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SRINIVAS INSTITUTE OF MANAGEMENT STUDIES

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City Campus, Pandeshwar, Mangalore – 575 001

Karnataka State, India

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One Day National Conference on

BALANCING HUMAN WORK LIFE: CHALLENGES AND PERSPECTIVES

28/10/2017



BOOK OF ABSTRACTS

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NOTE

All papers presented in the conference will be published in the Proceeding Book after review with Specific ISBN Number.

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THE MANAGEMENT, STAFF AND STUDENTS OF
SRINIVAS INSTITUTE OF MANAGEMENT STUDIES

Pandeshwar, Mangalore – 575 001.

Department of Social Work

cordially invite you to

One day National Conference on

“Balancing Human Work Life : Challenges & Perspectives”

Prof. Dr. Manoj Varma

(Dean, Srinivas Institute of Dental Sciences, Mukka, Surathkal, Mangalore)

will be the Chief Guest and inaugurate

Sri CA A. Raghavendra Rao

(President, A. Shama Rao Foundation, Mangalore and
Chancellor, Srinivas University)

will preside over the function

Sri A. Srinivas Rao

(Vice-President, A. Shama Rao Foundation, Mangalore and
Pro-Chancellor, Srinivas University)

&

Smt. Mitra S. Rao

(Secretary, A. Shama Rao Foundation, Mangalore)

will be the Guests of Honour

Date: 28.10.2017

Time: 9.30 a.m.

Venue : Srinivas Gallery Hall, Pandeshwar, Mangalore.

Dr. P.S. Aithal
Principal

Mrs. Laveena D'Mello
Conference Convener

Paper 1

IMPACT OF CORPORATE CULTURE IN BANKING

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**Professor and Dean/ Research Guide, Department of Business Administration, St. Joseph
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ABSTRACT

Culture can be a very complex issue as it involves behaviours and attitudes, but efforts should be made by financial institutions and by supervisors to understand an institution's culture and how it affects safety and soundness. While various definitions of culture exist, supervisors are focussing on the organisations norms, attitudes and behaviours related to risk awareness, risk taking and risk management or the organisations risk culture. In this paper we would be focusing on the issue of culture with relation to the banking sector in general. We would like to analyse the impact of culture on various aspects of the banking system like productivity, employee behaviour, ethics etc.

Keywords: Banking system, Culture

Paper 2

PHILOSOPHY OF BALANCING HUMAN WORK LIFE THROUGH DEVELOPING INDIVIDUAL CORE VALUES

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ABSTRACT

The paper emphasizes on inculcating core values in an individual human being to name him/her as a human resource. It describes how the core values adoption in once life through self-control allows him/her to balance work life and gives satisfaction and how redefines his/her goal further. In our model of core values required for an individual to perform and contribute effectively in his/her life are identified using six hats method of lateral thinking and Theory A (Theory of Accountability) are : (1) Positive attitude, (2) Clear goal in life, (3) Self-control, (4) Hard work through smart strategy, (5) Teamwork, (6) Re-defining goal through Role models, (7) Continuous improvement, (8) Communication, Confidence, and Commitment, (9) Self-respect and Mutual respect. (10) Innovative thinking through Responsibility, (11) Quest for Excellence, and (12) Courage to innovate. The paper argues the validity of the model with the philosophy of balancing the work life and getting satisfaction in social life. The model is analysed using SWOC framework and validated using ABCD framework.

Keywords: Balancing human work life, Individual Core Values model, Analysis using SWOC framework, Validating using ABCD framework.

Paper 3

ACADEMIC AUDIT AND QUALITY ASSURANCE IN HIGHER EDUCATION

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ABSTRACT

The role of higher education institutions is reflected in its learning outcomes. The learning outcomes contribute to develop quality professionals by enhancing competency in subject knowledge and intellectual capability, grooming professionalism and employability skills. Still further it contributes to emotional and social maturity, sound character, sharp business acumen, strong scientific temper and strategic thinking among the learners. This could be materialized only through imparting comprehensive, continually enhanced and global quality professional education supported by a sound quality management system. Quality policy contributes to institutionalizing the quality assurance processes. Commitment to providing quality teaching and learning through well designed and systematic curriculum delivery using multitude of learning experiences is at the core of this policy. A variety of quality assurance processes are institutionalized focusing around teacher quality, curriculum delivery and pedagogy, research and training, skill development of students, orientation programmes for overall personality development and broad range of activities which equip the students to face challenges and take up risks with courage. Academic Audit gives feed-back on its efficiency. The observations from the audit are utilised for institutional improvement.

Keywords: Academic audit, Quality assurance, Higher education

Paper 4

EFFECTIVE TALENT MANAGEMENT STRATEGY WITH SPECIAL REFERENCE TO FACEBOOK

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ABSTRACT

The term Talent Management was coined by McKinsey and company following a 1997 study. The term Talent Management was coined by McKinsey and company following a 1997 study. Talent consists of those individuals who can make a difference to organisational performance either through their immediate contribution or, in the longer-term, by demonstrating the highest levels of potential. Talent Management is the systematic attraction, identification, development, engagement, retention and deployment of those individuals who are of particular value to an organisation, either in view of their 'high potential' for the future or because they are fulfilling business/operation-critical roles. Talent management is the science of using strategic human resource planning to improve business value and to make it possible for companies and organisations to reach their goals. It helps to get in control of organisation's talent and make sure the talent base grows with time. Facebook is a social networking website which enables you to connect and share with friends, family, and business associates, find old friends you may not have seen for years, set up special interest groups, such as church, cooking, reading, and anything you can think of and organise events such as reunions, parties etc. It has amazing talent management practices that result in breath-taking workforce productivity levels. In most cases, it takes literally several decades to develop an exceptional company that has a unique set of talent management practices that produce phenomenal business results. Apple became exceptional again in little more than a decade after the return of Steve Jobs. Google developed exceptional people management practices and business results in much less than a decade. where in Facebook has gone from a college dorm room idea to an undisputed social media dominance in literally less than a handful of years. This paper will analyse the talent management concept in Human resources and how facebook has incorporated and will also examine the results of it.

Keywords: Talent management, Human resources and Facebook.

Paper 5

PERFORMANCE ANALYSIS OF VARIOUS AIRPORT INVESTMENT MODELS

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ABSTRACT

Traditionally, many airports around the world are owned and operated by the local or national government. During 1987, three major airports in London and four other Airports in UK first time privatized under a private corporation – British Airport Authority Plc. Thereafter, many countries have introduced private sector involvement with different degrees of private ownership and management, from 100% private stake and operations of the whole airport to subcontracting of management of part of the airport.

There are three types of commonly used airport investment models in national and international scenarios. They are (1) Government owned and operated model, (2) Public Private Partnership model (PPP), and (3) Private airport model. Nevertheless, there is no one single model that fits all situations in all countries. The choice of model depends very much on the specific circumstances of the airport. In this paper, we have studied performance analysis of these three Airport investment models in global scenario by considering, Annual passenger turnover, Annual revenue, Annual profit, return on investment, and customer satisfaction level of some Airports of selected countries.

Keywords : Airport investment Models, Performance analysis, Government owned and operated model, Public Private Partnership model (PPP), & Private airport model.

WHAT IS UNIVERSITY?

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ABSTRACT

What is meant by University? What is its relation to educational and academic achievements? From time immemorial man gathered knowledge like honey bee collects honey through symmetric achievement, different branches of knowledge was accumulated. This pressurised to form Universities. From the prehistoric time to the modern age it is advancing in a geometric proportion. Different types of knowledge such as science, Mathematics, Engineering, Medicine, Arts etc. pressurised to form a University. So University means different types of knowledge unified and became under one umbrella. It is a cultural, esthetical, linguistic etc. achievement. Different branches of knowledge experts will be unified under a University. This speed up the depth and breadth of education and accelerate it into a desired target. A school dedicated to the pursuit of inquiry, thought and discovery –began in a sacred olive grove outside the city of Athens. The world's first University was dedicated to Athena, the goddess of wisdom, the academy of Greek philosopher Plato was founded sometime around c.424 and c348 BC. The academy was a place of learning where plato and later others would teach them about subjects such as philosophy and politics. Many other academies were subsequently established in the ancient Greek, Roman and Byzantine worlds. University of Bologna is widely recognised to be the first modern University". There are few earthly things more beautiful than a University". John Masefield, poet says though religious teachings dominated university education by 18th and 19th centuries the curriculum in many Universities came to be focussed on the study of science and the humanities. The University is to create a place where higher learning is the sole pursuit allowed for great advancements. This paper will be dealing with nature and characteristics of a healthy and royal University. They will be motivated and dynamised to the higher goal of life. Spiritual or esthetical values must be nourished and nurtured there and it will be Ojas and Thejes of a nation. A UNIVERSITY must be the house of prosperity i.e. Srinivas. Srinivas means where the supreme entity ignited by creative power. All types of education was germinated from that short Sculptor. He secluded everything from education. He is the mastermind behind everything –the man who taught us to think i.e. Socrates.

Paper 7

FINGERPRINT IMAGE SENSING TECHNOLOGY: A REVIEW OF STATE OF THE ART METHODS

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ABSTRACT

Automatic Fingerprint Recognition System (AFIS) mainly depends on the quality of the fingerprint captured during the enrollment process, even though a lot of techniques developed in literature for fingerprint matching, all most all system is influenced or affected by the quality of acquisition method. Automated fingerprint identification system requires fingerprint images in a special format. Normally it can't receive and process the photographic image or photo taken from virtual camera or cell camera. There are many special acquisition or sensing strategies to extract the ridge-and-valley structure of finger skin or fingerprint. Traditionally, in law or regulation enforcement packages, fingerprints were especially received offline. Fingerprint acquisition can be specially classified under groups as an offline and live scan. An offline acquisition technique gets input through inked affect of the fingertip on paper and digitized with the aid of the paper with an optical scanner or video digital camera. The live acquisition is received through the sensor that is having the ability to directly digitize the sensing tip of the finger. As the fingerprint sensing, image processing, signal processing, and communication technology advance, an increasing number of new technologies in this acquisition technology are arriving at the main facet. In this paper, we discuss different types of fingerprint acquisition technologies, which involve optical, ultrasonic, capacitance, passive capacitance, and active capacitance. This paper helps to identify new fingerprint acquisition technology and to find the research gap between past, present, and future technologies.

Keywords: Fingerprint Sensing Technology, Fingerprint image, Optical fingerprint sensor, Ridge, Valley.

Paper 8

CURRENT INTERNATIONAL COMPETITION IN GROCERY INDUSTRY –STRATEGIES OF TOP 4 GLOBAL PLAYERS

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ABSTRACT

Food retailers are going global. In this case study, we have compared the four leaders in this trend include **Wal-Mart** of the United States, **Carrefour** of France, **Ahold** of Holland, and **Tesco** from the United Kingdom. Wal-Mart, the world's biggest retailer, still depends on the United States for 63 percent of its total sales. By Jan 2017, Wal-Mart had 11,695 stores in 28 countries under a total of 63 banners. Walmart's international operations comprised 6,363 stores and 8,00,000 workers in 26 countries outside the United States. The company operates under the name Walmart in the United States and Canada. It operates as Asda in the United Kingdom, as the Seiyu Group in Japan, and as Best Price in India. Walmart is the world's largest company by revenue – approximately \$480 billion according to the Fortune Global 500 list in 2016 – as well as the largest private employer in the world with 2.3 million employees. Carrefour, the world's second largest retailer, is perhaps the most global of the lot with 12,000 stores with 1,462 hyper markets. It has more than 3,84,000 employees. Carrefour now operates in 30 countries and generates more than 50 percent of its sales outside of France. Carrefour entered India in 2010 and opened 5 wholesale stores. But decided to exit these underperforming markets in the year 2014 to focus on reviving its French business. The supermarket operator has exited markets like Greece, Colombia, Singapore and Malaysia among others in the past few years. Holland's Ahold has also made multiple acquisitions, including many in the United States such as the 1998 acquisition of Giant Food, Inc., which helped build A hold's network of 1,063 supermarkets in the United States and boosted its sales outside Holland to over 70 percent of its total sales. In November 2011, Ahold announced a new phase of its growth strategy, “Reshaping Retail”. This strategy has six pillars - three designed to create growth and three to enable this growth. The six pillars are: (1) increasing customer loyalty, (2) broadening our offering, (3) expanding geographic reach, (4) simplicity, (5) responsible retailing, and (6) our people. On 24 June 2015, Ahold merged with Delhaize Group, forming a new company, Ahold Delhaize. Britain's Tesco, a latecomer to the global game, is now expanding rapidly, particularly in Southeast Asia and Eastern Europe, where a combination of acquisitions and expansions have helped Tesco to pass Carrefour and become the largest foreign retailer in Thailand and Poland. It is the third largest retailer in the world measured by profits and ninth-largest retailer in the world measured by revenues. It has stores in 12 countries across Asia and Europe and is the grocery market leader in the UK (where it has a market share of around 28.4%), Ireland, Hungary and Thailand. The paper also contains a comparative study of these four global grocers performance during last 5 years and prediction on future performance based on current and past performance using Markov analysis.

Keywords : Global grocers, Food retailers, Wal-Mart of the United States, Carrefour of France, Ahold of Holland, Tesco of Britain, Performance based on Markov analysis.

Paper 9

A STUDY ON THE PROBLEMS FACED BY MENTALLY ILL PATIENTS LIVING IN MANGALORE

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ABSTRACT

Psychiatric patients have got an increased morbidity and mortality to other physical health problem. The most problem they are facing is the lifestyle factors such as the use of substances and the decreased physical activity. These patients are mainly restricted to their home. If mental ill patients do not create any problems to the family members and their neighbouring families, the family members are happy and not so much bother about the patients. And if they are not creating any problems for others, family members are not bothered or motivated to treat the mentally ill patients. Hence the lack of motivation from the other family members results in mentally ill patients showing the symptoms of the high risk of being affected by other health problem. There is the availability of treatment to the mentally ill patient. There was only a little availability of the treatment facilities for the psychiatric patients. So the lack of services available and the most vulnerable nature made them more adherent to the problems. There is a direct relationship between the physical and mental health of the patients. In this study the researcher dealing with only the minor issues such as substance abuse, obesity, hypertension, diabetes along with the mental illness, and it would be a way to understand the problems of these patients. The main aim of the study is to study the problems of mentally ill patients and the objectives are; to study the physical health status of the mentally ill patients; and to study the lifestyle factors such as smoking and alcoholism affected the life of mentally ill. The detail studies of 50 intake patients from the hospital where the psychiatric department exist are taken. The interview schedule is used and more observation and case records were referred to get the history. Secondary data is also considered for the research study.

Keywords: Mental health, Patients, Diet, lifestyle, disease, substance abuse and diet.

Paper 10

A COMPARATIVE STUDY OF SOME ANALYSIS FRAMEWORKS USED IN INTERNATIONAL BUSINESS

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ABSTRACT

International Business Environmental analysis is a process by which strategists monitor the economic, governmental/legal, market/competitive, supplier/technological, geographic, and social settings to determine opportunities and threats to their firms. Various environmental issues identified in industries, industry sectors, public and private sector organizations, and firms involved in international business can be analysed using explorative and empirical research methodology. Data collected from firms/companies and industries on international business using primary and secondary sources have to be analysed in a systematic format to identify the issues or problems or to analyse the past, present, and future performance as well as challenges. Out of many frameworks used for international business environmental analysis, some popular frameworks are SWOT (strengths, weaknesses, opportunities, and threats), balanced scorecard and quality function deployment. Other frameworks such as Porter's Value Chain Analysis (VCA), facilitate the analysis of processes within a company but do not provide an easy mechanism to link these to high-level business objectives, relationships, and the underlying economic logic of an enterprise. The paper discusses various frameworks used in firms IBE analysis suggests which is suitable and appropriate in a given circumstances and environment to be used as an optimum analysis technique.

Keywords: Analysis frameworks in International Business, International business environment, suitable and optimum analysis frameworks.

Paper 11

A STUDY ON THE CHALLENGES OF GOVERNMENT PRIMARY SCHOOL TEACHERS IN DAKSHINA KANNADA DISTRICT

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ABSTRACT

Teaching is said to be a noble profession. It is considered to be a profession that identifies the potential in the children and try to bring out the destiny of people. Mother is considered as the first teacher and later teacher in the school will take over the responsibility in molding the children so that they can identify their inner talent and reach their goal in life. Teachers also create the future citizens and to create the administrators, doctors, scientists, engineers and all other professionals. All these are the products of sound teaching order. The Job of teaching is self-rewarding so far as experience, knowledge and emotional satisfaction are concerned. In this profession one may work, earn and remain youthful and young as all the time he/she will be among the youth, thinking new ideas with an innovative spirit. Education is the backbone of the progressing nation which ultimately depends on the teacher. A quality teacher is the one who has a passion for teaching can do tremendous changes in the life of their children. She is also called the torch bearer; he/she molds the lives of thousands of children. But generally, they are from a low-income group, and with more job dissatisfaction. Financially they are weak, socially they are of low status, and they suffer from stress[1]. In this paper, the researcher tries to highlight various types of stress and the problems faced by the primary level teacher working in the government schools in Dakshina Kannada. 50 teachers were identified randomly for this research.

Keywords: Primary teachers, Children, Parents, Administrator, stress and job satisfaction.

Paper 12

THE CONCEPT AND MODEL OF A SYSTEMATIC SMART VILLAGE USING IDEAL SYSTEM MODEL

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ABSTRACT

A village is a system where a bundle of dozens of services delivered effectively and efficiently to the people. These services could be location specific depending on the demography of the village and occupations of the villagers. A smart village is a technologically supported village having smart people and smart facilities. Many models of Smart village models have been developed by many innovators, architectures, researchers, and scientists and most of them are developed using bottom-up approach and prone for further innovation. But in this paper, we are proposing the concept and the model of a systematic smart village using our earlier developed ideal system model. This new model of a smart village is called ideal smart village which is simple to build, manipulate and replicate due to the ideal nature of the smart village system developed using the principle of top-down approach. The smart village incorporates the various smart processes to support to solve basic problems of villagers and to provide comfortable life leading opportunity to the villagers. We have discussed the advantages, benefits, constraints, and disadvantages of the ideal smart village and the possibility of realizing such systems through advents of technology breakthroughs in the society. The characteristics of a smart village based on ideal system concept and possibility of realizing such systems are also discussed.

Keywords: Ideal smart village, Ideal systems, Smart village, Characteristics of smart village, Realizing ideas of smart village.

Paper 13

A STUDY ON THE QUALITY OF WORK LIFE AND PERFORMANCE OF PRIVATE SERVICE EMPLOYEES IN MANGALORE

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ABSTRACT

Work was worship and people had sincerity and commitment to work. But today's employee would not believe in such values of work. He works hard to get more salary and this may work for him favourable. Along with this the most interesting motivation is the quality of working life which is a system approach to design and a promising development in the broad area of job enrichment. The criteria for measuring the quality of work life are Adequate and fair compensations, healthy working conditions, Opportunity to use and develop human capacities, Opportunity for career growth, Social Integration in the work force, Work and quality of life, Social relevance of work etc. The study shows that when there is better quality at work the productivity of the employees' increases. Thus the quality of work life, can lead to organizational effectiveness, organizational commitment, job satisfaction, providing employee motivation, which in turn would lead to increased productivity and profit. It also becomes important that suitable working condition will definitely influence quality of work. The main aim of the research paper is to study the quality of work life of the private sector employees. And the objectives are to study the their various issues like; Pay and stability of employment, Occupational stress, Alternative work schedules, control of work, Recognition, worker-supervisor relations, Grievance procedure, Adequacy of Resources, Seniority and merit in promotions etc, in detail. 50 private service employees were selected randomly for the research to ask their opinion and the interview scheduled is used. Both primary and secondary source of information is used in the study.

Keywords: work life, performance, employee, occupational stress and job enrichment

Paper 14

OPPORTUNITIES AND CHALLENGES FOR MULTI-DISCIPLINARY TECHNOLOGIES BASED ON UNIFICATION THEORY

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ABSTRACT

The rapid advances in the convergence of many technologies to a unified technology may lead to enhancing both human performance and human comfortability through automated and enhanced production of basic as well as advanced requirements of the Country/world productivity. Based on a comprehensive understanding of the structure and behavior of matter from the nano scale up to the most complex system yet discovered the human brain. Unification of science based on unity in nature and its holistic investigation will lead to technological convergence and a more efficient societal structure for reaching human goals. In the early decades of the twenty-first century, concentrated effort can bring together nanotechnology, biotechnology, information technology, and new technologies based on cognitive science. With proper attention to ethical issues and societal needs, the result can be a tremendous improvement in human abilities, new industries and products, societal outcomes, and quality of life. In this paper, we have proposed the unification possibilities of various contemporary and future technologies with an objective of solving fundamental challenges in nature to improve both human performance and human comfortability with an effort to reach super civilization level.

Keywords: Multidisciplinary technologies, Unification theory, Unification of nano-science based technologies. Super civilization, 21st Century technology innovations.

Paper 15

A STUDY ON AN INTRODUCTION AND ISSUES OF HALAKKI TRIBES AT UTTARA KANNADA DISTRICT

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ABSTRACT

The Halakki Vokkaliga is a group of vokkaligas, predominantly in Uttara Kannada district of Karnataka, India. Halakki Vokkaligas living in the foot of Western Ghats are known as the "Aboriginals of Uttara Kannada". Their way of living is still ancient. The women adorn themselves with beads and necklaces, heavy nose rings and distinctive ornaments. Their total population is about 1309. The major community residing in this place is Nador. Most people presently residing in Torke are agriculturists. Others indulge in salt production, government jobs, contracting etc. Apart from a sizeable "Halakki-Vokkaliga" community in "Devana", a moderate sized "Harikantra" or fishermen community is also found in Hoskatt. Four population groups, namely, Halakkis, Siddis, Gonds and Havyak Brahmins of Uttara Kannada District of Karnataka state of South India. The term Halavakki is said to be derived from the Kannada term halu which means milk and akki means rice. Halakki Vakkals, also spelt as Halwakki Vakkal, are a major cultivating community and are confined to the coastal taluks of Uttara Kannada district of Karnataka. The researcher has made attempt to study the Halakki Vokkaliga tribes from Ankola, Uttara Kannada. The main aim is to study is to introduce and identify the challenges of Halakki Vokkaligas. And the objectives are the present practices and the life style of the people and the issues and challenges faced by the Halakki Vokkaligas. The study is exploratory in nature used primary and secondary data as case study.

Keywords: Halakki Vokkaligas, situation, challenges, cultural, health, social and lifestyle.

Paper 16

ABCD ANALYSIS OF IEDRA MODEL OF PLACEMENT DETERMINATION

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ABSTRACT

The current technological and digital era has always directed campus recruitment process towards eruption of paradigm shifts matching new systems of industrial workforce engagements. The dilemma of job seeking graduates today in campus has ever more convoluted towards the rapid changes in industry and employment market. IEDRA Model of Student Campus Placement Realization was a more comprehensive study undertaken by Shenoy & Aithal (2017) to resolve such an dilemma of students. Therefore here, a brief study is undertaken to discover practical viabilities, understand the usefulness, resourcefulness and universal applications of IEDRA Model of campus placement determination towards concerned stakeholders. A new model of framework analysis named ABCD analysis developed by Aithal et al. (2015) is adopted here for arriving at appropriate theory, hypothesis or postulate constructs regarding the ubiquitous appeal of the IEDRA Framework.

Keywords: ABCD framework, Online Campus Recruitment, IEDRA Model, Model elemental analysis, Employment Placements.

Paper 17

ROLE OF ON-LINE TUTORING IN THE INDIAN SCENARIO

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ABSTRACT

India is a country where education practices are at their best. Indian parents want to impart quality education to their children irrespective of where they live. Most of the Indians who migrate to foreign countries for lucrative jobs want to give the best education to their wards. This is where online tutoring comes to existence. Over the last few years, online tutoring from India for students across the globe has taken on the contours of an industry. Online tutoring is a big segment in parallel education, which is expected to grow in a rapid pace. Indian e-tutoring companies reach out to the students across the globe. Online tutoring is the best job that can lure Indian women who would like to become a good homemaker without sacrificing her career. Online tutoring is conducted by companies who hire tutors, who are available on demand. Thus, online tutoring from India plays a vital role which is driven by availability of large pool of talented teachers at lower costs. This paper highlights the working mode of on-line tutoring in the context of Indian women who find it difficult to juggle between home and office. The paper also focuses on the impact of online tutoring in the Indian market. This paper also does a comparative study of a few online tutoring companies to analyze their growth. This paper highlights the future of e-learning in the Indian context.

Keywords: Online tutoring, e-learning, e-tutoring companies, on-line learning

Paper 18

NANO-PHOTONICS – INTEGRATING PHOTONICS AND NANOTECHNOLOGY: CHALLENGES & OPPORTUNITIES

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ABSTRACT

Nano-photonics is emerging as new field of science and technology which is an integrated version of Nanotechnology and Photonics, capturing the imagination of scientists and engineers worldwide with huge potential in many advanced fields where photons are used for harvesting the nano scale materials. Nano-photonics is an emerging area where nanotechnology is used to change the physical and chemical properties of photonic materials or the effectiveness of photonic processes. Even though it is a multi-disciplinary integrated effort, future photonic components and devices will be different in terms principle, look, size, functions, features, and performance leading to optimum systems to support the major application areas like optical communication, optical computation, and Optical medical equipment. Though many photonic devices are developed using the nonlinear optical materials, the efforts are still on to increase their efficiency towards 100 % and other device characteristics towards their optimum level. Nanotechnology is already proven as general purpose technology and its advantages in tailoring the physio-chemical properties both at fundamental and applied areas are already established a new field of technology nano-photonics. This new area has further hope to scientists and engineers to miniaturize and optimize the speed-bandwidth problems in all-optical photonic devices. Hence by using nanotechnology and discovering an effective way of tailoring the properties of nanomaterial-doped polymer films, one can further continue and take the present research to the next stage.

(1) All optical devices including optical switches can be constructed with optimum switching properties using nanoparticles sensitized dye-doped polymer films. (2) Nanoparticles based dye sensitization may improve the charge carriers and polarization property of the dye-doped polymer films so that one can improve the efficiency of nonlinear optical properties. (3) It is also found that the sensitization by dye molecules on gold nanoparticles caused six-fold enhancement of the anti-Stokes emission of gold nanoparticles.

(4) In another investigation, plasmonic aluminium (Al) nano-particles (NPs) were used to enhance the optical absorption of dye-sensitized solar cells.

(5) The Al nanoparticle increases the light absorption in solar cells using localized surface plasmon (LSP) phenomenon and also the chemical stability to iodide/triiodide electrolyte.

(6) By using suitable methods including embedding nanoparticles in the dye-doped polymer film, one can study the possibility of improving the laser damage threshold of these samples. Thus there is an opportunity to study the possibility of improving laser damage threshold of dye-doped polymer films.

Based on the above possibilities, the present paper aimed towards improving the performance of all optical devices using nano-photonics principles and explored many future research challenges and opportunities for new researchers.

Keywords: Nano-photonics, Opportunities & Challenges, Nanotechnology, Photonics.

Paper 19

BROAD BASED BENEFIT MODEL FOR THE ELDERLY

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ABSTRACT

Business organizations have developed many business strategies to tackle the competitive forces as given by Prof. Michel E. Porter's Competitive Forces model. Some of such strategies observed and suggested are Cost leadership strategies, Differentiation strategies, Innovative strategies, Growth strategies, and Alliance strategies. Such strategies are enhanced competency of the organizations to do their business with sustainability for comparatively long time. In support to competitive forces model, Prof. C. K. Prahalad of Michigan Business School has developed a corporate strategy for organizations called Core competency which is defined as a harmonized combination of multiple resources and skills that distinguish a firm in the marketplace. Core competencies fulfill three criteria : (1) Provides potential access to a wide variety of markets. (2) Should make a significant contribution to the perceived customer benefits of the end product, and (3) Difficult to imitate by competitors. Both the theories became very popular in Strategic management at business level and corporate level respectively. In this paper, we have tried to connect these two theories by considering and connecting competitive strategy at the corporate level and core competency at the business level. We have also discussed the possibility of both the strategic theories simultaneously to be used at either business level and/or at corporate level for a given organization.

Keywords: Business strategy, Corporate strategy, Relating business and corporate strategies, Competitive forces, Core competency.

Paper 20

**HOW TO TACKLE COMPETITIVE FORCES
AFFECTING YOUR BUSINESS THROUGH
DEVELOPING CORE COMPETENCY – RELATING
M.E. Porter & C.K. Prahalad**

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ABSTRACT

Business organizations have developed many business strategies to tackle the competitive forces as given by Prof. Michel E. Porter's Competitive Forces model. Some of such strategies observed and suggested are Cost leadership strategies, Differentiation strategies, Innovative strategies, Growth strategies, and Alliance strategies. Such strategies are enhanced competency of the organizations to do their business with sustainability for comparatively long time. In support to competitive forces model, Prof. C. K. Prahalad of Michigan Business School has developed a corporate strategy for organizations called Core competency which is defined as a harmonized combination of multiple resources and skills that distinguish a firm in the marketplace. Core competencies fulfill three criteria: (1) Provides potential access to a wide variety of markets. (2) Should make a significant contribution to the perceived customer benefits of the end product, and (3) Difficult to imitate by competitors. Both the theories became very popular in Strategic management at business level and corporate level respectively. In this paper, we have tried to connect these two theories by considering and connecting competitive strategy at the corporate level and core competency at the business level. We have also discussed the possibility of both the strategic theories simultaneously to be used at either business level and/or at corporate level for a given organization.

Keywords: Business strategy, Corporate strategy, Relating business and corporate strategies, Competitive forces, Core competency.

Paper 21

WORK-LIFE BALANCE TO WORK-LIFE INTEGRATION– CHALLENGES AND PERSPECTIVES

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ABSTRACT

Organisations were always working on the term work-life balance, but in recent years, the phrase work-life integration has been gaining popularity. This change in approach was inevitable, given the advent of work phones and video conferencing. It's essential upon business leaders to experiment with fresh management approaches to thrive in today's fast-evolving mobile, virtual and digital Information Age. Many people tend to focus on the even distribution part of the balance definition when discussing work-life balance. Work-life balance is always associated with creating a sense of competition between the two elements. Work-life integration focuses on incorporating the different areas of one's life to create a whole picture.

With the capabilities of modern technology, Work-Life Integration, a new concept in which work and life are intertwined, is emerging and is perceived to be the future of the working world. Technological tools have created new ways for us to collaborate and work virtually, bringing with them tailored alternatives for work schedule flexibility. Employers should take the advantage of the high-tech revolution to allow employees to work smarter—not just harder and longer—to maximize productivity while minimizing burnout. One management model attaining attention with this regard is called a “Results-Only Work Environment” (or ROWE). The goal is to maximize productivity along with allowing certain segments of the workforce to integrate their work-life in a more seamless fashion through high-tech tools and work flexibility.

The basic objective of this paper “**Work-Life Balance to Work-Life Integration– The New Way in forward looking organisations**” aims at understanding the concept of Work life integrations in the new age organisations filled with multi dimensional millennials. Qualitative approach of research was adopted to study this concept for better understanding and implications. The research used secondary data for the collection of data. Conclusions, based on the outcome, hereby obtained were drawn and decisions were taken about the said objectives. The primary purpose of this paper is to stimulate further discussion amongst academicians and corporate and to be used in dialogue with various stakeholders.

Keywords: work life integration, work life balance, ROWE, millennials

Paper 22

WHY RESEARCH SHOULD BE A PART OF HUMAN WORK LIFE?

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ABSTRACT

Human beings are different from animals in respect of thinking ability by applying their mind effectively in a given situation, i.e., innovation is the life-blood of human beings. As per the human psychology, there are a number of traits that are so common that most people consider them to be inherent in human beings. This includes resistance to change, fear of making a mistake or failing, fear of rejection, concern with the opinion of others, and anger if there are confusions in decisions. As per many arguments, these traits are not inherent in human nature at all. All these psychological responses are the result of beliefs and conditioning formed early in our lives. Thus, all can be totally eliminated when the relevant beliefs and conditionings are eliminated. But innovative thinking is inherent based on situations and needs and in any work, human beings have the habit of experimenting with new thinking which is called researching and they get satisfaction through such activities. Thus it is argued that creativity, innovation, and researching is birth nature of the majority of human beings and they get enjoyment and satisfaction by incorporating it either knowingly or unknowingly in their work life. Creativity and innovation as a cognitive process, the first-phase is search-based for discovering a novel relation; while the second-phase known as justification is inductive and logical. In this paper, we have discussed and analysed the innovative and challenge seeking nature of human beings in their work life in any field of work while attempting to answer why research should be a part of human work life, by considering various instances of both educated and uneducated society as case examples. We have also discussed the basic attributes of human beings and compared with the attributes of researchers who are doing innovation in their work life.

Keywords: Innovations and research in work life, Human nature on creativity & innovation, Work life satisfaction, Psychology of human beings.

Paper 23

WORK LIFE BALANCE - CASE STUDY OF TATA CONSULTANCY SERVICE

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ABSTRACT

Every company wants to succeed in capturing the market and maximizing the profit. With the changes in technology and increase in globalization the world has become a village which leads to high competition and complexity in performance of work.

As companies are not only competing with domestic companies but with companies all over the world, this is when innovation and balancing work life is needed in a company. How can a company be different from others and retain workforce? Innovation can only be achieved when there are talented human resource and good H R practices in the company. Good HRM practices will lead to a balanced life of human resources.

Innovation in companies is through talented minds in the company. Company has to acquire, develop and retain these people. This paper is a case study of the Tata consultancy services TCS. Secondary data is used to identify how TCS manages to retain the best talented workforce. It also studies the various HRM practices followed by TCS to maintain Work Life Balance .The HRM practices of TCS are understood in depth and a linkage between HR practices and innovative talented employees is drawn.

Keywords: HRM Practices, Innovation, Talented employees, Case study, Work life balance, TCS.

Paper 24

EARN WHILE LEARN: BALANCING KNOWLEDGE AND EXPERIENCE WITH FINANCIAL FREEDOM

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ABSTRACT

Financial freedom for a growing student in college life is important for peaceful focus on their studies. In every country, there are many models of supporting higher education financially for needy students. Apart from parents support and Government support, there can be many innovative models of students earning at college education level. Out of such methods a unique method called “Earn while Learn model” is most attractive due to its inherent characteristics of teaching “Responsibility” and “Value of money” to the students. In this paper, we have discussed the possibility of implementing and supporting the students to make use of “Earn while Learn” model and the strategies required by the higher education institutions and the attitude of students to encash such opportunities and get the experience and confidence. The paper also contains the analysis of characteristics required for the students and the attributes of the model to make it as a successful model at higher learning institutions.

Keywords Financial freedom, Earn while Learn model, Innovations in higher education, Responsible students by knowing the value of money.

Paper 25

COMPARISON ANALYSIS OF VARIOUS CPU SCHEDULING ALGORITHMS IN OPERATING SYSTEMS

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ABSTRACT

Job Scheduling is needed to maintain every computer process that comes with a processor in Parallel Processing Computers. In different conditions, not every algorithm works better on the significant problem. The objective of scheduling is to engage the CPU at its maximum utilization and no process shall not wait for longer time and to finish the entire task in minimum available time. In this paper, we discuss various types of Scheduling algorithms and Compare their performance on terms of throughput and waiting time. FCFS algorithm is better than the other in short burst time while Round Robin is better for multiple processes in every single time. However, it cannot be predicted what process will come after. Average Waiting Time is a standard measure for giving credit to the scheduling algorithm. Several techniques have been applied to maintain the process to make the CPU performance in normal. The objective of this paper is to compare three algorithms, FCFS, SJF, and Round Robin. The target is to know which algorithm is more suitable for the certain process.

Keywords: Process Synchronization, Job Scheduling, FCFS, Preemptive, Non-Preemptive, Round Robin, SJF.

Paper 26

ENCASHING OPPORTUNITIES TO BUILD YOUR FANTASY: INSTANCES OF INDIAN SCIENTISTS AND INDIAN BUSINESS ICONS

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ABSTRACT

This paper deals with the systematic planning and hard work through commitment and dedication of two Indian scientists and two Indian business icons who became role-models to many Scientists and Business executives respectively to achieve their goal. Dr. C. N. R. Rao, recently received Barathrathna award and served as Director of Jawaharlal Nehru Advanced Scientific Research Centre, Bangalore, Dr. G. S. Agarwal, recipient of Padmashree Award and served as Director, Physical Research Laboratory, Ahmedabad, proved themselves as great motivator and achievers through their self-contribution to the field of Solid State Chemistry, and Quantum Physics respectively. The paper also contains leadership and strategic decision making qualities of two business icons Mr. Dhirubai Ambani of Reliance and Mr. Shubhaschandra of Zee Networks, who have created their own fantasy in Indian business world. The paper discusses the leadership and unique strategies adopted by these leaders to by encashing opportunities to become a success in their career and to consider as role models to the honest youngsters of the country who have interest and career plan in scientific research and business performance in the country. The successful research and publication strategy of the above two scientists and the business expansion strategy of the above two business icons are elaborated and presented in detail to redefine the goal of young entrants to these two demanding career fields in the society.

Keywords: Encashing opportunities in scientific research & business, Indian Role models, Creating own fantasy in scientific research & Business.

Paper 27

**BALANCING HUMAN WORK LIFE –CHALLENGES IN
IT SECTOR****P. Sridhar Acharya**

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ABSTRACT

IT sector is a major sector in Industries contributing towards the economic growth of a country. India has a major contribution towards the economic growth through IT sector both inside as well as in foreign countries. Every year nearly 5.5% growth in the total GDP is observed from the IT industry. Such an industry is depending only on the human intelligence for the various IT products which are getting sold in the market. IT industry does not require any complicated machinery to be installed. All it needs is the human brain. IT Engineers are using their knowledge, skills for developing the IT products. Their working environment is not like any other production industries. They have always stressed in developing the IT products which should be delivered in time. The time limit given to the IT engineers is not sufficient. They have to be in connection with the clients, users, the company for which they develop the solution. They have to meet different kind of people with different psychologies in this process of development. These factors lead to psychological imbalance in the developers. This paper contains the working environment of the IT engineers, the amount of stress they have in the work place, and the amount of energy they put in the work place to get the product ready, This paper also explains a proposed model for such IT engineers as how to balance their work culture with the personnel life. This paper proposes the active involvement of IT engineers in social activities like music, dance and other form of arts for the refreshment of their brains as to improve the working efficiency.

Keywords: IT, IT Engineers, stress, management, work culture, balance

Paper 28

ALTERNATIVE STRATEGY – A NEW STRATEGY PLANNED BY MANY CEO’S TO LEAD THE ORGANIZATIONS FOR SURVIVAL IN TURBULENT ENVIRONMENT

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ABSTRACT

Various types of strategies are used in organizations to tackle operational challenges, tactical challenges, and executive planning & implementation challenges. They are competitive strategy or red ocean strategy, monopoly strategy or blue ocean strategy, sustainable strategy or green ocean strategy, and survival strategy or black ocean strategy. Apart from these at different circumstances, business organizations also follow strategies which can be classified as operational level strategies, business level strategies, corporate level strategies, and international business strategies to ensure long term sustainability in their business. Implementation of these strategies sometimes needs huge amount of resources and time. Due to organizational, business, or environmental constraints, many organizations may not able to implement planned strategies to achieve their goal. In such cases, organizations can follow parallel strategy as a short term strategy to optimally achieve the goal at least for some time until a permanent solution to the problem is available. Such strategy is called “*Alternative Strategy*” and is finding attraction and followed by many managers & leaders to provide a temporary solution to an intensive problem. Alternative strategy and survival strategy are two important strategies which are to be used in the strategic management of organizations depending on the constraints in availability of required resources and the intensity of problems in hand. Alternative strategy is important enhances the confidence of managers/ CEO’s while solving any problems in organizations especially for survival in the turbulent environment. In this paper, we have systematically proposed the features and precautions to be used while planning alternative strategy in organizations. The strategy is explained further by considering some examples in various industry sectors including one used in the healthcare sector to manage the acute shortage of professionally qualified healthcare workers in developing countries.

Keywords: Types of Strategies, Alternative strategy, Alternative strategy as survival strategy, Alternative strategy in healthcare industry.

Paper 29

FACTORS THAT MATTERS IN ATTAINING WORK LIFE BALANCE

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ABSTRACT

Work–life balance is a concept including the proper prioritization between work and lifestyle and it describes the balance between an individual's work and personal life. It defines division of ones time and focus between work and lifestyle. Here Work defines a career and goal of an individual where as Lifestyle defines Health, Pleasure and Family life for him. Achieving work life balance has become a challenge in these days due too much competitions in the present market segment. Technology has made the things best as well as the worst in present working environment. Unless the employee and the employer both put their hand together, achieving work life balance is impossible. This paper discuss the various aspects to be adopted from both sides in order to get this balance factor right at the middle.

Keywords: Lifestyle, Pleasure, Family Life, Technology.

Paper 30

A SYSTEMATIC PROCEDURE FOR ANALYSING ORGANIZATIONAL STRATEGIES DURING COMPANY ANALYSIS

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ABSTRACT

Company analysis is the important type of case method in Research Methodology and is commonly used by the beginners of scholarly research. Company analysis usually identifies one or more issues in the business of the company under consideration. Through company analysis, the researcher can study various managing aspects of a company with exactly the kinds of situations, decisions, and dilemmas managers confront every day. Company analysis is a powerful tool in developing both research case study and teaching case study in business management subjects. Apart from the business models and strategies to achieve its objectives, an effective company analysis can study the role of the board of directors, management, and shareholders in achieving investor value maximization, agency theory, information asymmetry, and the resolution of conflict of interest between management and shareholders. When we use strategic management concepts in case studies, the researcher can identify the right issues related to either operational strategies of the organization, business strategies of the organization, or corporate strategies of the organization. The operational strategy includes the strategies of production & operations and other functional areas of the company. The business strategy includes various competitive strategies, differentiation strategies of the company for its sustainability. The corporate strategy includes various value additions through business expansion, either by considering forward, backward, or horizontal integration. The paper discusses the systematic procedure of analysing organizational strategies during company analysis.

Keywords :Company analysis, Analysing organizational strategies, Operational strategy, Business strategy, and Corporate strategy of the Company.

Paper 31

BALANCING HUMAN WORK LIFE

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ABSTRACT

This paper focuses on the challenges and opportunities of work life balance. Balance in work and family life is an emerging challenge for both employees and employers. This paper on WLB gives a framework on the meaning and importance of WLB in current scenario. In a society filled with conflicting responsibilities and commitments, work/life balance has become a predominant issue in the workplace. Striking the right balance between work and life has become increasingly important to the organizations especially in attracting and retaining talent. This trend has increased due to increase in numbers of women in paid work, an ageing workforce, skill shortages and an increasingly mobile workforce. As the job market becomes more dynamic, businesses wanting to retain and hire top talent cannot afford to ignore the value that a reputation for affording a good work-life balance can bring. This initiative was aimed at encouraging employers to adopt flexible working arrangements such as job sharing, flexi-time, compressed hours and others, to help their employees to achieve a better balance between the demands of paid employment and those arising from their private life.

Keywords: Flexi work-place, Work-life Balance, Organizations.

Paper 32

HOW TO ACHIEVE TECHNOLOGY BASED COMFORTABILITY & PROGRESS: THE ULTIMATE DESIRE OF HUMAN LIFE

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ABSTRACT

The research and developments in basic science, applied science and technology with an objective of solving human being's basic problems on eating food, drinking water, power in the form of electricity, healthy life etc. and problems in advanced area of human comfortability like manipulation of gravitation force for flying on sky, ubiquitous communication & computation, artificial intelligence based virtual reality, lifespan expansion leading to immortality etc. are getting priority in many countries. The latest discovered technology called nanotechnology with other innovative technologies is opening up many new avenues for human life progress and these avenues leading to utmost comfortability in human lifestyle. The anticipated breakthrough technologies in the 21st century and/or possible expected support from other intelligent from extra-terrestrial space in the form of developed super-intelligent beings (aliens) are proposed to be the future comfortability and progress in human life so that human beings on this earth may be only species to reach *super-advance civilization*, the ultimate desire of Human life by crossing so-called *great filter* to explain Fermi paradox. This paper discusses various current explanations on how and why Fermi paradox is observed in Cosmology and how anticipated technological breakthroughs in 21st century supports the ultimate desire of Human life.

Keywords: Fermi paradox is observed in Cosmology, Breakthrough technologies in the 21st century, nanotechnology and virtual reality, Ultimate desire of Human life.

Paper 33

A STUDY ON WORK LIFE BALANCE OF WOMEN ENTREPRENEURS OF MICRO, SMALL AND MEDIUM ENTERPRISES

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ABSTRACT

Entrepreneurship is the capacity and willingness of entrepreneur to develop, organise and manage business venture along with risk in order to make profits. Among the total population, 50 percent comprises women in which less than 13% are self owned and operated business. Though few of the women entrepreneurs are managing business, balancing work and life becomes complicated due to various demographic, socio-economic and cultural changes. Despite the fact that work-life conflict has significant business costs associated with lack of involvement, low efficiency, decline in managerial skills and not able to unleash potential competency. There are some factors of organizational work-life culture that may compromise availability and use of these practices for business sustenance. Hence this paper attempts to explore the problems and challenges of work life balance of women entrepreneurs of micro small and medium enterprises and study the interrelationship between work life balance and productivity of women entrepreneurs. And also provides recommendations for effective work-life practices to balance work life.

Keywords: Entrepreneurship, Work Life balance, Women Entrepreneurs, Business Sustenance and work-life practices

Paper 34

ONLINE RETAILING IN INDIA A COMPARATIVE STUDY BETWEEN FLIPKART AND AMAZON

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ABSTRACT

Retail sector is one of the fastest growing industry .Online shopping is slowly creeping into India. As of now, a large number of people prefer buying everything from groceries to clothes online. Before customer used to worry to use online portals because of saftery and quality issues. However, that has now changed. Online portals made more profit compared to retail stores. Thus, India has come a long way from being a country of wary online shoppers to a country of millions of happy online shoppers. There are a large number of online shopping portals out there. However, which one to trust is quite a dilemma. The number of consumers who purchase online is expected to cross 100 million by 2017 end with e-retail market likely jumping 65% on year in 2018, it has grown at an annual average of about 11 per cent over the last decade. and it has contributed largest share to the country's GDP .it is a largest contributor of Indian Economy, it has been selling its products to all the different segments like low income, high income , etc. This sector has been tremendously grown since last decade, because of rapid change in the lifestyles of consumers, distribution network, marketing strategies used, quality consideration, Govt relaxation of license rules etc. This study is been made to analyse the performances, swot analysis , growth of two popular Online shopping websites - Flipkart and Amazon

Paper 35

THE ULTIMATE FORM OF INTERNATIONAL INTEGRATION – ONE COUNTRY MODEL IN INTERNATIONAL BUSINESS

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ABSTRACT

The process of globalization fuelled cooperation and collaboration among many countries and as a consequence, different forms of international integrations are suggested. Some of them are : (1) Integration through a free trade agreement, where the free trade of commodities among member countries is suggested. (2) Integration as Custom Union, where the free trade and common external commercial policy are to be implemented with uniform tariff policy towards outsiders. (3) Integration as Common Market which involves free trade, common external commercial policy, and Free factor (capital and labour) mobility within the market. (4) Integration as Economic Union which involves free trade, common external commercial policy, Free factor (capital and labour) mobility within the market, and Harmonized economic policies. (5) Economic Union which involves free trade, common external commercial policy, Free factor (capital and labour) mobility within the market, harmonized economic policies, and unified monetary and financial policy with the single currency. And finally (6) Economic Integration which involves free trade, common external commercial policy, Free factor (capital and labour) mobility within the market, harmonized economic policies, and unified monetary and financial policy with the single currency. (7) Economic integration which involves free trade, common external commercial policy, Free factor (capital and labour) mobility within the market, harmonized economic policies, unified monetary and financial policy with the single currency and, with Common executive, judicial & legislative. Finally (8) One Country model which involves one government/legislative, one currency, one military, one constitution, one judicial, one tax system with single economic policy. In this paper, we have discussed the concept of International integration – one country model and the possibility of realizing it and consequences of such integration.

Keywords: Consequence of globalization, Ultimate Form of International Integration, One country model, constraints and consequences of one country model.

Paper 36

A STUDY ON THE LEVEL OF SELF ESTEEM OF STUDENTS WITH LOW ACADEMIC PERFORMANCE

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ABSTRACT

Self-esteem has long been considered an essential component of good mental health. It is a widely used concept both in popular language and in psychology. It refers to an individual's sense of his or her value or worth, or the extent to which a person values, approves of, appreciates, prizes, or likes him or herself. Self-esteem is a set of attitudes and beliefs that a person brings with him or herself when facing the world. During childhood, if individual's feelings are respected, thoughts valued and abilities recognized then self esteem strengthens. When feelings are trampled upon, thoughts belittled and abilities criticized then the individuals self esteem remains at a low point of development and is therefore weak. During the course of time, an individual faces many life situations.

Depending upon the success or failure and ones reaction to every significant situation in life, self –esteem grows stronger or gets considerably weakened Self-esteem is described as the evaluation that one makes about oneself, based on one's self-worth. Increases and decreases in self-esteem generally bring strong emotional reactions. Self-esteem and academic performance are interrelated factors. This study tries to know what could be the reason for low academic performance in spite of having high self esteem. On the bases of various studies undertaken by various people certain hypnoses has been developed to be proven. The research design of the study would be descriptive in nature. It aims at studying the level of self esteem of the students with low academic performance.

Keywords: Self esteem Academic performance, students, development and studies.

Paper 37

INNOVATIVE PERCEPTIONS OF NITI AAYOG INDIA IN TRANSFORMING THE COUNTRY – AN ORGANIZATIONAL CASE STUDY

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ABSTRACT

National Institution for Transforming India (NITI) Aayog is considered to be most promising, luck changer of the country through its innovative recommendations for future policies of Govt. of India to lift it as a developed country in near future. Formed via a resolution of the Union Cabinet on January 1, 2015, NITI Aayog is considered as the premier policy ‘Think Tank’ of the Government of India, with an objective of providing both directional and policy inputs. Apart from designing strategic and long-term policies and programmes to guide Government of India, NITI Aayog also expected to provide relevant technical advice to the Central Government and the State governments. Thus, NITI Aayog is an advisory body to Govt. of India in its decisions to implement the long-term plan of systematic country development. NITI Aayog has identified 17 sustainable Development Goals and 169 related targets for the Country for next 13 years so to entrust the Country’s role to co-ordinate ‘Transforming our world: the 2030 Agenda for Sustainable Development’. In this paper, we have discussed and analysed the innovative perceptions of NITI Aayog India in Transforming the Country through its strategy of identifying and solving basic problems of the country by stimulating, aligning and accomplishing appropriate action-plans through proper co-ordination between all state governments over the 15-year period in areas of critical importance for the humanity and the planet. This includes Atal Innovation Mission (AIM), Critical knowledge innovation and entrepreneurial support hub, plans of implementation of Sustainable Development Goals (SDG).

Keywords: NITI Aayog, 2030 Agenda for Sustainable Development, Transforming the Country, Organizational Case Study.

Paper 38

A STUDY ON SUPPLY CHAIN MANAGEMENT WITH SPECIAL REFERENCE TO FUTURE GROUP OUTLET MANGALORE

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ABSTRACT

Logistics is that part of the supply chain process that plans, implements, and controls the efficient, effective flow of goods, services, and related information from the point-of-origin to the point-of-consumption in order to meet customers' requirements. A good logistics and supply chain team is essential for the success of retail store. The working pattern in logistics department has to be put in place to yield better results and smooth flow of work.

This paper provides general overview of logistics function as well as practices at future group outlets in Mangalore and also tries to identify ideas and a work flow system which might help in improving the efficiency level of the department and there by store performance.

Keywords: Logistics, supply chain, workflow system, retail outlets

Paper 39

SCHOLARLY PUBLISHING: HOW SELF-PUBLICATION CAN BOOST RESEARCH AND ECONOMY IN DEVELOPING COUNTRIES

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ABSTRACT

Scholarly publishing is an essential part of scholarly research where a researcher has to publish his/her research findings to the entire world for using it for further research or for applications in industry/society to solve either basic problems or for comfortability or for extinguishing curiosity. In olden days, scholarly publications were done through Journal publishers in the form of printed periodic journals related to a chosen subject and supplied to university/institution libraries through annual subscription. Hence, scholarly publication is considered as a business model for publishing houses where the publishers used to earn money by selling individual articles and collecting subscription money from libraries all over the world. For legal right to sell articles through journals, the publishers were transferring copyright of the research article to their control. Due to the inability of researchers to distribute their research results in the form of research papers to all over the world, the intermediate publishers model got importance. As time progress, some of the international publishers tried to convert this publishing business as a monopoly business by starting the concept called indexing (Scopus, PUBMED, Web of Science, FT 45 etc.). As time progress, the trouble by scholarly publishers has increased to genuine researchers of universities and institutions due to heavy article submission charges, long processing time, high article purchasing charges, and high library subscription charges. Further, the international journals started to lobbying the country governments, higher education affiliating bodies, and universities through their black ocean strategy to consider only indexed journal publications for job openings, promotions for individual researchers, and for ranking higher education institutions in almost every country. This situation made scholarly publication is a very costly and time consuming process and the researchers from developing country have severely affected. Also, this model of scholarly research affected the balance of payment of the developing countries as well as many developed countries due to continuous flow of money to these so-called top indexed international publishers. During last few years, the lobby of such publishers has affected the research interest of many researchers due to the fact that publication became costlier than actual research in many cases. In this paper, we have discussed the technological advances in online open access publication, Universal free repositories for article storage and indexing so that Scholarly researchers can publish their papers instantaneously, ubiquitously, and freely through internet-based self-publication model to reach the research results to the entire world.

Keywords: Self-Publication, New Strategy in Scholarly Publishing, New Strategy in ubiquitous Publishing, Research Publication with no cost, Social research networks.

Paper 40

A STUDY ON THE LEVEL OF SELF ESTEEM OF STUDENTS WITH LOW ACADEMIC PERFORMACE

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ABSTRACT

Self-esteem has long been considered an essential component of good mental health. It is a widely used concept both in popular language and in psychology. It refers to an individual's sense of his or her value or worth, or the extent to which a person values, approves of, appreciates, prizes, or likes him or herself. Self-esteem is a set of attitudes and beliefs that a person brings with him or herself when facing the world. During childhood, if individual's feelings are respected, thoughts valued and abilities recognized then self esteem strengthens. When feelings are trampled upon, thoughts belittled and abilities criticized then the individuals self esteem remains at a low point of development and is therefore weak. During the course of time, an individual faces many life situations. Depending upon the success or failure and ones reaction to every significant situation in life, self –esteem grows stronger or gets considerably weakened Self-esteem is described as the evaluation that one makes about oneself, based on one's self-worth. Increases and decreases in self-esteem generally bring strong emotional reactions. Self-esteem and academic performance are interrelated factors. This study tries to know what could be the reason for low academic performance in spite of having high self esteem. On the bases of various studies undertaken by various people certain hypnoses has been developed to be proven. The research design of the study would be descriptive in nature. It aims at studying the level of self esteem of the students with low academic performance.

Keywords: Self esteem Academic performance, students, development and studies.

Paper 41

FACTOR AND ELEMENTAL ANALYSIS OF TASK-SHIFTING – AN ALTERNATIVE MANAGEMENT STRATEGY IN HEALTHCARE ORGANIZATIONS

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ABSTRACT

Task shifting is an optimum alternate solution in the healthcare system to address the acute shortage of professionally qualified healthcare workers in developing countries. This will temporarily help in solving the big problem of providing quality and timely health services to the needy people. Despite many trained health care professionals, our health care system is struggling to provide optimum services to the patients due to many reasons including the high burden of infectious diseases, emigration of trained professionals, difficult working conditions, and low motivation by country governments. Even though, the permanent solution to this problem is to create more professional doctors by increasing training courses, training facilities through modifying government policies and enhancing resources to do so, such actions and resultant solutions take a long time to realize in practice. Hence a quick optimum solution is needed to address the critical shortage of trained healthcare professionals. It is logically argued and in many places practically proven that out of many alternatives, the best alternative for healthcare executives in any hospital of primary health centres is the strategic decision of thinking and implementing the so called strategy of task-shifting. In this paper, we have analysed the process of task shifting by considering its advantages, benefits, constraints, and disadvantages using an analysing technique called ABCD analysing framework. As per the ABCD framework, the various determinant issues of related to the task shifting for organizational health service performance are identified using focus group method are : (1) Organizational Issue, (2) Alternative Acceptors Issue, (3) Donor Physicians Issue, (4) Patients and Relatives Issue (5) Societal Issue, and (6) Country Issue. Each determinant issue has sub-issues called key attributes used for analyzing the advantages, benefits, constraints and disadvantages which are the four major constructs of the framework. The factors affecting the various determinant issues of for task shifting for each key issues under four constructs are derived and the critical constituent elements (CCE) of these factors are listed under the ABCD constructs.

Keywords: Task shifting, Healthcare organization, Alternative strategy, Patient care, Factor analysis of Task shifting, Elemental analysis of Task shifting.

Paper 42

WORK LIFE BALANCE IN WOMEN EMPLOYEES

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ABSTRACT

Balancing between family life and work life is the road surface for new topic in present scenario. Many variables like size of the family, the age of children, the working hours and the level of social support influences the work life balance. Most of the time work life stress is taken to family or else family stress is taken to work place which completely ruins the environment in both the places. It is also significant to note the success level gained by women in career and family in spite of all the stress they undergo at work place. It is also important to consider the consequences these variables have on psychological distress and wellbeing of the working women. Apart from all this struggles, presently women are catching each and every step of opportunity which made to reach CEO's of top Companies

Keywords: Work life-family stress-environment-opportunity-success

Paper 43

STUDY OF ORGANIZATIONAL SUSTAINABLE STRATEGY THROUGH COMPANY ANALYSIS - ABBOTT INDIA

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ABSTRACT

Abbott India Ltd is one of the fastest growing Pharmaceutical companies in India. It is the Indian subsidiary of Abbott's Global Pharmaceutical business along with xx other subsidiaries spread over yy countries in the world growing Pharmaceutical market. Through its international R & D support, Abbott India has wide range of drug products in major areas of health supporters covering many therapeutic categories. In this case study, we have studied the operational strategy, business strategy, corporate strategy, and international business strategy of this company and analysed its strategies using SWOC framework as research case study.

Keywords: Company Analysis, Abbott India, Research case study, Organizational Strategy.

Paper 44

QUALITY OF WORK LIFE

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ABSTRACT

The dynamic world of today has made put the life of man in the fast mode. Competition in all aspects of life, jostling for scarce resources, the consequences of which are felt even in the personal life of man. Be an entrepreneur or an employee in a business, the need for balancing the personal and official duties and responsibilities are attracting more attention today than any other time in history. The challenges for man in making a decent living and maintaining a certain standard in his living has increased to such an extent that imbalance and the fearful consequences of such imbalance in the personal life and the official life are becoming common in every industry. This paper has attempted to identify a few of the factors that affect a working person in his official environment or the corporate environment and how the Quality of his Work Life is affected. This paper attempts to offer some feasible solutions by certain HR-tried measures like Job Enrichment, Job rotation, and due Recognitions, that may mitigate the imbalance and improve the efficiency of the employee and improve the quality of the work life.

Keywords: Job enrichment, Job rotation, Recognitions, quality of work-life.

Paper 45

HOW AND WHY WHARTON BUSINESS SCHOOL BECAME WORLD TOPPER – A CASE STUDY ON ORGANIZATIONAL QUEST FOR EXCELLENCE

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ABSTRACT

After accepting quality higher education as service, many global business schools are competing to attract intelligent students to various innovative courses and by training them to become further smart, providing better challenging placements in the corporate sector with lucrative salaries. Such schools competing globally by differentiating their education model through top level infrastructure, globally competitive faculty member, providing industry oriented and research-based curriculum, customized curriculum and teaching methods through providing a choice from an infinite number of electives, and competence based examination and evaluation system. Recent ranking results announced by the USA based Elsevier's SSRN identified Wharton Business School of the University of Pennsylvania, USA as Ranked ONE business school in the world in terms of its number of annual research paper publications. Wharton's 235-plus professors are one of the largest, most published faculties at any business school. Our standing and affiliated faculty members work within and collaborate across 10 academic departments. For 2019 outgoing MBA batch, the school admitted 863 students from 65 countries out of 6,692 applicants. In this paper, we have analysed the operational and business strategy of Wharton business school in its quest for excellence.

Keywords: SSRN Ranking, Wharton Business School, Operational and business strategy in Business school, Research case study, Faculty research output, Organizational Strategy.

Paper 46

A STUDY ON QUALITY OF WORK LIFE

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ABSTRACT

The Research aim is to study the concept “Quality of Work-Life” and the role it plays in enhancing the productivity and performance in an organization. It also aims at understanding a wide range of welfare activities to be undertaken in order to improve Quality of Work-Life (QWL) in an organization. The success of any organization is highly dependent on how it attracts, recruits, motivates and retains its work force. Organizations are required to adopt a strategy to improve the employees QWL to satisfy organizational objectives and employee needs. The study analyses the importance of having effective QWL practices in organizations and their impact on employee performance and the overall organizational performance. The QWL consists of three main components namely Occupational health care, Suitable working time and appropriate salary. It helps in reducing absenteeism, stress & distractions. It is recommended to make the employees aware of the company goals, vision, mission, which will give them a sense of belonging and responsibility to the organization. It is advised that the organization highlight its excellent QWL elements such as fair remuneration, safe & healthy environment, opportunities for growth to attract the best talent as Human Resource is the most valuable asset of any organization. The conclusion drawn from the study is that a better QWL leads to motivation and satisfaction and thereby increases production & performance.

Keywords: Quality of Work-Life ,Occupational health care , Productivity.

Paper 47

BUSINESS STRATEGY OF TOP INDIAN IT COMPANY THROUGH ITS SLOGAN : A CASE STUDY OF MINDTREE

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ABSTRACT

MindTree is one of the fastest growing Information Technology companies in India. Founded in 1999, as an Indian IT company, Mindtree has a global workforce of approximately 16,000 employees. It has presence across the world. Mindtree serves various industries like Banking, Capital Markets, Semiconductor, Manufacturing, Retail Media etc. In this case study, we have studied the operational strategy, business strategy, corporate strategy, and international business strategy of this company and analysed its strategies using SWOT and PESTEL framework as research case study.

Keywords: MindTree, Case study, Welcome to possible, Business strategy of IT company.

Paper 48

A CONCEPTUAL STUDY ON WORK LIFE BALANCE OF WORKING MEN IN INDIAN SOCIETY

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ABSTRACT

The work life balance means an individual having enough time to pursue both work and personal interests that he loves. However, if he feels, one side of his life is using up too much of his energy, then he will stress out, his productivity will drop down and his personal relationships will strain out. The idea of achieving a balance between personal and work lives can be identified back to the late 18th century. And the increased contribution of women's in the labour force over the past 50 years has made enormous changes to work organisation and social outlook. Of course, the work life balance issues also continue to polarise manager and workers more after this change. But work life balance and gender equality are not only women's issues. They belong to men too. The majority of research on work-life balance centres on women, with notably less research focusing specifically on experiences of men. The new fathering ideal that has emerged in recent years which requires a good father for being more, than that have some termed "earning as caring". Many young men who wants to spend more time with their children and wants to involve in parenting fully equal to their working wives but feel that they don't have those options either. Indeed, the reason may be the strong gender stereotyping which they encounter in the society. This paper attempts to explain the reason for not giving importance to work life balance of men employees and problems or struggles men are having because of poor balance in their work life. And possible suggestions regarding the problem.

Key words: Work life, stereotype, corporate men, fathering ideal.

Paper 49

BUSINESS STRATEGY OF TOP INDIAN COMPANY: L & T INFOTECH

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ABSTRACT

L&T Infotech is one of the fastest growing Information Technology companies in India. Founded in 1997, as an Indian IT company, L&T Infotech has its headquarter at Indian city of Mumbai, Maharashtra has owned by Larsen & Toubro. L&T Infotech serves various industries like Banking, Capital Markets, Semiconductor, Manufacturing, Retail Media etc. In this case study, we have studied the operational strategy, business strategy, corporate strategy, and international business strategy of this company and analysed its strategies using SWOT and PESTEL framework as research case study.

Keywords: L&T Infotech, Case study, Welcome to possible, Business strategy of IT company.

Paper 50

SOCIAL IMPLICATION OF GREEN MARKETING IN INDIA

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ABSTRACT

Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitude towards a green lifestyle. Thus green Marketing has evolved special implications in the modern market. Green indicates purity through quality, fairness in price and worthy in dealings. Green marketing focus to market eco-friendly products to satisfy the needs and wants of customers. It adopts innovative techniques of product modification, dynamic product process, maintaining sustainability and diversified advertising etc. The vision of Green marketing is to protect ecological environment. Present day customers need to be socially responsible and conscious towards environmental aspects. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India as in other parts of developing and developed world, and is seen as an important strategy of facilitating sustainable development. In this research paper, main emphasis has been made on the impact of green business on consumer behaviour, government, environment, health of consumer, resource conservation, competition & Business. Data had been collected from multiple sources of evidence, in addition to books, journals, websites, and news papers.

Keywords: Green Marketing, sustainability, environment, consumer behaviour, product modification.

Paper 51

STUDY ON THE WORK LIFE OF FISHER FOLK COMMUNITY IN COASTAL MANGALURU

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ABSTRACT

Labour is the prime contributor for the industrial growth and economic development of a country. It is known to be the segment which contributes significantly to the GDP of the Nation. Work is generally known to be the physical or mental engagement of the people in any economically productive activity for their livelihood. The Indian economy is characterized by the existence of a vast majority of employment in the unorganised sectors. Its dominance in the employment front is such that more than 90 per cent of the total workforce belongs to the informal economy. Planned Economic Development in the country can be achieved by eliminating poverty through employment and income generation. In this regard, Fisheries sector plays an important role in the developing countries of the world. The fisheries contribution to the Indian economy has enriched after the introduction of advanced technology to increase the yield per unit area of water attracting more foreign exchange. The problems of poverty and malnutrition faced in coastal areas can be simultaneously met through, planned utilization of available local resources and encouraging participation of the local people in the fishing occupation. Fisher folk are those people who engage in fishing activities. They are the victims of economic oppression and lives under social prejudices with low social status. This study will review into the work life of fisher folks in Thota Bengre village belonging to Mangaluru taluk in Karnataka State.

Keywords: Labour, Employment, Income, Fisher Folk, Status, Work Life.

Paper 52

A STUDY ON STRESS AND WORK LIFE BALANCE PRACTICES AMONG WORKING WOMEN IN HIGHER EDUCATION SECTOR

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ABSTRACT

Work life balance is a significant concept in today's competitive work. It has an impact on every individual's life. Traditionally women assumed the responsibility of taking care of the spouse, children and the elderly but men adhered to the financial needs. Increased awareness through higher education and financial commitments made women to enter into work life. But the Challenges posed by the corporate sector attracted women towards education sector. Education sector then was known for less work load and responsibilities which favoured women in maintaining work life balance. This factor created a stereotype thinking that education sector is meant for women. Over the years one can see the changes in this sector resulting in a lot of pressure and increased demands from the employees. This has redefined the role traditionally played by the women employees creating challenge in maintaining work life balance. Since women hold a very important position in the family, Balancing work and life has resulted in high stress, increased absenteeism, reduced productivity and resignations resulting in career break. In order to favour working women manage the work family conflicts in a balanced way, a need arises for studying the stress levels, problems and challenges faced by women working in this sector. Though this paper an attempt is made to highlight the impact of stress and work life balance on career growth of the women. An attempt is also made to suggest stress management techniques and work life balance practices to enhance the life and quality.

Keywords: Work Life Balance, Higher Education, Stereotype, Stress

Paper 53

JOB STRESSORS IN COLLEGE TEACHERS

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ABSTRACT

The study is an attempt to understand the various stressors amongst college teachers in India. In the 20th century a huge body of literature on work and occupational stress has accumulated. The research has been across a wide range of occupation and organizational context and most of them shown that occupational stress has lethal effects on employees' mental and physical health as well as on organizational indices like job performance, employee burnout and employee turnover. Dealing with work stress for employees is one of the great challenges in human resource management. The negative effects of occupational stress have been well documented. Chronic anxiety and distress associated with one's employment can have a dramatic impact on one's physical, emotional, and professional well-being (Byers, 1987; House, 1979; Maslach, 1982; Pelletier & Lutz, 1988). It is particularly true for college teachers who have people-intensive jobs that leave them susceptible to stress induced physical and emotional problems. The stress associated with teaching relates to the demands associated with university regulations, research and teaching which, are in addition to causal factors like personal, cognitive and systemic factors. Each of these factors tax the resources of the teacher and each contribute to time pressures and constrain that is major sources of job stress. It is quite evident that there are pressures associated with the activities of teaching itself, these are activities related to the preparations for a class, the anticipation of teaching, technology and interactions within the classroom setting. The current study is an attempt to show how intrinsic factors in teaching like the process, role conflict and organizational factors like the university regulation affect the emotional health of the teachers. The study found that teachers stress is highly induced by the need to bridge the generation gap whose frequency seems to increase in the students plus the need to be on top of the game as information is no longer confined to books. Further personal factors like family, social life and health has a bearing on teacher stress.