research design is used for the study. Papers published on green human resource management from Research gate and Google Scholar have been reviewed to achieve the aim of this study. Findings of the Study revealed that Green Human Resource Management is an effective tool for achieving Sustainable development. It will make employees and society members aware of the utilization of natural resources efficiently and economically.

**Keywords:** - *Green Human Resource Management, Employees, Sustainability, Competitive advantage, Environmental management.*



## HUMAN RESOURCE MANAGEMENT PRACTICES AND EMPLOYEE ENGAGEMENT - A KEY TO ORGANIZATIONAL SUCCESS IN 21ST CENTURY- A THEORETICAL ANALYSIS

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### ABSTRACT

Humans are social being, we seldom live and work in isolation, Whether consciously or unconsciously we are always in interaction with other people and we are continually planning, developing, managing and ceasing our relations with others. These relations do not appear out of nowhere. They depend on our actions and our ability to manage our actions. However, Dealing with people is probably the most difficult thing we will ever encounter in life. Moreover, the business environment today is not clear than yesterday.

Human Resource Management discipline extracted its roots from organizational psychology discipline and proved to be an important practice for managing organizations. The role of this practice has emerged to be strategic with due course of time. In an organization, HR has become an important strategic partner and the management of the same has become a challenging task for HR managers. Now a day, the role of human resource management departments has become indispensable for 21st century modern businesses. This article particularly focuses on changing role of human resource management practices in 21st century. This theoretical paper aims to highlight the importance of human resource managers, HR practices and its influencing factors on employee engagement. The literature analysis has been conducted to present emerging issues, challenges and practices of human resource management discipline in context of 21st century.

**Keywords:** *Human Resource Management, Strategic Human Resources Management, Employees engagement and Performance management.*



**IMPACT OF ONLINE RATING & REVIEWS IN MAKING PURCHASING DECISIONS*****Reshma Patnam****Research scholar, Jawaharlal Nehru Technological University, Anantapur.**Email: reshmapatnam@gmail.com****Dr.B. Abdul Azeem****Associate professor, Annamacharya Institute of Technology & Science, Rajampet.**Email: babdul.azeem@gmail.com***Abstract:**

Day by day online marketing is becoming dynamic and the characteristics of online markets are undergoing major change. Due technological upgradations, consumers are becoming more vigilant and logical while making purchase decisions. Online reviews and ratings are actually part of marketing strategies of online marketers to influence the consumer purchase decisions. Consumers are referring to these reviews and ratings while they purchase products online. This study will focus on understanding the impact of online ratings & reviews on purchase decisions.

**Key Words:** *Online, marketing, consumer, technology etc.*



## IMPACT OF HYGIENE FACTORS ON DEVIATIONAL WORK PLACE BEHAVIOR

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### ABSTRACT

It is a typical wonder these days, in different organizations to see that, the workers abuse the critical authoritative standards, and take part in such a conduct, which ends up being grievous to the organization. A portion of the occasions are, taking over the top breaks from work, taking from organization, Blaming colleagues, contending non valuably, inappropriate behavior, individual hostility and Endangering collaborators. This sort of conduct, which is a deviation from the standards set somewhere around the organization is designated "Deviational work place behaviour." This sort of conduct, may antagonistically influence the physical and mental prosperity of employees. Consequently, this might prompt the organization missing out on the productivity of the employees at work environment. Due to this explanation, there is a developing significance to examine the purposes for the unusual conduct of this sort, and come out with answers for keep away from this sort of conduct. As disappointed employees show this kind of conduct, we have to evaluate the components prompting disappointment and how much these variables impact the conduct. The consequences of Negative deviational behavior at work can be classified as organizational to Interpersonal and minor to serious. We are going to study about **Endangering co-workers**, which comes under interpersonal and serious cause category. The other kinds of consequences are Organizational and minor, organizational and serious and interpersonal and minor. The Questionnaire will be prepared in such a way that will bring out information about whether they are provided with sufficient hygiene factors, and lack of which hygiene factor leads to the consequence of **Endangering co-workers** etc.

**Keywords:** *Hygiene factors, Endangering co-workers, organizational consequences, Interpersonal consequences, Employee prosperity*



## IMPACT OF SOCIAL MEDIA MARKETING ON ONLINE IMPULSE BUYING BEHAVIOUR

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### ABSTRACT

Impulse purchase or motivation buy is a simply buy, where the choice to purchase an item is made only a moment before the genuine buy is done and it isn't pre-arranged. Online retailers are in an exceptional position since they can get to a client whenever through content, email, shows promotions, and web-based social networking. Web based life is one primary factor in all by which a retailer have in position to impact the clients and raising the motivation purchasing. Technology enables customer to explore items to name them and reprimand them in level with measure, and the sky is the limit from there. Subsequently numerous organizations today have pages on interpersonal organizations to supplement the data held about items, held by the input of buyers about items and have a tendency to relate more to an organization in the wake of perusing different surveys. The objective of paper is related to the role of social media marketing factors and their impact on Impulse buying behavior.

Consumer behavior, therefore it has been made a quantitative research and on the other side regression is used as a tool because impact has checked on one factor because of other. One way ANOVA also used to check the mean differences. The sample counted 112 respondents and from the statistical perspective, the conclusions were established in terms of the univariate and bivariate analysis. Following the analysis of the research variables we can make a consumer profile that uses social networks. Likewise, after doing the complex statistical analysis using tools and the analysis offered by the online platform the host of structured questionnaire. In findings it is clear that social media marketing factors impact on impulse buying directly now days. Unplanned purchase increases due to social media marketing and up to 40 percent extra expenses increases due to the social media factors.

**KeyWords:** *social media, marketing, online, consumer and Purchase.*



## INFLUENCE OF AUGMENTED REALITY ON PURCHASE INTENTION

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### ABSTRACT

In today's business competitive environment, organizations are striving to discover innovative ideas in order to support and promote their offerings. In spite of the undeniable fact of traditional marketing to promote a product, it has gradually failed in meeting the prerequisites of the present markets. The association of augmented reality in developing customer brand engagement and purchase intention is the most highlighted element of this study. The purpose of the study is to explore the impact of augmented reality in the creation of customer brand engagement and purchase intention with the effect of value co-creation. The study was conducted through a questionnaire sent to the people living in Bangalore via google forms. Total of 514 data was collected from the people. AMOS was used for the study to come to the conclusion. The paper includes the managerial implications, findings and recommendations in respect to the above study.

**Keywords-** *Augmented reality, purchase intention, customer brand engagement and value co-creation.*



**RECENT INNOVATIONS IN INDIAN BANKING SECTOR****GOWRIPEDDI HARI KUMAR**

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Email: [ramanjimba09@gmail.com](mailto:ramanjimba09@gmail.com)**ABSTRACT:**

The banking sector plays a significant role in the development of a country's economy. The development of the banking sector depends on the services they provide to customers from different angles. New competitors into the market, new business models, changing customer expectations and the breakdown of traditional services are all pushing traditional banks to launch new technology in their operations. The revolution in the banking sector led to the introduction of Automated Teller Machines (ATM's), Cash Deposit Machines (CDM), Debit cards and Credit cards, Cheque Truncation System (CTS), NEFT (National Electronic Fund Transfers), RTGS (Real Time Gross Settlement), Mobile banking, Internet banking etc. However technological advances around the world have created pressure to use better technology in the banking sector. This paper highlights the diverse innovative products and services offered by Indian banks. The quoted figures are taken from secondary sources. Finally, this paper makes a critical analysis of the acceptance and acceptance of these innovations by banking customers. Primary data were used for this analysis. This paper is detailed in nature and aims to illuminate the knowledge of the readers.

**Key words:** *Indian Banking, ATM, Plastic Money, Fund Transfers, Mobile Banking, I – Banking.*



## MICRO CREDIT AS A MECHANISM FOR THE FINANCIAL UPLIFMENT OF WOMEN IN CHITTOOR DISTRICT

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### ABSTRACT

The main objective of this paper is to find the impact of Micro Credit on the Empowerment of Women in Chittoor District. This paper includes many challenges that are faced by the rural women for empowering their livelihood. One of the tools that help the women in rural areas for their empowerment is Micro Credit. The Microfinance Sector occupies a position of importance in the Indian Economy. One of the major barriers to lend women is the collateral requirement. Property owning can be factually or legally difficult for women. Other major obstacles, namely, the lack of initial capital resulting from their low level of livelihoods, patriarchal control over financial decisions, the lack of entrepreneurship, market knowledge, management, and technical skills, and the lack of time resulted from the household responsibilities prevent for women in establishing an enterprise and starting economic activities.

**Key Words:** *Micro Credit, Micro Finance sector, Indian Economy, entrepreneurship.*





## DIGITALIZATION IN INDIA: OPPORTUNITIES AND CHALLENGES

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### ABSTRACT

This paper highlights the importance, challenges and advantages of digitalization in India. Digitization is the representation of an object, image, sound, document or signal by generating a series of numbers that describe a discrete set of its points or samples. The digital economy is the new productivity platform that some experts regard as the third industrial revolution. India is an initiative of the Central Government of India “designed to transform India into a global digitized hub” by reviving a rundown digital sector of India with the help of improving digital connectivity and skill enhancement and various other incentives to make the country digitally empowered in the field of technology. The 2016 Union budget of India announced 11 technology initiatives including the use data analytics to nab tax evaders, creating a substantial opportunity for IT companies to build out the systems that will be required. The initiative also lacks many crucial components including lack of legal framework, absence of privacy and data protection laws, civil liberties abuse possibilities, lack of parliamentary oversight for e-surveillance in India, lack of intelligence related reforms in India, insecure Indian cyberspace, etc. It is mandatory that economy has to push merits of Digitalization and check the problems arise from digitalization. In the era of Globalization transactions are increasing. So that digitalization to be given priority for both quick and transparent transactions.

**Key Words:** Digitization, IT, transform, India etc.



**A STUDY ON CHALLENGES FACED BY ENTREPRENEURS IN THE 21<sup>ST</sup> CENTURY'**

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**ABSTRACT**

An entrepreneur is a person who plays a key role in any economic growth of a country. Mostly an entrepreneur can be regarded as a person who has the initiative, skill and motivation to set up a business or an enterprise of his own and who always looks for high achievement. He acts as promoter of social change and come up with an idea to produce goods and services. He looks for opportunities, identifies them and grabs them mainly for economic improvements. His motive is to earn profit through the production or distribution of socially beneficial goods or services. He is enriched with the inborn qualities of adventurism, willingness to face risks, innovative urge and creativity and is eager to make dynamic changes in the production process, introduce innovations and to find out new uses for raw materials. But now there are so many challenges faced by new entrepreneurs i.e., lack of sustained motivation, lack of patience in solving problems, Inability to dream and use subconscious etc. The main objectives of the study are to identify the challenges faced by the new entrepreneurs and to analyze the measures to overcome them.

**Keywords:** *Entrepreneur, challenges and trends, Innovative skills.*



**THE IMPACT OF HUMAN RESOURCE MANAGEMENT (HRM) PRACTICES ON  
EMPLOYEE SATISFACTION LEVEL AND PERFORMANCE**

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**ABSTRACT**

Human Resource Management is a significant function in a company designed to improve human resource performance in provision of their management strategic objectives. Human resource is primarily concerned with how workforces are maintained with in companies' concentrating on plans, procedures and systems. This study focuses on Information Technology sector in India. This study analyzes the Human Resource Management (HRM) practices that increase employee satisfaction towards the company to enhance employee performance in the organization. Effective Human Resource practices can reduce employee turnover and increase retention rate within an organization. These practices are health and safety measures, Working environment, Welfare programmes, Training and Development, Compensation management, Reward management, Industrial relations, Work life balance, and Fringe benefits. The analysis identified the significance of employee retention practices to improve retention rate of IT organizations. The study targeted a sample of 615 respondents. A questionnaire was developed in this analysis with the help of previous studies or literature to measure the identified HR practices and related with employee retention. Samples were collected using questionnaire from 102 employees in order to test the hypothesis. ANOVA test was done using SPSS\_v20 to find out the impact of Human resource practices variables on employee satisfaction level and performance. It was found that there was a significant relationship and identified major impact of reward management and compensation plans on employee performance whereas welfare programmes had less impact on employee performance.



**PERCEPTION OF PEOPLE TOWARD LIFE INSURANCE POLICY****DR. VARSHA VIRANI**

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**ABSTRACT:**

Insurance companies play an important role in the welfare of human well-being by providing protection to millions of people against life risks such as uncertain death or accident. Even the life insurance is fastest growing service sector in India after privatization and increase in FDI. Thus it has become essential to study the buying pattern of the life insurance policies. The current study examines the various factors that affect the consumer perception towards life insurance policy. Data was collected with the help of structured questionnaire. The sample constituted of 100 respondents from Rajkot city, Gujarat. The statistical technique used for the analysis is descriptive and graphical.

**Keywords:** *Insurance, FDI, risk and consumer.*



**RISK – RETURN EVALUATION OF SELECTED PHARMA STOCKS TRADING IN NSE****Dr. V. Lava Kumar,**

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**ABSTRACT**

The main objective of this paper is to find the performance of selected equity stocks of Pharma industry on a long term basis. This paper includes different tools for evaluating the performance of the selected Pharma stocks. Some of the tools like standard deviation, Beta and Average returns are mainly used to calculate the risk and return of selected Pharma stocks in this study. The Pharma Sector occupies a position of importance in the Indian Economy. Stock markets play a predominant role in the up-liftment of the Indian Economy financially. Stock markets plays crucial role in the economic development of an investor. Indian financial markets also play a crucial role for the economic well being of the nation. Since secondary market is a part of financial market, it has major percent of share of contribution in the development of Indian Economy. In the present paper we are trying to evaluate the long term performance of Pharma industry with the help of evaluation of selected Pharma stocks. This evaluation is done on the basis of some statistical tools. The time period for evaluation is 5 years.

**Key Words:** *Pharma industry, equity stocks, Beta, Indian Economy, stock markets, Indian financial markets, statistical tools.*



**ROLE OF ENTREPRENEURSHIP AWARENESS IN ENGINEERING EDUCATION****Dr.S.Kishore**

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**ABSTRACT**

Entrepreneurship education teaches engineering students in all disciplines the knowledge, tools, and attitudes that are required to identify opportunities and bring them to life. Despite an increased focus on developing and understanding engineering undergraduates' entrepreneurial mindsets, best practices related to assessing this mindset remain nascent. While some of these existing studies sought to understand perceptions, attitudes, and beliefs, the existing literature is limited in direct attempts to measure students' entrepreneurial mindsets or beliefs. In this article, we tried to examine the importance of entrepreneurship efforts in engineering education, national support for entrepreneurship, student and faculty attitudes and engagement. We then offer our perspective on the future landscape for innovation and entrepreneurship in engineering education.

**Key Words:** *Entrepreneurship, Engineering Education, Innovation.*



**ROLE OF FOOD BASED APPS IN INDIA****P. DADAPEER**

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Email: [ramanjimba09@gmail.com](mailto:ramanjimba09@gmail.com)**ABSTRACT:**

Getting food through online food apps has gained momentum in recent times. Online tools have shown a new perspective on the food industry. Online allows consumers to choose the food of their choice anytime, anywhere. Facilities like net banking and digital wallet payments, cash on delivery and minimum order value attract the customer well. Distances between City and Village have been reduced due to the widespread use of smart phones. Companies are making their services available online according to the convenience and preference of the customer to keep pace with the changing times. Due to the present Covid-19 pandemic situation, the online food delivery system is gaining momentum. In this research, we will specifically look at the growth and significance of digital apps in food delivery systems operated by food companies in India in specific and some of the approaches they can accept for maintainable business in the coming days and challenges faced by the company.

**Key words:** *Foods Apps, Food Industry, Online Payments, Smart Phone Revolution, Customer Perception, Food technology.*



## SUSTAINING EMPLOYEE COMMITMENT BY UTILISING HR PRACTICES IN 2021: POST COVID SCENARIO

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### ABSTRACT

The last two years has been avalanche of change in HR practices. The global pandemic has altered the reality of Hr practices and redefined the work areas completely. This article will present how the transformation has been made and further how HR will emerge in the future. Organizations around the world has scrambled to react and handle the sudden pandemic effect because of which a sudden transformation was of immediate need. The emergence demanded for digital transformation strategies which are suppose to be of people centric. Understanding the prevailing scenario and peoples mindset, digital transformation was inevitable for all organizations. Considering the shifts in the industry, it is very important to keep in pace the rapid development

This paper makes an attempt to study how HR practices were been designed to sustain the commitment levels of employees in various organizations from IT sector,

**Keywords:** *HR Practices, employees, commitment, covid.*





## TALENT MANAGEMENT PRACTICES AND SUSTAINABLE ORGANIZATIONAL PERFORMANCE IN CEMENT INDUSTRY

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### ABSTRACT

**Purpose:** This paper aims to explore the composition of “Organization Performance” for employees in Cement Industry of Rayalaseema Region. **Research Methodology:** The paper applies analyzing data using Reliability Test, Confirmatory Factor Analysis (CFA) and Multiple Linear Regression on a sample of 286 respondents and reduces a set of 24 variables into a list of six attributes talent management practices.

**Finding:** The present study proposes a model of the impact of attributes talent management practices on the organizational performance. **Implication:** The study found that talent acquisition & retention, performance management, learning & motivating, compensation, career development and succession planning are impacting significantly the organizational performance. Therefore, Cement companies should focus on the above factors to provide better talent management practices.

**Key words:** *Talent Acquisition & Retention, Performance Management, Learning & Motivating, Compensation, Career Development and Succession Planning and Sustainable Organizational Performance.*



## THE IMPACT OF ONLINE MARKETING ON START-UP'S - THEORITICAL FRAME WORK

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### ABSTRACT

In the 21st century online marketing is the most effective way of advertising any product or service. Online marketing helps the small businesses and also startup's in a significant manner. Online marketing happens in a virtual and interactive space where the promotion of products and services takes place. The advancement in technology has drastically changed the way of marketing. In online marketing the cost-effective compared to the traditional marketing. Most of the startup's fail due to a lack of proper strategy. Online marketing is innovatively creating a platform for start-ups in innovative manner to reach the customers the main motto of this presentation is to show the positive side of the online marketing on start-ups and small businesses.

**Keywords:** *Online Marketing, Startup, Small business, Technology, Traditional marketing.*



## Mission, Vision and Core Values for Excellence in Business Practices in 21<sup>st</sup> Century

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### Abstract –

The idea behind choosing the “*core values*” in the 21<sup>st</sup> century business practices is to remind and refresh the mission and vision of any business firms. From the idea of setting up a business to the expansion and maintaining the core basics is a key to a successful business. I am sure by the end of this paper you will recollect your memory of your business “Mission and Vision” and understand the adaptation of core basics while giving equal importance from the small to smallest jobs.

**Keywords:** Core Values, Small to Smallest jobs, Mission, Vision, Lijjat papad, Mumbai Dabbawalas, Six Sigma Certified, Equality

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**THE IMPORTANCE OF BRAND PERSONALITY IN THE 21<sup>ST</sup> CENTENARY****Simran Sikka <sup>1</sup>, Dr Jitender Kumar <sup>2</sup>**<sup>1</sup> Research Scholar, IMSAR, MDU, Rohtak<sup>2</sup> Assistant Professor, IMSAR, MDU, Rohtak

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**ABSTRACT**

The “set of human qualities connected with a brand” is referred to as brand personality. Consumers have been shown to infuse brands with human personality qualities, turning them become symbolic brands. Brand personality, from the perspective of the customer, is a method for people to express their personalities and define their lives via tangible goods. From the perspective of a business, brand personality is a way of expressing the benefits of your product in terms of its qualities or status implications. Companies also employ brand personality to set themselves apart from their competitors, which is critical in today's crowded domestic marketplaces. This article explores the importance of brand personality in the 21<sup>st</sup> century. It also discusses how can marketer develop a brand personality for their products. In the present study, the design was selected mostly descriptive, as the key objective of the study is to explore the construct of brand personality in relational marketing. The finding of paper suggests that when a brand has a personality, it is simpler to interact with consumers since a customer's personality qualities may be matched to a brand's personality features.

*Keywords: Brand personality, Symbolic brands, Relational marketing.*

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# CUSTOMER PERCEPTIONS ON DIGITAL SERVICES – A PRAGMATIC VIEW

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## **Abstract:**

The e-banking is a paradigm shift in marketing practices resulting in high performance in the banking industry. Delivery of service in banking can be provided efficiently only when the background operations are efficient. An efficient background operation can be conducted only when it is integrated by an electronic system. The components like data, hardware, software, network and people are the essential elements of the system. Banking customers get satisfied with the system when it provides them maximum convenience and comfort while transacting with the bank. Internet enabled electronic system facilitates the operation to fetch these result. Customers have started perceiving the services of bank through internet as a prime attractive feature than any other prime product features of the bank. Customers have started evaluating the banks based on the convenience and comforts it provides to them. Bankers have started developing various product features and services using internet applications.

**Key words:** Digital services, e-banking services, customer perceptions

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**CUSTOMER RELATIONSHIP MANAGEMENT: A NEW DIMENSION OF MANAGING CUSTOMERS**

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**Abstract:**

CRM or Customer Relationship Management is a system that caters to the management of a firm's interactions with past, present, and future customers. Since the beginning of the new millennium, traditional marketing practices have not been effective in yielding good returns. Companies have turned reluctant to spend huge advertising expenditure and marketing research – the potent tool of getting deeper insights of customer has lost its charisma. Due to enigmatic customer behavior, it becomes inevitable for the companies to develop new marketing strategies. CRM has emerged as a new marketing strategy in that tenor. This article deals with importance of CRM and customer modeling. Further it extends the constraints of CRM and how it affects the organizational change.

**Keywords:** Customer modeling, CRM and organizational change.

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