

National Conference on  
Research Aspects in Management  
Prospects & Entrepreneurship  
Development Perspectives  
(RAMP & EDP)

7<sup>th</sup> February 2015

**Organized by**

**National Foundation for Entrepreneurship  
Development [NFED], Coimbatore**



**In Association With**



**Saveetha School of Management  
Saveetha University, Chennai**



## **National Conference on Research Aspects in Management Prospects & Entrepreneurship Development Perspectives (RAMP & EDP)**

Copyright © 2015 by Bonfring

All rights reserved. Authorized reprint of the edition published by Bonfring. No part of this book may be reproduced in any form without the written permission of the publisher.

Limits of Liability/Disclaimer of Warranty: The authors are solely responsible for the contents of the paper in this volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are required to communicate such errors to the editors or publishers to avoid discrepancies in future. No warranty may be created or extended by sales or promotional materials. The advice and strategies contained herein may not be suitable for every situation. This work is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If professional assistance is required, the services of a competent professional person should be sought. Further, reader should be aware that internet website listed in this work may have changed or disappeared between when this was written and when it is read.

Bonfring also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.



**ISBN 978-93-84743-16-1**

### **Bonfring**

309, 2<sup>nd</sup> Floor, 5<sup>th</sup> Street Extension  
Gandhipuram, Coimbatore-641 012.

Tamilnadu, India.

E-mail: [info@bonfring.org](mailto:info@bonfring.org)

Website: [www.bonfring.org](http://www.bonfring.org)

## Preface

---

Today's advancements in global economy paradigms has necessitated the normal sustenance to competitive-sustenance levels in academia and corporate to re-organize the new vistas in management practices, technology innovations and entrepreneurship development. This is possible through integrating the management, technology and entrepreneurship at large with a research perspective at national focus. Moreover, the research progression is the only ray of hope to bring in educational advancements and develop socio-economic status-quo of a nation. In adherence to this view, management development, entrepreneurship perspective and technology innovation gains utmost prominence. These aspects need to be addressed by academicians, theorists, corporates, educationists and policy makers at different levels in organization, academia and industry, for gaining socio-economic momentum in any developing nation. Keeping this in view, National Foundation for Entrepreneurship Development (NFED) as a non-governmental organization, which is in pursuance to create socio-economic sustenance through entrepreneurship development and primarily aims in bring in a holistic change in perspective research and innovative practices on entrepreneurial avenues to promote vibrant enterprising workforces across the nation.

NFED strongly emphasizes that an entrepreneurial drill could be possible through instituting a strong research base so as to emancipate the possibilities of entrepreneurship development and management prospects. Also, it envisages in identifying and shaping the personality attributes through adequate skill acquisition. However, these above mentioned aspects shall act as facilitative channels only through adequate knowledge sharing from different corners across the nation. It has been a long-standing goal of

mine not as a founder of NFED but as a scholar and academician to conduct a nationally national conference with quality-centrism and research-perfectionism, which should be refereed and indexed in a truer sense. In adherence to requirements and aforementioned goal, NFED has intended to organize this refereed and indexed national conference on Research Aspects in Management Prospects and Entrepreneurship Development Perspectives (RAMP & EDP) in association with Saveetha School of Management (SSM), Saveetha University, which is a unique approach to garner the intellectual acumen of researchers, corporate leaders and practitioners across the nation. Moreover, it provides a platform to understand the perspectives of management, technology and entrepreneurship research, which in turn becomes a knowledge base to congregate and concatenate the research contribution of revered academicians, scholars, researchers, practitioners and enterprising corporate leaders within a country.

I assure this national conference will be a unique kind to nurture the knowledge excellence through innovative research perspectives.

I on behalf of organizers sincerely appreciate the distinguished presence of key note speakers, guest of honour, conference jury, track chairs & reviewers and benign support extended by authors, faculties, professionals and student participants from different parts of India to make this conference memorable and grand success.

Jai Hind!!!

Sd/-

Prof.Dr.R. Ganesan

Conference Chair, RAMP-EDP & Chairman, NFED

## About Conference

---

### Conference Niche

The conference has primarily focused on research aspects in management prospects and entrepreneurship development perspectives. The key emphasis of the conference has been more on understanding the viabilities of intellectual contributions and its associated perspectives by scholars, researchers, corporates and practitioners with a prime focus on management prospects and entrepreneurship development through innovations.

---

### About NFED

National Foundation for Entrepreneurship Development (NFED) is a non-governmental organization established in 2003 as a virtual organization ([www.nfedindia.org](http://www.nfedindia.org)) in Chennai and registered as a Trust in 2013 at Coimbatore, Tamil Nadu in pursuance to create socio-economic sustenance through entrepreneurship development. NFED is a unique organization, which is into fostering the promotion of entrepreneurship development, management research orientation and societal significance across the nation for more than a decade.

NFED is driving and thriving on socialistic perspective with righteous academicians, corporate citizens and entrepreneurs in its fold, which is basically into creating enterprising communities at large at schools, colleges and varsities through its awareness, training, research and development programmes, workshops, research activities (conferences, seminars,

symposiums, books, journal) etc. It aims in promulgation of entrepreneurship development through imparting enterprising skills and strongly emphasizes it as the sheer necessity for a developing nation like India. NFED intends to serve under a global perspective to bring in prosperity by and large to foster entrepreneurial progression amongst all communities in general and women in particular. NFED believes that entrepreneurship development is possible with a medium of Enterprising Awareness Creation (EAC) and Entrepreneurship Opportunity Guidance (EOG), which in turn facilitate in identifying and shaping the individual to become a potentially viable source through inculcation of adequate prerequisites to become enterprising. It predominantly focuses on awareness creation, training and research in the functional areas of entrepreneurship and management development.

---

Proof

## **About SSM**

Saveetha University is as deemed university, since 2005 with the mission to promote academic excellence, widen intellectual horizons, inculcate self-discipline and high ideals for the total personality development of individual. Saveetha School of Management (SSM), has been a B-School established under the aegis of Saveetha University. The B-School has a unique curriculum and pattern prepares every individual into an employable candidate through its effective pedagogy and eminent faculty strength.

---



National Conference

On



**Research Aspects in Management Prospects  
&  
Entrepreneurship Development Perspectives  
(RAMP & EDP)**

**Prof. Dr. R. Ganesan**

**(Chairman, National Foundation for Entrepreneurship Development (NFED),  
Coimbatore)**

**Conference Chair & Patron**

**Prof. Dr. Ch. Bala Nageswara Rao**

**(Director, Saveetha School of Management, Saveetha University, Chennai)**

**Conference Director**

**Prof. Dr. Mathew J. Manimala**

**(Chairperson, OB & HRM Areas, IIM Bangalore)**

**Key Note Speaker**

**Prof. Dr. Mani K. Madala**

**(Professor In-Charge of IPPC, NITIE, Mumbai)**

**Key Note Speaker**

**Prof. R. Rajan**

**(Chief Technology Officer, Cura Healthcare Pvt. Ltd., Chennai)**

**Guest of Honour**

**Prof. Dr. B. Balaji**

**(Director, Depts. of MBA & MCA, Sree Sastha Institute of Engg. & Tech., Chennai)**

**Conference Jury**

**Asst. Prof. Sundari Suresh**

**(Faculty Member, Saveetha School of Management, Saveetha University,  
Chennai)**

**Conference Secretary**

**Asso. Prof. S. Lakshmi Priya**

**(Prime Facilitator, National Foundation for Entrepreneurship Development  
(NFED), Coimbatore)**

**Conference Convener**

National Conference  
On  
**Research Aspects in Management Prospects & Entrepreneurship  
Development Perspectives**  
(RAMP & EDP)

Prof. Dr. R. Ganesan  
**Conference Chair & Patron**

Prof. Dr. Ch. Balanageswara Rao  
**Conference Director**

**Conference Track Chairs & Review Committee**

Prof. Dr. B. Balaji  
**Conference Jury**

**Track 1 - General Management & Organizational Development**

**Prof. Dr. Alok Satsangi**

Professor & Director, Indra Prastha College for Advanced Studies, New Delhi

**Prof. Dr. Manodip Ray Chaudhuri**

Professor & Dean, Future Business School, Kolkata, West Bengal

**Track 2 - Human Resource Management & Applied Psychology**

**Prof. Dr. M. M. Sulphey**

Professor & Dean, TKM Institute of Management, Kollam, Kerala

**Prof. Dr. C. Swarnalatha**

Professor & Head, Department of Management Studies  
Anna University Academic Campus, Madurai, Tamil Nadu

**Track 3 - Entrepreneurship Development & Gender Studies**

**Prof. Dr. Krishna C. Y. S.**

Professor & Head, Department of Management Studies, Jaya Prakash Narayan  
College of Engineering Telangana

**Dr. J. Vasanthakumari**

Executive Director, Institute for Career Development (INCAD), Chennai, Tamil Nadu

**Track 4 - Strategic Management & Marketing Prospects**

**Prof. Dr. Sandip Sane**

Professor & Director, International Institute of Management Studies (IIMS), Pune,  
Maharashtra

**Dr. Subrata Chattopadhyay**

Associate Professor, Future Business School (FBS), West Bengal, Kolkata



### **Track 5 - Economic Development & Financial Perspectives**

**Prof. Dr. L. Radhakrishnan**

Professor & Head, Department of Rural Industries Management (RIM)  
Gandhigram Rural University, Dindigul Tamil Nadu

**Dr. Jitender Bhandari**

Associate Professor, School of Management Studies (SMS), Ansal University Gurgaon,  
Haryana

### **Track 6 - IT Applications & Technopreneurship Innovation**

**Prof. Dr. Suma V**

Professor & Dean, Research and Industry Incubation Centre (RIIC), Dayananda Sagar  
College of Engineering Bangalore, Karnataka

**Prof. Dr. T. Sheela**

Professor & Head, Department of Information Technology, Sri Sairam Engineering  
College, Chennai, Tamil Nadu

Proof

## Acknowledgements

---

I on behalf of National Foundation for Entrepreneurship Development (NFED), Coimbatore and Saveetha School of Management, Saveetha University heartily thank Prof. Dr. Mathew J. Manimala, Professor, IIM Bangalore and Prof. Dr. Mani. K. Madala, Professor, NITIE, Mumbai for their distinguished presence and key note address.

I thank the Guest of Honour Prof. R. Rajan, Chief Technology Officer, Cura Healthcare Pvt. Ltd., Chennai and Conference Jury Prof. Dr. B. Balaji, Director MBA & MCA Programmes, Sree Sastha Institute of Engineering & Technology, Chennai for their splendid presence and special address.

I sincerely thank Prof. Dr. Deepak Nallasamy, Director (Academics), Saveetha University, Chennai for his august presence and special address.

I extend my heartiest thanks to all the Track Chairs & Reviewers from different states of India for their invaluable time and refereeing services.

I thank the Conference Convener and Conference Secretary for their diligent efforts in making this conference a grand success.

I owe my thanks to presidium members of NFED, faculty coordinators and student facilitators of SSM for their continuous support.

I thank all the authors from various states of India for submitting their research contributions.

I heartily thank all the faculties and student participants from various regions for their benign presence.

Sd/-

Prof. Dr. Ch. Bala Nageswara Rao

Conference Director, RAMP-EDP & Director, SSM

## Contents

P.S. No.	Track No.	Track Theme	Page No.
General Management & Organizational Development			
1	Track 1	Implementation of 4Dx (4 Disciplines of Execution) Methodology for Service Revenue Maximization in M/s. Cura Healthcare Pvt. Ltd. <b>R. Rajan and S. Nilofer Nisha</b>	1
2		An Eye-View of Training Interventions in Organizations: Case of Cement Manufacturing Corporation in Kolkata <b>Twisha Ghosal</b>	2
3		A New Way to the Issues in Health Care Management <b>K. C. Rajashree and Sundari Suresh</b>	3
Human Resource Management & Applied Psychology			
4	Track 2	Impact on Employee Retention in accordance with the Lack of a Clearly Defined Retention Strategy- With Reference to College Teaching Professionals <b>M. Badmapriya</b>	4
5		Holding the Twines of Organizational Rejuvenation: Emphasizing the Human Factor <b>Partha Naskar and Dr. Manodip Ray Chaudhuri</b>	5
6		Unleashing the Spirit of Employee Engagement at Work: Case of a Retail Unit in Kolkata <b>Sharbari Saha and Joyita Roy</b>	6
7		Comprehending Competency Mapping in Organizations: Case of a Fashion Retail Store in Kolkata <b>Adhiraj Ghose</b>	7
8		Appraising Employee Performance at Work - Case of a Healthcare Unit in Kolkata <b>Devosmita Das</b>	8
9		Work-Life Balances in Indian ITES / BPO's <b>K. V. M. Vinisha</b>	9
10		A Study of Human Resource Outsourcing <b>S. Narendra Kumar</b>	10

11		Human Resource Management Practices & Effectiveness - Indian Organization Perspective <b>Rameez Mohamed and Dr. K. Vijayakumar</b>	11
12		Organizational Behaviour in Indian Context <b>B. T. Vishnu Priya and Sundari Suresh</b>	12
<b>Entrepreneurship Development &amp; Gender Studies</b>			
13	<b>Track 3</b>	Prudent Risk Management Practices: A Key To Business Success <b>C. R. Shiv Kumaran</b>	13
14		A study on Self Help Groups (SHGs)-Bank Linkage Programme in India <b>Dr. N. Srinivas Kumar and K. Ramakrishna Reddy</b>	14
15		Women Entrepreneurship in Rural India: Opportunities and Challenges <b>Dr. K. Sriram</b>	15
16		Empowerment of Indian Women: A Challenge of 21 <sup>st</sup> Century <b>R. Sindhuja and Dr. R. Jayam</b>	16
17		Rural Entrepreneurship Innovative Health Care Practice In Rural Areas <b>S. Vandhana</b>	17
18		Women Empowerment through Micro Finance <b>Dr. L. Rathakrishnan and V. Chinnamurugan</b>	18
19		Tourism & Entrepreneurship in West Bengal Development, Analysis and Approach <b>Dr. A. V. V. S. Subbalakshmi and Swayamkumar Tibrewal</b>	19
20		Affinity towards Entrepreneurship among Undergraduates: A Study of Engineering and Commerce Students in Kolkata <b>Prasanta Guha</b>	20
21		Empowerment of Rural Women in India <b>Katta Ashok Kumar and Dr. Ch. Bala Nageswara Rao</b>	21
22		Impact of Management Education on Successful women entrepreneurs <b>K. C. Ranjithaa and Sundari Suresh</b>	22

23		Women Entrepreneurship in India <b>Ramani Haritha U. and Dr. Ch. Bala Nageswara Rao</b>	23
24		Problems & Prospects of SHG Women Entrepreneurs <b>M. Sundari</b>	24
<b>Strategic Management &amp; Marketing Prospects</b>			
25	<b>Track 4</b>	Importance and Role of Logistics in Business <b>Dr. R. Jayam and Raghunatha Reddy</b>	25
26		Consumer's Perception towards Online Shopping: A Thurstone Case V Scale Approach <b>Biswajit Roy</b>	26
27		A Survey on Effective Management Strategies for Employee Retention in a Bank: A Pilot Scale Study <b>C. S. Aishwarya and Dr. Ch. Bala Nageswara Rao</b>	27
28		Retail Marketing in India: Issues and Challenges <b>K. Thirumala Babu and Sundari Suresh</b>	28
29		Movies take Out Door Route - A review on Movie Promotions and Creative Marketing <b>V. J. Mahesh and Dr. Uma Rani</b>	29
30		A Study on Digital Marketing with Special Reference to Amazon <b>R.Preethi and T. Yuvarani</b>	30
31		Talent Management and Retention Strategies <b>P. Pavithra and Sundari Suresh</b>	31
<b>Economic Development &amp; Financial Perspectives</b>			
32	<b>Track 5</b>	A Study on Students' Perception While Choosing The Institute For MBA Program In Tamil Nadu <b>Dr. S. N. Soundara Rajan and M. Gopinath</b>	32
33		Financial Services Performance of the Banks <b>R. Aswini and S. Abinaya</b>	33
34		Financial Literacy as a Path towards Enhanced Micro Financing (With Special Reference to Kudumbashree SHG's In Kerala) <b>Preethy Thayammal Maharajan and Dr. Ch. Bala Nageswara Rao</b>	34

35		Technical Analysis of Energy Sector using Pivot Calculator <i>P. William Robert</i>	35
<b>IT Applications &amp; Technopreneurship Innovation</b>			
36	<b>Track 6</b>	An Optimal Energy Efficient Approach for Wireless Sensor Networks in Precision Agriculture <i>Dr. M. Umadevi and R. Selvakumar</i>	36
37		Improving Software Quality by Data Mining Approach for Human Aspects of Software Development <i>Sangita Gupta and Dr. V. Suma</i>	37
38		Analyzing Defective Software Modules by Means of Soft Computing Techniques <i>T. P. Pushpavathi and Dr. V. Suma</i>	38
39		Knowledge of Cost Quality Analysis to Reduce Defect Injection verses Defect Detection Rate during Software Development Process <i>Divakar Harekal and Dr. V. Suma</i>	39
40		Alleviation of Risk in Software Development <i>Raghavi Bhujang and Dr. V. Suma</i>	40
41		Deep Learning Techniques and Its Applications <i>S. Poorna Chandra and Dr. V. Suma</i>	41
42		Distributed Algorithms for Nodes Deployment and Replica Detection in Wireless Sensor Networks <i>A. M. Prasad, Priya Kanta, Deepa Byadgi and Dr. V. Suma</i>	42
43		Management of Technology (MOT) Impact on Indian Industries <i>Dr. Ch. Bala Nageswara Rao</i>	43
44		Framework for Systematic Evaluation and Selection of ERP System for SMEs in Manufacturing Sectors <i>R. Abirami</i>	44

# Implementation of 4Dx (4 Disciplines of Execution) Methodology for Service Revenue Maximization in M/s. Cura Healthcare Pvt. Ltd.

R. Rajan and S. Nilofer Nisha

*The success of management is gauged by how well the strategic plan is flawlessly executed and organizational objectives are accomplished. The strategic plan is a board room exercise and real issues are encountered only in real execution. The changes pursued across an organization therefore need a proven methodology for execution. Thus, change implementation needs to be spearheaded by a very competent leader who has been accepted by the internal environment. The research paper presents the modus operandi deployed for implementation of the 4Dx (4 Disciplines of Execution) methodology in M/s. Cura Healthcare Pvt. Ltd. (www.cura.in) - A medical imaging devices design, manufacturing and services company, located in Chennai, Tamil Nadu for maximization of revenue and efficiency in service business processes. The 4Dx methodology adoption itself is quite challenging and larger change implementation processes are ahead. This is a real-time case study that describes how leadership team has developed the right strategy and implemented the same for producing desired results. This methodology was developed and tested for its global success by Chris McChesney, Sean Covey and Jim Huling (author of renowned 7 Habits of Highly Effective People). This case study will demonstrate the commitment and involvement of top management throughout the complete change management cycle implementation.*

**Keywords---** Change, Processes, Implementation, Strategy, Organization

---

---

R. Rajan, Chief Technology Officer, Cura Healthcare Pvt. Ltd., Chennai, Tamil Nadu.  
S. Nilofer Nisha, Senior Engineer QA, Cura Healthcare Pvt. Ltd., Chennai, Tamil Nadu.

## An Eye-View of Training Interventions in Organizations: Case of Cement Manufacturing Corporation in Kolkata

Twisha Ghosal

*Training and Development is a tool of Human Resource Management. Training enhances the skills and knowledge of the employees to accept new challenges in their job. It helps to gather self-confidence to face those challenges and perform better. It is to be noted that each trained employee needs to justify the outcome of training as it contributes to the productivity and profitability level of the organization. However, evaluation of training is a difficult task, which has been made simple by using feedback forms at the end of training programme to assess the reactions of the participants and the trainer towards the programme. This paper aims to look into the rationale and relevance of training initiatives with respect to ABC Cement Pvt. Ltd., a reputed cement manufacturing organization in Kolkata, India. The central theme of this study is into evaluating the training programme in ABC Cement Co. Pvt. Ltd, a manufacturing unit in Kolkata. The study tries to ascertain the overall significance and functional relevance of training initiative in the organization with 22 respondents with appropriate recommendations pertaining to building on training intervention in an effective way.*

**Keywords---** Training, Employees, Organization, Initiative, Feedback

---



## A New Way to the Issues in Healthcare Management

K.C. Raja Shree and Sundari Suresh

*Health systems management or healthcare systems management describes the leadership and general management of hospitals, hospital networks, and / or healthcare systems. In international use, this term refers to management at all levels. In United States, management of a single institution (e.g. a hospital) is also referred to as "Medical and health services management", "Healthcare Management" or "Health Administration". Moreover, the healthcare systems management ensures that specific outcomes are attained and departments within a health facility are running smoothly i.e., the right people are in the right jobs that people know the expectations out of them, which means resources are used efficiently and all departments are working towards a common goal. If all parties make a coherent effort, things should improve quite quickly. It is vested with healthcare experts, policy makers and medical leaders to build an operational and regulatory framework that incorporates these responsibilities. We have all the building blocks, which are needed to put together for a quality healthcare service in all the sectors and areas. The only thing need is to drop them in the right place and with a sequential order. There are several issues faced by the Healthcare organisations nowadays. This paper discusses the healthcare system prevalent in India and its criticisms for better prospects.*

**Keywords---** Healthcare, System, Issues, Technology

---

---

K.C. Raja Shree, I Year MBA, Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

Sundari Suresh, Asst. Prof., Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

## Impact on Employee Retention in Accordance with the Lack of a Clearly Defined Retention Strategy- With Reference to College Teaching Professionals

M. Badmapriya

*The concept of developing and implementing retention strategies for retaining skilled employees has been very much likely to necessitate huge cost reserves to an organisation. Moreover, determining the needs of selective groups of skilled employees can be difficult to determine in today's markets. It is possible only through a quantitative predetermined research design. Thus, this research used a survey to examine the impact of an inherent retention strategy and the retention of college teaching professionals. Strategy by definition indicates a specific method, which will detail a set of actions that facilitate an organisation to reach a particular goal. Strategy is a continual process of evaluating the present position of the organisation and the position of where it wants to be at a distant point in time. The purpose of this study is to investigate the effectiveness of the proposed retention strategy of the Institutions to retain their Teaching Professionals. The present research study has administered a quantitative analysis, wherein correlations been analyzed. It is anticipated that non-parametric tests such as Kruskal-Wallis Chi-Square test and One-Way ANOVA were performed on the holistic data that were collected. The findings of this research study concluded that a large gap exists between organisation's pseudo retention strategy and perception of needs of their teachers.*

**Keywords---** Employee, Retention, Turnover, Strategy, Job Satisfaction

---

## Holding the Twines of Organizational Rejuvenation: Emphasizing the Human Factor

Partha Naskar and Prof.Dr. Manodip Ray Chaudhuri

*Dynamism is the call of the hour in every business organization. Change is inevitable and hence the facet of business development has become a continuous process. It is very much apt that of all the elements that find relevance in the context of business process development, the human factor is of prime significance. The spirit of restructuring organizations from time to time has become the key to organizational survival in the real sense of the term. The notion of organizational development has gained prominence as a tool towards innovation, creativity, novelty and escalation in the corporate hemisphere. In other words, care is being taken today to vigilantly hold the twines and strings of business development and rejuvenation for a smoother growth and development of enterprises. This paper brings to limelight the notion of organizational development and rejuvenation in relation to some critical and elemental considerations viz. relevance of organizational artifacts in the developmental process, the challenges of crisis management towards organizational transformation, linkage of the recruitment initiative with organizational development and organizational make-over for a better quality of work life in the business terrain. The paper is a humble representation and portrayal of significant and momentous thoughts in the arena of organizational development, restructuring and reformation with figurative illustrations that are specifically addressed for this paper.*

**Keywords---** Organizational, Development, Artifacts, Crises, Transformation, Rejuvenation, Recruitment, Work Life

---

---

Partha Naskar, Doctoral Research Scholar, Future Business School, Kolkata, West Bengal.  
Prof. Dr. Manodip Ray Chaudhuri, Dean, Future Business School, Kolkata, West Bengal.

## Unleashing the Spirit of Employee Engagement at Work: Case of a Retail Unit in Kolkata

Sharbari Saha and Joyita Roy

*Employee engagement at work is a concept that speaks about the level of commitment that the employees show at work. It is about organizations that create conditions in which employees offer more of their competence and potential. The organizations have to provide a work ambience, wherein employees can connect emotionally with work that influences their behaviour. More the employees are engaged, more they get involved with their work and their output increases. The nature of job also keeps employees engaged at work and when the engagement is at its fullest, they are mentally enthused. This paper tries to explore the level of employee engagement in a reputed retail unit in Kolkata. The purpose behind this study is to understand, ascertain and estimate the importance and significance of engagement activity among employees of the organization and more-so to find out the engagement level of Band 1 employees (sales person and the front end sales staff) of the organisation. Also, it is an attempt to understand the status of employees' mind towards the organization through a structured questionnaire with 92 respondents.*

**Keywords---** Employee, Engagement, Talent, Development, Feedback, Incentives

---

---

Sharbari Saha, Asso. Prof., Future Business School, Kolkata, West Bengal.  
Joyita Roy, MBA Student, Future Business School, Kolkata, West Bengal.

## Comprehending Competency Mapping in Organizations: Case of a Fashion Retail Store in Kolkata

Adhiraj Ghose

*The concept of competency mapping is being a crucial function of human resource management in the recent years. It is quite interesting and challenging process because it is directly linked to humans' performance and scope of one's potential in the organization; i.e. the way an employee is carrying out his / her work, behaving with others, attitude towards team-mates and respect towards the organization, everything comes under this broad heading. This highlights that competency mapping is not an isolated activity aimed towards a specific objective but an integral process in which, outcome is a collaborative result of various observations and could be used for endless conclusions and decisions. It also serves as the main scale for performance appraisal of an employee. A correct competency mapping of an individual ensures one's KSA<sup>1</sup>, which needs to be identified properly. The reason being it ensures the employee is given a task best suited to him / her, which is not only benefits him / her in his / her career growth but also contributes significantly towards the increase in the organization's productivity. Hence, this paper throws light in understanding the phenomenon of competency mapping and its evolution over the ages. Also, it facilitates the many other aspects and issues pertaining to human resource management such as compensation analysis, reward and recognition, succession planning, etc. In furtherance, the study has been carried at a leading fashion retail store. The present study discusses on the possibilities of how a HR manager should test his / her subordinates and comprehend their strengths and weaknesses in order to judge their proficiency in their concerned jobs. The results of the present study and understandings may be used to formulate alternate techniques of training or change of responsibilities in a way that would be harness maximum benefit to the employee as well as to organization.*

**Keywords---** Competency, Mapping, Productivity, Critical, Competence

---

## Appraising Employee Performance at Work - Case of a Healthcare Unit in Kolkata

Devosmita Das

*Performance appraisal, being a core domain of human resource, which is quite interesting and challenging process because it is directly linked with human's performance in the organization i.e. the way employee is performing in his work, behaving with others, attitude towards team mates and regard towards organization, wherein everything comes under this one roof. It is to be noted that once an employee gets appraised, he / she gets motivated and tries to give his / her best to the meet the organization goals, which in turn increases the organization's output. The appraisal generates some form of reward if the performance is good, if not, it motivates the employees to improve such that they can also enjoy such rewards in course of time in lieu with other fellow employees. The objective of this study is mainly to understand the performance appraisal system in BBCC Healthcare Pvt. Ltd. Hence, the study has been carried out on a sample size of 30 employees. The present research study with illustrations showing the analysis of responses received during the primary survey.*

**Keywords---** Appraiser, Job Analysis, Performance, Appraisal, Fairness

---

## Work-Life Balances in Indian ITES / BPO's

K.V.M. Vinisha

*The work life and personal life are the two sides of the same coin. According to various work / life balance surveys, it has been observed that more than 60 percent of the respondent professionals surveyed indicated that they are not able to find a balance between their personal and professional lives. The paper highlights how the Indian ITES are striving hard to balance the work-life of its employees and how employee balance the professional and personal life in hectic work environment. They have to make tough choices even when their work and personal life is nowhere close to equilibrium. The work style in BPO's is all about working 24x7. Hence, managing personal relations and giving enough time to family has become greater concern for employees in the modern corporate world and employers have to think for alternatives / remedial measures to keep employees free of family issues and concentrate on work. Traditionally, creating and managing a balance between the work-life was considered to be a women's issue. The increasing economic demands, work pressure, globalization and technological advancement have necessitated the participation of professionals regardless of genders towards working across all levels and industries throughout the world. Moreover, achieving "work-life balance" is not as simple as it sounds. The spending of more time in office, dealing with clients and the pressures of job can interfere and affect the personal life, sometimes making it impossible to even complete the household chores. This may lead to absenteeism from work, creating stress and lack of concentration at work. The present study is yet another attempt against the highly increasing work hours of BPOs in India. Also, to highlight the problems are faced by employees working in BPO's and measures need to encounter such problems. The BPO industry has created positive impact on the society by offering indirect employment and offers employee benefits at large. However, it carries an adverse effect on an individual's work-life balancing aspects, which needs to be addressed at large considering family issues and requirements.*

**Keywords---** Work-life, Stress, Absenteeism, Equilibrium, Employees

# A Study of Human Resource Outsourcing

S. Narendra Kumar

*The human resource outsourcing (HRO) industry in India has become a crucial entity within a short stint. Organizations are increasingly taking up HRO as an opportunity to streamline processes, reduce costs, get access to the latest technology and tools, consistently achieve better quality, and align human resources within the overall business as much as possible. On the other hand, service providers are seeking to optimize the quality of services to their clients at a cost that still allows for a profit. Hence, reshaping the business model in a way that benefits both buyers and suppliers has become critical to the survival of the industry as a whole. Most executives view outsourcing merely as a source of cost reducing. The greatest savings are expected to come from lower labor cost and reduced project timelines. However, outsourcing also creates new challenges and expenses for the organization involved in such processes. It comprises of vendor selection costs, legal costs, costs of transition and other appended costs. This may be the reason why despite the evidence of possible of major up-front cost savings in many outsourcing vendors have yet to prove that they are able to provide positive ROI in complex projects. The study analyzes the different criteria for outsourcing, highlighting dimensions other than cost reduction. Outsourcing is rapidly changing the shape of the modern industry. It is crucial and important for companies to avoid underestimation of the speed of this process and seize opportunities along with benefits it offers. This study analyses the driving factors that encourage companies to make a decision to outsource its human resource function.*

**Keywords---** Human Resource Outsourcing (HRO), Outsourcing, Optimization, Quality, Cost

---



## Human Resource Management Practices & Effectiveness - Indian Organization Perspective

Rameez Mohamed and Dr.K. Vijayakumar

*Human Resource is the most important asset for any organization and it is the source of achieving competitive advantage. Managing human resources is very challenging as compared to managing technology or capital. The effective management of an organization requires effective HRM system. The HRM system should be backed up by sound HRM practices. In furtherance, HRM practices refer to organizational activities directed at managing the pool of human resources and ensuring that the resources are employed towards the fulfilment of organizational goals. The review of existing literature on HRM practices has indicated that HRM practices get affected by external and internal factors and directly or indirectly affect other variables such as employee's attitude, employee employer relations, financial performance, employee productivity etc. Thus, ultimately contribute to overall corporate performance. On the basis of the literature reviewed, a normative framework has been developed to show the HRM practice that leads to overall corporate performance. The effective human resource management practices namely employee empowerment, training and development, appraisal system compensation are the main factor for the success of a firm on employee retention. This paper has been designed to review the existing literature available on HRM Practices. The purpose of this paper is to develop an understanding of HRM Practices and to examine the unique HRM practices implemented by different companies. The present research paper aims to address the employees with regard to importance of their empowerment, equity of compensation, job design through training and expectancy toward effective performance management on their retention.*

**Keywords---** Human Resource Management (HRM), Practices, Employees, Retention, Empowerment

---

---

Rameez Mohamed, Doctoral Research Scholar, Sathyabama University, Chennai.  
Dr.K. Vijayakumar, Professor, Department of MBA, SRR Engineering College, Chennai.

## Organizational Behaviour in Indian Context

B.T. Vishnu Priya and Sundari Suresh

*The world has become a global village. "In Today's Competitive and demanding workplace, professionals cannot succeed on their technical skills alone. They also need to have good people skills. The only way we can beat the competition is with people" says Eaton. Hence, organizational behaviour facilitates managers to develop those people skills, which in turn bring profit to the organization. Thus, globalization has presented challenges and opportunities for organizational behaviour. The various changes, such as increase in number of women employees results in corporate downsizing and temporary workers within organizations. Business is shifting to where the technology is. One can say that Business has become technology driven. There are lot of challenges and opportunities for managers to use organizational behavior concepts. Today's organizational behaviour focuses on improving productivity, reducing absenteeism, turnover, deviant workplace behavior, increasing organizational citizenship behaviour and job satisfaction. It is concerned with the study of employees' behaviour in an organization and how their behaviour affects the organization's performance. The present research paper is conceptual in nature, which attempts to explain the issues in organizational behavior and its dependent variable, in Indian context.*

**Keywords---** Globalization, Organizational Behaviour, Citizenship, Behaviour, Job Satisfaction

---

---

B.T. Vishnu Priya, 1 Year MBA, Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

Sundari Suresh, Asst. Prof., Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

## Prudent Risk Management Practices: A Key to Business Success

C.R. Shiv Kumaran

*Many organizations across the globe are started on business models that aim to fulfill a hitherto unsatisfied demand. Entrepreneurs or promoters most likely to sell their novel business ideas secure funding and start a business activity. In the initial stages the enthusiasm and energy levels in business gets started and are very high on the part of the promoter that almost all details are thoroughly looked upon and suitable risk mitigation is carried out immediately. However trouble can brew when the business model grows bigger or say with passage of time the promoter/entrepreneur gets pre-occupied with other commitments such that intricate focus on business matters cease. In this scenario, businesses get exposed to various threats and risks that can impact business progress substantially or significantly. It is here that an institutionalized approach towards Risk Management and Strategic implementation is going to facilitate businesses to both ward off arising threats and also to capitalize on opportunities, which may arise otherwise. This paper tries to analyze the risk environment of an organization and tries to suggest methods to mitigate the same.*

**Keywords---** Entrepreneur, Mitigation, Promoter, Risk, Strategic implementation

---

## A Study on Self Help Groups (SHGs) - Bank Linkage Programme in India

Dr.N. Srinivas Kumar and K. Ramakrishna

*The banks in India have been evolving a comprehensive credit delivery model through the linkage of Self Help Groups (SHGs) for provision of micro credits, since 1992. The objective of these financial institutions was to provide consistent and reliable access to a range of better quality financial services at affordable price to the poorest households with limited or no permanent income. This supported about 9.7 crores deprived households in the country to receive the microfinance credit facilities from the formal banking systems. The provision of timely bank credits has fueled significant and rapid growth of SHGs including Government scheme "Swarnjayanti Gram RozgarYojana (SGSY). As per the Reserve Bank of India statistics, by 2010 there are 69.5 lakhs saving-linked SHGs and 48.5 lakhs credit linked SHGs groups in India, which has disbursed an amount of INR 53596.81 crores as loans to these SHGs. This is considered as the largest community based micro finance programme at present in terms of outreach and many other countries that are keen to replicate this model. However, owing to unsatisfactory recovery performance of bank loans during the past few years resulted in Non-Performing Assets [NPA] and decelerated growth. The present study analyses the performance of SHG-Bank linkage programme during the past decade in terms of credits provided, recovery employed and its NPA status.*

**Keywords---** Microfinance, Non-Performing Assets, SHG-Bank

---

---

Dr.N. Srinivas Kumar, Professor & Head, Department of MBA, Swami Ramananda Tirtha Institute of Science & Technology (SRTIST), Nalgonda, Andhra Pradesh.

K. Ramakrishna, Asst. Prof., Department of MBA, Swami Ramananda Tirtha Institute of Science & Technology (SRTIST), Nalgonda, Andhra Pradesh.

# Women Entrepreneurship in Rural India: Challenges and Opportunities

Dr.K. Sriram

*The Entrepreneurship Development started gaining momentum after the linearization, privatization and globalization of the Indian economy in 1991. The economic development of women will lead to development of the society was realized by the government. Hence, they started programs to motivate women in India to become entrepreneurs by offering special schemes exclusively for their benefits. The society will attain stability with the empowerment of women. This paper highlights the opportunities available and challenges faced particularly by the rural women of our country through citing various examples of women who succeeded as entrepreneurs to foster women entrepreneurship in their chosen fields.*

**Keywords---** Women Entrepreneur, Empowerment, Opportunities, Challenges

---

Proof

---

Dr.K. Sriram, Professor & Head, Department of Management Studies, SCAD College of Engineering & Technology, Tirunelveli, Tamil Nadu.

# Empowerment of Indian Women: A Challenge of 21st Century

R. Sindhuja and Dr.R. Jayam

*Women empowerment is a new phrase in the vocabulary of gender literature. It is disheartening to note that the phrase "Empowerment of Women" is considered as a mere phrase in the multi-stage process of giving women what they really deserve. The phrase is used in two broad senses i.e. general and specific. In a general sense, it refers to empowering women to be self-dependent by providing them access to all the freedoms and opportunities, which were denied in the past only because of their being women. In a specific sense, women empowerment refers to enhancing their position in the power structure of the society. The present research paper intends to discuss about illusion and reality of women and their strategic roles to overcome challenges before women towards bringing in economic development in India.*

**Keywords---** Challenges, Empowerment, Illusion, Self-Dependent

---

Proof

---

R. Sindhuja, Doctoral Research Scholar, Faculty of Management Studies, Dr. M.G.R. Educational and Research Institute University, Chennai, Tamil Nadu.

Dr.R. Jayam, Professor & Deputy Head, Faculty of Management Studies, Dr. M.G.R. Educational and Research Institute University, Chennai, Tamil Nadu.

## Rural Entrepreneurship Innovative Health Care Practice in Rural Areas

S. Vandhana

*The entire worlds' developing countries health systems are characterized by mixed public and private financing and delivery of healthcare. It is to be noted that greater quality and access calls for futuristic role of private sector into health systems and broader systems perspective on addressing public and private sectors may work together to meet the challenges of affordability, quality, and availability of healthcare. Furthermore, the conference organizers of second symposium on 'Role of the Private Sector in Health Systems' conducted in Toronto on 9<sup>th</sup> July 2011 have kept a theme on 'Health Policy and Planning', which revealed the role of private sector in healthcare. The growing research in this field has created optimism that this understanding and attention has indeed becoming stronger (Forsberg and Montagu, 2014). The present research study has been carried out in selected villages at Vellore District in Tamil Nadu with a pre-tested interview schedule. The results indicated the process involved in setting-up and offering urban healthcare practice centres in rural areas, since patient turnover is an essential criterion to determine the success of a medical service. The present research study has made an attempt to suggest a suitable sustainable model for developing rural entrepreneurs in promoting healthcare practices among rural communities. The authors suggested an innovative model for facilitating the setting up of diagnostic and / or pharmacy services at deprived areas and to treat abnormal patients under speciality care in order to ensure the vision of providing optimal healthcare on time with quality and effectiveness. The present study highlights the impact of providing good healthcare in rural areas along with time scale recommendations and cost-benefit analysis. This research has opened up a new dimension for corporates towards building a very strong Corporate Social Responsibility (CSR) dimension.*

**Keywords---** Healthcare, Rural Entrepreneurs, Speciality Care, Corporate Social Responsibility (CSR) Medical Services

---

S. Vandhana, Doctoral Research Scholar, Saveetha School of Management, Saveetha University, Chennai.

## Women Empowerment through Micro Finance

Dr.L. Rathakrishnan and V. Chinnamurugan

*Women make up almost fifty per cent of human resources of our country. However, the empowerment of women has emerged as an important issue in our society. It is a process of capacity building, which leads to greater participation and decision-making power in case of women. The social evils like poverty, violence against women, harassment at home and work place, sexual abuse and discrimination against women may gradually reduce in accordance with women empowerment. Moreover, governmental and non-governmental institutions are taking diligent efforts for women empowerment. The concept of micro finance has been emerging as a powerful instrument for women empowerment through enterprising activities. In India, micro finance scene is dominated by Self Help Group (SHGs)-Bank Linkage model as a cost-effective mechanism for providing financial services to the "Unreached Poor". This has been successful, not only in meeting financial needs of rural poor women but also strengthen collective self-help capacities of poor, leading to their empowerment. The rapid progress in SHGs formation has now turned into an empowerment movement among women across the country. The major objective of the present study is to analyse the economic empowerment of women in India, through microfinance. The study found that 59.38 lakhs SHGs were linked with bank as on 2012 - 2013, of which 10.37 SHGs were received loan to the tune of INR 17854.31 crores and (as on 2012 - 2013) a sum of INR 32,840 crores were found as loan outstanding. The study also found that 18,848 women have become entrepreneurs through different micro enterprise activities. The study suggested providing more priority for women SHG loan and solving women related problems for entrepreneurship development.*

**Keywords---** Micro Finance, Empowerment, Women Entrepreneurship, SHGs, Banks

---

---

*Dr.L. Rathakrishnan, Professor & Head, Department of Rural Industries and Management, Gandhigram Rural Institute (Deemed University), Gandhigram, Dindigul, Tamil Nadu.*

*V. Chinnamurugan, Doctoral Research Scholar, Department of Rural Industries and Management, Gandhigram Rural Institute (Deemed University), Gandhigram, Dindigul, Tamil Nadu.*



## Tourism and Entrepreneurship in West Bengal Development, Analysis and Approach

Swayamkumar Tibrewal and Dr. A. V. V. S. Subbalakshmi

*The authors in this paper made an attempt to highlight the importance of Tourism Entrepreneurship in India, which deals with the visual beauty in India and innovative methods of improving the tourism in West Bengal. The Tourism entrepreneurship is one of the potential service sectors of modern days due to its immense revenue generation and modest livelihood possibilities. The study aimed to propagate the need for more number of tourism entrepreneurs in India through innovative practices so as to strengthen the economy of our nation.*

**Keywords---** *Tourism Entrepreneurship, Innovation*

---

Proof

---

*Swayamkumar Tibrewal, III Year B. Tech (ECE), School of Social Sciences and Languages, VIT University, Vellore, Tamil Nadu.*

*Dr. A. V. V. S. Subbalakshmi, Asst. Prof., School of Social Sciences and Languages, VIT University, Vellore, Tamil Nadu.*

## Affinity towards Entrepreneurship among Undergraduates: A Study of Engineering and Commerce Students in Kolkata

Prasanta Guha

*Entrepreneurship has become a global phenomenon today. It is quite interesting almost all countries in the globe are concerned with developmental issues. India has been pretty much responsive towards the development of entrepreneurship. The effort towards building entrepreneurship has become prominent with the reflection in creation of entrepreneurship cell (e-cell) in different premier educational institutions, which are into conducting entrepreneurship week (e-week), seminars, conferences and workshops in promoting entrepreneurship development at different parts of our nation. This paper attempts to understand the notion of under graduates towards entrepreneurship in the context of latent interests amongst engineering and commerce students. Besides, it also tries to focus on relevant factors that play a leading role in building entrepreneurs of future in a realistic sequence.*

**Keywords---** Entrepreneurship, Education, Undergraduates, Skills

---

## Empowerment of Women in Rural India

Katta Ashok Kumar and Prof.Dr.Ch. Bala Nageswara Rao

*The growth and development of women entrepreneurs have accelerated because entrepreneurial development is not possible without active participation of women. Hence, a suitable environment has been created for growth of women entrepreneurs because of importance of women entrepreneurs' number of institutions have emerged for growth of women entrepreneurs like SIDBI, SIDO, NABARD, SHGs and Ministry of Women and Child Development, Govt. of India. The present paper discusses about various development plans for women entrepreneurship in Tamil Nadu empowering women in rural location awareness. Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.*

**Keywords---** Women Entrepreneurs, Enterprise, Empowerment, Schemes

Proof

---

Katta Ashok Kumar, Doctoral Research Scholar, Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

Prof.Dr.Ch. Bala Nageswara Rao, Director, Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

# Impact of Management Education on Successful Women Entrepreneurs

K.C. Ranjithaa and Sundari Suresh

*Women entrepreneurship development is an essential part of human resource development. The women are endowed with innate power and qualities that can make them successful entrepreneurs. Moreover, women empowerment becomes reality by nurturing their innate qualities of entrepreneurship. The contributions of women entrepreneurs are indispensable for nation building. The present research paper addresses on status, identity and role-conflicts of successful women entrepreneurs.*

**Keywords---** *Women Entrepreneurs, Qualities, Empowerment*

---

Proof

---

*K.C. Ranjithaa, 1 Year MBA, Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.*

*Sundari Suresh, Asst. Prof., Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.*

## Women Entrepreneurship in India

U. Ramani Haritha and Prof.Dr.Ch. Bala Nageswara Rao

*Women are generally perceived as household personalities than a contributor to economic development through a commercial activity. Despite, numerous social hurdles women have commenced competing with men and successfully venting into all the fields of socio-economic development. In the recent years, women entrepreneurship has gained importance, wherein women are engaged in entrepreneurial activities, especially in micro, small and medium scale enterprises. These women entrepreneurs are assertive, persuasive and willing to take risks. This paper attempts to study the current scenario of women entrepreneurs and reasons for slow progression of women entrepreneurs in India. The present study suggested various measures that have to be considered in developing women entrepreneurship in India.*

**Keywords---** Women Entrepreneurs, Entrepreneurship, Measures, Competence

---

Proof

---

U. Ramani Haritha, Doctoral Research Scholar, Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

Prof.Dr.Ch. Bala Nageswara Rao, Director, Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

## Problems and Prospects of SHG Women Entrepreneurs

M. Sundari

*The role of women has been changed in the recent years as they become financially independent and are involved in every financial decision in their families. The micro finance concept has raised the status of women from a mere consumer to producer and economically dependent to an independent. Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise independently and thus empower the society. The self-help groups (SHGs) emerge as a significant step and important strategy for women empowerment. The SHGs have undoubtedly begun to make a significant contribution in poverty alleviation and empowerment, especially women in rural areas of our country. Also, SHGs should be facilitated to assess their strength against indicators that they would like to set for themselves. Hence, government and NGOs should view beyond credit and follow 'credit with societal development' approach. The present study has highlighted policy implications and programme attributes that are to be framed to achieve better results through SHGs in reducing poverty and empowering women.*

**Keywords---** SHGs, Women Empowerment, Entrepreneur

---

## Importance and Role of Logistics in Business

Dr.R. Jayam and Raghunatha Reddy

*The concept of logistics according to Council of Supply Chain Management Professionals refers to moving and storing materials, products, and information and service providers from the point of origin to point of consumption. Moreover, logistics management covers the physical movement of products as raw materials from their point of origin to receipt by end users as a finished product. The entrepreneurs need to understand logistics. The reason being global production process and delivery activities encompass all transportation modes including storage and distribution systems, which are used more frequently to get a product to reach a customer. This research paper discusses the need and importance of logistics that includes key supply chain process, components and future prospects of logistics. It has made an attempt to understand the interrelationships between transportation & logistics.*

**Keywords---** Logistics, Transportation, Components, Supply Chain, Product

---

Proof

---

*Dr.R. Jayam, Professor & Deputy Head, Faculty of Management Studies, Dr. M.G.R. Educational and Research Institute University, Maduravoyal, Chennai, Tamil Nadu.*

*Raghunatha Reddy, Doctoral Research Scholar, Faculty of Management Studies, Dr.M.G.R. Educational and Research Institute University, Maduravoyal, Chennai, Tamil Nadu.*

## Consumers' Perception towards Online Shopping: A Thurstone Case v Scale Approach

Biswajit Roy

*The 21<sup>st</sup> century has seen some innovative applications of science and technology that boosted the human civilization to a greater extent. In fact, it ensures industrial and economical development to follow the projected path of development. The business activities are also very much dependent on the advancement of science and technology. Today, computers are one such tool that assists the business process. It is mainly used for processing and storing of business data, since its inception. The introduction of internet has enabled computers in business communication and integration. In addition to that, e-marketing has emerged as a business domain, which is termed as a facet of e-business for building, communicating and disseminating value to customers through electronic medium to carry out marketing chores and accomplishing organizational goals. It also facilitates to achieve superlative levels of efficiency and high degree stakeholder satisfaction. The concept of e-marketing has been developed over a period of time. This paper envisaged in developing a conceptual framework of drivers and barriers to online shopping as a part of e-marketing adoption in Kolkata. It will attempt to find out the important factors that influence online buyers to go for online shopping. Also, Thurstonian Scale has been drawn with facilitation of Thurstone Case V Scale in order to find out the important deciding factors according to customers towards online shopping.*

**Keywords---** E-Marketing, Online Shopping, Paired Comparisons, Thurstone Case V Scale

---



## A Survey on Effective Management Strategies for Employee Retention in a Bank: A Pilot Scale Study

C.S. Aishwarya and Prof.Dr.Ch. Bala Nageswara Rao

*Employee Retention is always a source of constant worry for many employers. The solution is to stop the problem before it begins. Employee engagement leads to sense of commitment and emotional attachment, which reflects in the form of high retention of employees. The level of engagement among employees can be enhanced by identifying their difficulties and work on them. The strategy one adopts and relates to deal with the employees in day-to-day affairs in an organization / corporate may shape their attitudes. The practices on give and take by employers to some extent may create a win-win situation in an organization, wherein employees are satisfied and employers reap greater profits. The research study intended to identify the reasons affecting employee engagement and covered 145 employees at Bank of America before and after implementation of employee engagement activities implementation aspects for effectiveness. The paper discusses the impact of engagement activities on employees, which in turn will facilitate the reduction of employee turnover and create positive attitudes for business.*

**Keywords---** Employee, Retention, Attrition, Engagement, Implementation, Organization

---

---

C.S. Aishwarya, Doctoral Research Scholar, Saveetha School of Management Studies, Saveetha University, Chennai.

Prof.Dr.Ch. Bala Nageswara Rao, Director, Saveetha School of Management Studies, Saveetha University, Chennai.

## Retail Marketing in India: Issues and Challenges

K. Thirumala Babu and Sundari Suresh

*The practice of retailing has been increasingly perceived as a means of / catalyst for wider urban regeneration and its associated marketing activities. The current practice of retail-related urban place marketing has been described through organizational structures. Moreover, retailing is crucial for market integration, which brings in a difference in totality and suffices the urban market stakeholders. This study focuses on role of retailing in marketing and branding of towns and cities. Furthermore, it argues importance of retailing in urban economies and its associated role in urban marketing. The present research paper intends to identify and discuss number of issue such as: need for differentiation, managing the retail mix and organisational structures, which have the potential to impact upon marketing and branding activities at large.*

**Keywords---** Retailing, Marketing, Branding, Urban, Economies

---

Proof

---

K. Thirumala Babu, II Year MBA, Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

Sundari Suresh, Asst. Prof., Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

## Movies Take Out Door Route - A Review on Movie Promotions and Creative Marketing

V.J. Mahesh and Dr. Uma Rani

*Indian film industry is one of the world's largest producers of films, which contributes an immense \$6.2 billion (INR 28305 crores) to Indian economy, according to a new report released by Price Water House Coopers. The South Indian film industry plays a vital role in the Indian film industry, which defines the four cultures of South India as a single entity. They are the Kannada, the Malayalam, the Tamil and the Telugu industries. They had filmed so many movies, which had broken box office and crossed collection records, while some were not even noticed by viewers. Moreover, it has a different mixture of viewers, who like to watch realistic, comedy, tragedy and commercial movies. It is very difficult inviting today's viewers to theatres, which needs a well-planned strategic ground that works through diligence. It is like other products or services needs to be tracked by marketing. In this industry, one must understand the fact that marketing strategies have to be framed and reframed in respect to 'changes in viewers' more precisely in film industry with their perceptions and needs, which has hopefully the touch chord of entire film fraternity. This research paper discusses the innovative marketing activities involved in movie marketing.*

**Keywords---** Economy, Marketing, Film Industry, Innovative, Movie

---

---

V.J. Mahesh, Doctoral Research Scholar, Bharathiar University, Coimbatore.  
Dr. Uma Rani, Professor & Dean, Department of Management Studies, Dr.M.G.R University, Chennai, Tamil Nadu.

# A Study on Digital Marketing with Special Reference to Amazon

R. Preethi and T. Yuvarani

*The new upcoming mind of the society entertains ideas and technology towards shaping up the markets like e-commerce, which sows its presence by success in digital world. Today's consumers have many options and are much better equipped with information to choose from these available options. For instance, Amazon.com is a company, where products are sold online, which is otherwise referred to as digital marketing. The online marketing has so many advantages and subjected to certain disadvantages. This present study intends to enlighten the crucial role of digital marketing of Amazon in the prevailing society.*

**Keywords---** Marketing, On-Line Marketing, Digital Marketing

---

Proof

---

R. Preethi, II Year BBA BL, Saveetha School of law, Saveetha University, Chennai, Tamil Nadu.  
T. Yuvarani, II Year BBA BL, Saveetha School of law, Saveetha University, Chennai, Tamil Nadu.

## Talent Management & Retention Strategies

P. Pavithra and Sundari Suresh

*Talent is the critical factor to measure the success of any organization. The talent pool management is the most challenging area to any organization. The challenge of finding, attracting, developing and retaining righteous talent is taking up a major part of management. It is to be noted that once the right talent is found, the next demanding aspect is to retain that talent. The retaining of employees involves in understanding the intrinsic motivators, which many organizations unable to identify. The reason being "employees differ" to a larger extent with regard to attitude and behaviour. An organization should exert efforts to determine the non-monetary interests and preferences of its key employees and must attempt to meet these preferences in action. In this context, organizations need to expedite novel approaches to retain the most effective manpower. The retention strategies are very competitive. Hence, organizations may try to provide their best practices to retain the employees to overcome their competitors. The present conceptual paper has addressed the employee retention approaches, strategies for knowledge workforce and for achieving competitive advantage.*

**Keywords---** Talent, Retention, Employee, Satisfaction, Competitive, Motivation

---

---

P. Pavithra, II Year MBA, Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

Sundari Suresh, Asst. Prof., Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

## A Study on Students' Perception while Choosing the Institute for MBA Program in Tamil Nadu

Dr.S.N. Soundara Rajan and M. Gopinath

*The MBA programme is unique, which attracts most of the graduates of all branches of study by opting it as one of the careers choices. MBA is a post graduate degree having a glamour quotient. However, it exclusively differs in terms of pedagogy and exposure instituted under various institutes, which is widely in terms of quality. There are top tier premium institutes like IIMs, IITs, ISB & other top quality institutes attracting cream of students with clear-cut career goals and ambitions. The Tier-II MBA programme is offered by reputed universities and private Business Schools of national repute, which is followed by Tier-III institutes offering MBA programme as an additional revenue earning course, which churn out the quality of MBA graduates. The quality of MBA Programme offered attracts the students with their matching academic & aptitude standards. The present study covered 800 students in Tamil Nadu hailing from rural and urban backgrounds to find the difference in the perception of gender and location with an objective to analyze the various factors influence the decision making of students in selecting the institute to pursue their MBA Programme. Interestingly, the results showed female students seek advice from parents and friends for choosing college to join MBA programme, which is finally influenced by their parents unlike males who make self-decisions in joining the same.*

**Keywords---** Programme, Self-Decisions, Quality, Education, Institutes

---

---

Dr.S.N. Soundara Rajan, Professor, Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

M. Gopinath, II Year MBA, Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu.

## Financial Services Performance of the Banks

R. Aswini and S. Abinaya

*This paper aims to highlight the features on banking and financial services. The study focuses core system modernization of State Bank of India (SBI) and intends to provide contemporary issues of SBI. The study addresses different economic, social and political environments, which have influenced the marketing of banking and financial services at that time. The implications expressed that banks with foreign ownership structures will gradually be forced to concentrate on the development and improvement in SBI which created a drastic change in the modernization of banks. However, customer satisfaction is a very important construct in today's market as it is directly influenced by service quality in accordance with past research studies. The present research work has been carried out to analyze the customer perception on service quality in rural and urban bank branches and its impact on customer satisfaction. This core system modernization of SBI has been made to establish their branches in rural areas*

**Keywords---** *Services, Performance, State Bank of India (SBI), Core System Modernization*

---

## Financial Literacy as a Path towards Enhanced Micro Financing with Special Reference to Kudumbashree SHG'S in Kerala

Preethy Thayammal Maharajan and  
Prof.Dr.Ch. Bala Nageswara Rao

*The concept of micro finance promotes economic development, employment and growth by supporting micro entrepreneurs and small businesses. The growth and development of "Kudumbashree Projects" in Kerala is being taken in to account, which was launched in 1998 by Government of Kerala. The Kudumbashree project aims at wiping away absolute poverty from the state through community self-help, which focuses on financial literacy and its ability to facilitate self-help groups in setting economic goals and crafting financial plans accordingly. The financial campaigns conducted by the Kudumbashree SHG are to create awareness with respect to judicious management of cash flows and minimizing debts. Moreover, the role of SHG in creating "Financial Awareness" in curtailing the prevalence of indigenous / unorganised sectors in the financial markets i.e., combating the menace of "Loan Sharks" fostered the schemes. Thus, financial literacy facilitate the self-help group's (SHGs) and financial preparedness in managing futuristic economic exigencies by creating better economic stability and contributing towards the success of a nation as a whole. The present research paper is an attempt to understand the relevance and role of financial literacy towards the success of micro finance in both rural / urban areas.*

**Keywords---** Self-Help Groups (SHGs), Performance, State Bank of India (SBI), Core System Modernization

---

---

*Preethy Thayammal Maharajan, Doctoral Research Scholar, Saveetha School of Management Studies, Saveetha University, Chennai, Tamil Nadu.*

*Prof.Dr.Ch. Bala Nageswara Rao, Director, Saveetha School of Management Studies, Saveetha University, Chennai, Tamil Nadu.*



## Technical Analysis of Energy Sector using Pivot Calculator

P. William Robert

*The energy sector is the most crucial sector for industrial development. In addition to that, energy price movement is predicted based on theory of short-term, medium-term and long-term assessments. It has been found that pivot tool is better than other tools such as Fibonacci analysis. The moving average, Elliot wave analysis etc. is taken into consideration for analysis of company. For instance, short-term; 30 days data, medium-term; 90 days data and long-term; 365 days data has been used respectively. The advantage of pivot tool is it can use high, low and close values than compared to other tools. The resistance and support values are found for each energy sector nifty companies and strategies to buy the shares is mentioned for short term, medium term and long term investors. The present research study has performed technical analysis on nifty companies using pivot calculator to analyze the energy efficiency.*

**Keywords---** Pivot Calculator, Energy, Company, Technical Analysis

Proof

## An Optimal Energy Efficient Approach for Wireless Sensor Networks in Precision Agriculture

Dr.M. Umadevi and R. Selvakumar

*The excessive packet collisions lead to packet losses and retransmissions, resulting in significant overhead costs and latency which in turn makes a need to design a integrated MAC and routing schemes. A new method in accordance with contention-based MAC and forwarding technique termed as (Advanced Cost- and Collision-Minimizing Routing) ACCMR proposed in this study avoids collisions between packets and also provides increased energy efficiency and further prolong network lifetime, in wireless sensor network. Also, location (the sensor node or base station) of data processing is another critical issue in processing at the sensor node, which consumes energy and controlled by the device capacity, having 34 percent in 150Mb, latency higher than 0.9 and packet delivery quotient is high. This method may be adopted in all agriculture irrigation system, such as controlling the irrigation sensors, sprinkler irrigation System, green house sprinklers, etc. for energy efficiency. This paper focuses on new method, which will improve the performance of network by extending the life-time of sensor nodes technologically.*

**Keywords---** Medium Access Control (MAC), Network Simulator Tool (NS2), Wireless Sensor Network, Wireless Routing Protocols (WSN), Distributed Applications, Advanced Cost and Collision Minimizing Routing (ACCMR)

---

---

Dr.M. Umadevi, Professor, Priyadharshini Engineering College, Vaniyambadi, Vellore, Tamil Nadu.

R. Selvakumar, Asst. Prof., GRT Institute of Engineering & Technology, Tiruttani, Tamil Nadu.

## Improving Software Quality by Datamining Approach for Human Aspects of Software Development

Sangita Gupta and Dr.V. Suma

*Over the years, there has been rapid change in science of software engineering and considerable work has been done on technology and development process. However, there has been lack of focus on human component of software. The software is developed, managed and maintained by people. The human side of software development is crucial to the success of a project. It has been found that most project disasters are not technical or process related but due to people working within it. There is a need for identification of the criteria that distinguish good and poor performance using predictive data mining methods. The information related to human side of software project is most of the time hidden and vague, which needs to be processed, extracted and analyzed. This study states that importance of human factor for software quality. The present research study envisages on a quantitative approach to analyze the human aspects of software development. Furthermore, it has stressed on people and their performance rather than technology they are using. It has developed a approach to investigate human aspect that contributes largely to enhance software success thereby increased turnover rates of a company.*

**Keywords---** Data Mining, Performance, Software Development, Project, Quantitative

---

---

*Sangita Gupta, Doctoral Research Scholar, Jain University, Bangalore, Karnataka.  
Dr.V. Suma, Professor, Department of Information Science and Engineering and Dean, Research & Industry Incubation Centre, Dayananda Sagar College of Engineering, Bangalore, Karnataka.*

## Analyzing Defective Software Modules by Means of Soft Computing Techniques

T.P. Pushpavathi and Dr.V. Suma

*The description of defective modules in software engineering remains a challenge in the recent years. The usage of datasets from empirical data set and applied features selection to work only with those attributes from datasets are capable of predicting defective modules. A genetic algorithm search for principle characterizing sub-groups with a high probability of being defective is needed. This allows us to characterize defective modules with simple rules that can easily be applied by practitioners and deliver a practical (or engineering) approach rather than producing highly accurate results. The present study focused on usage of soft computing techniques to search for convention that indicate modules with a high probability of being defective.*

**Keywords---** Defect Detection, Genetic Algorithm, Soft Computing, Data Mining, Modules

Proof

---

*T.P. Pushpavathi, Doctoral Research Scholar, Jain University, Bangalore, Karnataka.  
Dr.V. Suma, Professor, Department of Information Science and Engineering and Dean, Research & Industry Incubation Centre, Dayananda Sagar College of Engineering, Bangalore, Karnataka.*

# Knowledge of Cost Quality Analysis to Reduce Defect Injection Verses Defect Detection Rate during Software Development Process

Divakar Harekal and Dr.V. Suma

*Ever since the inventions of new scientific and manufacturing components, standard of living of human has taken a radical change. Prior to industrial revolution, the mode of living of mankind was very much simple having lesser requirements. It is with the introduction of computers, there has been a swift transformation in the technology, science and manufacturing industries, which has made the life of human to be more sophisticated and comfortable. However, quality retention acts as the only channel through which total customer satisfaction can be achieved. It is further proven that defect is deemed to be one of the measures through which quality is estimated and controlled. Hence, from the perspective of quality sustainability, every organization puts their maximum effort to reduce defects and their impact. This paper aims to bring in awareness of cost quality analysis without whose knowledge defects acts as a source of overheads and re-work. The understanding of cost quality analysis enables to reduce post-production defects and acts as a yardstick for developers to reduce pre-production defect injection verses detection rate. This knowledge of cost quality and effort upon the same enhances the business with increased customer satisfaction and reduced customer surprises. The present paper addressed the issues in reducing defect injection verses defect detection rate during software development process.*

**Keywords---** Knowledge, Defect Management, Cost Quality, Software Process, Software Metrics

---

---

*Divakar Harekal, Doctoral Research Scholar, Department of Computer Science Engineering, JJTU, Rajasthan.*

*Dr.V. Suma, Professor, Department of Information Science and Engineering and Dean, Research & Industry Incubation Centre, Dayananda Sagar College of Engineering, Bangalore, Karnataka.*

## Alleviation of Risk in Software Development

Raghavi Bhujang and Dr.V. Suma

*The affluence of a software industry involves achievement of success that engrosses various disputes in the development phase of software projects. As the project continues, more and more unidentified threats will start booming up, which have to be resolved to complete the cycle. There comes the need of alleviation to maintain the progress of software project. The risk being one of the open challenges in the entire software development has to be recognized and mitigated or controlled at right time to protract the success of a software industry. These mitigation or control strategies absolutely depend on type of project, which in turn involves the conditional parameters that measures the project i.e. CTP<sup>2</sup> (C – cost, T – time, P – people, P – process). The present research paper focuses on the existing control or mitigation strategies along with right time of implementation to avoid failure in future.*

**Keywords---** Risk Management, Software, Development, Mitigation, Project

---

Proof

---

*Raghavi Bhujang, Doctoral Research Scholar, Jain University, Bangalore, Karnataka.  
Dr.V. Suma, Professor, Department of Information Science and Engineering and Dean, Research & Industry Incubation Centre, Dayananda Sagar College of Engineering, Bangalore, Karnataka.*

## Deep Learning Techniques and its Applications

S. Poorna Chandra and Dr.V. Suma

*Image processing is one of the most popular areas of computer applications, which have gained utmost significance in day-to-day activities of human life. The field of computer aided clinical diagnosis enables one to perform early diagnosis in such a way the further growth of any disease can be prevented and eliminated. There exist several techniques to achieve the above mentioned objective such as: Statistical Pattern Classification, Artificial Neural Networks, etc. However, these approaches are not so effective in terms of classifying the patterns and performing accurate computations. The present research study attempts to explain applications and importance of Deep Learning Techniques, which overcome such drawbacks in clinical diagnosis.*

**Keywords---** Image Processing, Deep Learning Techniques, Segmentation

---

Proof

---

S. Poorna Chandra, Doctoral Research Scholar  
Dr.V. Suma, Professor, Department of Information Science and Engineering and Dean, Research & Industry Incubation Centre, Dayananda Sagar College of Engineering, Bangalore, Karnataka.

## Distributed Algorithms for Nodes Deployment and Replica Detection in Wireless Sensor Networks

A.M. Prasad, Priya Kanta, Deepa Byadgi and Dr.V. Suma

*The concept of networking refers to an interaction or engaging in formal or informal communication among systems to exchange information by mutual assistance or support. The sharing of resources enables the users on the network to communicate with each other. The node in a wireless sensor network, which is capable of performance, handling, gathering information and communicating with other connected nodes in the network are termed as sensor nodes. Thus, sensor nodes, despite having limited resources are useful in many applications. Moreover, wireless sensor networks have become an intensive research area, wherein the security and self-deployment of nodes is of high concern. There are several approaches in maintaining security and node deployment. The research study concentrated on distributed approaches for node deployment and replica detection, which is an alarming issue in security systems. Furthermore, this paper highlights the detail information of two methods, voronoi diagrams based deployment algorithm for nodes deployment and efficient distributed detection for replica detection.*

**Keywords---** Wireless Sensor Networks, Security, Node, Energy Efficiency, Mobile Networks

---

---

A.M. Prasad, Asso. Prof., Department of Computer Science & Engineering.

Priya Kanta, II Year M. Tech (Computer Networking), Department of Computer Science & Engineering.

Deepa Byadgi, II Year M. Tech (Computer Networking), Department of Computer Science & Engineering.

Dr.V. Suma, Professor, Department of Information Science and Engineering, Dean, Research & Industry Incubation Centre, Dayananda Sagar College of Engineering, Bangalore, Karnataka.



# Management of Technology (MOT) Impact on Indian Industries

Prof.Dr.Ch. Bala Nageswara Rao

*The Sustainable development relies on technological change to achieve its aims provided the governments takes tough steps that are required to force radical technological innovation rather than technological fixes, which have been evident to date. It is to be noted that such measures would require a long-term perspective and preparedness to bear short-term economic costs whilst industry re-adjusts. The tools of sustainable development are: economic instruments, legislative measures and consumer pressures, which are predominantly aimed at achieving technological changes such as: recycling, waste minimization, substitution of materials, changed production processes, pollution control and more efficient usage of resources. The recycling, product redesign, conservation and low-waste technology can interrupt the flow of wastes to these resources, which may be the major feature of a sustainable development path of economic progress. The appropriate technology responses are required, instead inventing non-polluting technologies. Similarly, technological-fix response to exploitation of natural resources was to use resources more cleverly; the appropriate technology response was to design technologies that only use renewable resources.*

**Keywords---** Management, Sustainable Development, Technologies, Ecology

---

## Framework for Systematic Evaluation and Selection of ERP System for SMES in Manufacturing Sectors

R. Abirami

*The growth of organization largely depends on how well the business processes are managed and efficiency improved across the entire organization. Modern organizations wanting to grow and establish their presence in the market place needs to set up business processes. The business processes are made repeatable in order to pursue efficiency maximization across various levels using software automation. In order to create a culture of data based decision making, the information relating to critical transactions must flow seamlessly to the decision makers, which may have a financial value. The ERP (Enterprise Resource Planning) system is one of the tools to increase their effectiveness and competitiveness in global market. The significant benefit of ERP is that it centralizes all the information about business into a single database for easier access and visibility. This suffices to have control on business activities and provides a bird's eye view on entire business. There are multiple software vendors offering ERP solutions. The modern era is ready to use ERP solutions hosted on cloud, which has been made available for users. The selection of ERP system is not so complex. Today, unlike traditional systems software and hardware procurement has become independent. However, success of ERP implementation is very largely rely mainly on factors including culture, well defined business processes, educational levels of employees, top management involvement, objectives and expected end results, etc. The overall industry growth rate is expected to be between 8-10 percent. The SME's are contributing for holistic growth of industry. SME's cannot afford to set up larger team for evaluation, selection and implementation of the ERP owing to its structure and financial constraints. The present research primarily focuses on studying the various methods currently available for evaluation and selection of the ERP system and brings in a framework for structured evaluation and selection of ERP systems with an in-depth focus on SME's in manufacturing sectors.*

**Keywords---** ERP (Enterprise Resources Planning), SME (Small and Medium-size Enterprise), LE (Large Enterprise), Systematic Evaluation of ERP & ERP, Selection Parameters and Framework for ERP selection

---

R. Abirami, Doctoral Research Scholar, Department of Computer Science and Engineering, Saveetha Engineering College, Thandalam, Chennai, Tamil Nadu.