



SRINIVAS UNIVERSITY

COLLEGE OF MANAGEMENT AND COMMERCE

City Campus, Pandeshwar, Mangaluru– 575 001
Karnataka State, India
Website: www.srinivasuniversity.edu.in

MANEGMA 2021

**19th National Conference in MANEGMA series
of conference on the theme**

**RESILIENCE, INNOVATION &
REINVENTION – COPING WITH
TURBULENT TIMES**

In association with ISMASI Azteca University

16TH JUNE 2021



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Conference Convenor

City Campus, Pandeshwar, Srinivas University

Mangaluru

Ph. No.: 0824 – 2441022, 2422851

Email: mailmanegma@gmail.com

Website: www.srinivasuniversity.edu.in

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NOTE

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



SRINIVAS UNIVERSITY



City Campus, Pandeshwar, Mangalore

COLLEGE OF MANAGEMENT & COMMERCE

Cordially invite you to the Inaugural function of

MANEGMA - 2021

One day National Conference on

**“RESILIENCE, INNOVATION & REINVENTION –
COPING WITH TURBULENT TIMES”**

Dr. CA. A. Raghavendra Rao

(Honourable Chancellor, Srinivas University)

will preside over the function

Dr. Ricardo Saavedra

(Director & Chair, International Programs, Azteca University, Mexico)

Will be the Chief Guest

Dr. A. Srinivas Rao

(Honourable Pro - Chancellor, Srinivas University)

Mrs. Vijayalakshmi R. Rao

(Director, Srinivas Group of Institutions, Mangalore)

Smt. Er. Mitra S. Rao

(Secretary, A. Shama Rao Foundation)

&

Dr. P. S. Aithal

Conference Chairperson

(Honourable Vice Chancellor, Srinivas University)

will be the Guests of Honour

Date: 16th June, 2021

Time: 10.00 A.M.

Mode: Virtual

Dr. Anil Kumar
Registrar

Mr. Aditya Kumar Mayya
Registrar (Academics)

Prof. Amith Menezes
Conference Convenor

Dr. Ajay K.G.
Registrar (Development)

Dr. P. K. Paul
Session & TPC Chair

Dr. Sonia Noronha
Conference Co-convenor

Dr. Shrinivasa Mayya
Registrar (Evaluation)

Prof. Keerthan Raj
Dean, CMC

Dr. Shailashri V. T.
College Research Director

Paper 1

CHANGING ROLE OF MANAGEMENT EDUCATION FROM SPECIALIZATION TO SUPERSPECIALIZATION - A SYSTEMATIC ANALYSIS

P. S. Aithal

College of Management & Commerce, Srinivas University, Mangalore-575001, India

psaithal@gmail.com

ABSTRACT

Management education has undergone many changes with changing objectives and perspectives of creating different types of managers and leaders to solve organizational and industrial problems in society. As the concept of management continuously changed from the 20th century to the 21st century from managing organizations to managing problems, planning and organizing to effective decision making by identifying and encashing opportunities, the role of managers has changed as a decision-maker. To become an effective and successful manager and role model, now managers have to become multi-tasking experts and technocrats. As technology progressed, it has brought many changes in functional specializations in management education like production, marketing, finance, and human resource and combined them through an integrated ERP system. To manage ERP supported organizations, management education has recently focussed to offer multi-functional area specialization models. But further intensive developments in some of the industries created the need and opportunities for industry specializations along with functional specializations. During the last few years, some of the industries like Agriculture, Aviation, Banking, Logistics, Retail, IT& ITES, etc. have seen unparallel growth and some of the business models like e-commerce, m-commerce, business analytics & intelligence which are technology focussed are creating huge opportunities and challenges for prospective growth. This led to offering superspecializations in management education at both the undergraduate and postgraduate education levels. This paper discusses about challenges, opportunities, for these superspecialized managers in industries and analyses the consequences of such changes in the focus of management education in society with the objective of creating industry and technology innovators.

Keywords: Management education, Functional focus, Specialization, Industry Focus, Technology focus, Superspecialization, Innovators

Paper 2

NETWORK MARKETING FROM THE PERSPECTIVE OF A NETWORKER

Prof. Vinutha H. K and Prof. Shilpa K

Faculty of Management and Commerce, Srinivas University

E-mail: vinutha.srinivasuniversity@gmail.com and shilpakudroli@gmail.com

Contact No: 8050813931 and 8050858980.

ABSTRACT

“NETWORK PATH – NOT TO SELL A PRODUCT BUT TO BUILD A NETWORK”

India is a top market for most network marketing organizations in the globe, and it will continue to be one of the largest markets in the world since population growth is one of the key drivers driving the industry's growth. More than 5 million people have been able to work for themselves as a result of it. Network marketing, often known as "multi-level" or "matrix" marketing, is a method of selling products and services. These programmes often guarantee that if we sign up as distributors, we will be eligible for commissions on both our own sales and those of other people we would encourage to become distributors for us.

The goal of this research is to see how many network marketing organizations are now operating in the Mangalore region, and based on our findings, most women are interested in becoming distributors and making significantly more money than any other source of income. The majority of individuals work as network operators, regardless of their educational or age background. The role of network operators in generating money and jobs is highlighted in this article. Furthermore, it was observed that the majority of distributors rely on the earnings from their network organization to pay off debts and preserve money for a better future.

It emphasized the reasons why operators were interested in Network Marketing and who introduced them to the industry. We discovered that social media, phone calls, group gatherings, and personal contact with individuals are some of the most effective ways for distributors to locate and contact potential customers.

Keywords: network marketing, operators, distributors, source of income.

Paper 3

STRATEGIC MANAGEMENT OF GREEN NANOTECHNOLOGY TO REALIZE UN SUSTAINABLE DEVELOPMENT GOALS 2030

Shubhrajyotsna Aithal¹ & P. S. Aithal²

¹Dept. of Chemistry, College of Engineering & Technology, Srinivas University, Mangalore, India

E-mail: shubhraaithal@gmail.com

²Professor, College of Management & Commerce, Srinivas University, Mangalore-575001, India

psaithal@gmail.com

ABSTRACT

Adoption of suitable technology and managing it strategically to solve social problems of the world is the need of the hour. United nations being a multi-country membership organization, has announced 17 Sustainable Development Goals (SDG) in the year 2015 with a slogan of action to end poverty, to protect the planet, and to ensure peace and prosperity by the year 2030. It is argued that nanotechnology that is considered a technology of the 21st century can be used to realize ten Sustainable Development Goals by 2030. These ten SDGs are: Reduce Poverty, Reduce Hunger, Health & Well-Being, Clean Water & Sanitation, Affordable renewable energy, Sustainable Industrialization, Ensure Sustainable Production & Consumption, Combat on Climate Change, Conserve Ocean & Marine Resources, and Protect life on Land. Nanotechnology anticipated as a universal technology has capabilities to solve problems of society at the basic level, comfortable level, and dreamy desirable levels. Nanotechnology, if not managed strategically and carefully has dangers to human health due to its potential risks of predicted nanotoxicity. In this paper, we have analysed these potentials challenges of nanotechnology, its strategic management, and developed a model of how green and eco-friendly nanotechnology can be used in many industries to realize these ten sustainable development goals and eliminates the threat of the technification of development processes. The paper also discusses the advantages and benefits of systematic management of green and eco-friendly nanotechnology in the process of realizing individual sustainable goals in detail. This paper discusses the concept, current research outcome, and the industrial prospects of achieving global SDG and much more using green and eco-friendly nanotechnology in the 21st century.

Keywords: SDG, Nanotechnology (NT), Green nanotechnology (GNT), Strategic management, Green nanomaterials, Green synthesis, Eco-friendly production, Technification,

Paper 4

ROLE OF NGOs IN IMPLEMENTATION OF CSR ACTIVITIES IN METROPOLITAN CITIES IN INDIA

Bindhu D. ¹ & Dr. Niyaz ²

Research Scholar, College of Management & Commerce,
Srinivas University, Mangalore, India,
E Mail: bindhuranjith11@gmail.com

²Assistant Professor, College of Management & Commerce, Srinivas University, Mangalore,
India, E Mail: niyaz0191@gmail.com

ABSTRACT

Nowadays, corporate social responsibility is an essential aspect of doing business. India is the first country to establish a minimum wage for CSR initiatives aimed at improving the future. New CSR guidelines requiring companies to invest 2% of their net profit on such production have been adopted by the Indian government. CSR enables businesses to contribute to the betterment of society, the environment, and nature to achieve this goal. NGO's play an important role because they manage various financial assistance programs and assist businesses in achieving various goals. The purpose of the study is to know the contribution of CSR made the business organization toward inclusive growth and the reasons beyond the implementation on CSR by business organization. This paper, using a case studies the role of NGOs in the implementation of CSR activities. Building a theoretical framework this study focuses on the role of non-governmental organizations implementing CSR activities that benefit society. The paper finds that most of the organizations are aware of the concept of CSR, which means most of the organizations they are responsible for society. The study implies that CSR is based on the profit and need of society. Building strong public-private partnerships and working closely with non-governmental organizations (NGOs) as implementation partners is accomplished through company's collaborative methods by organizations and various NGOs at the ground level are needed to develop which is beyond micro-credit to increase women's endowments and improve their trade outcomes vis-à-vis the family markets state and community.

Keywords: Corporate Social Responsibility, Non-Governmental Organizations, Society, Corporations.

PLASTIC AND WASTE MANAGEMENT: CHALLENGES ASSOCIATED WITH DETRIMENT EFFECT ON ENVIRONMENT AND SAFER DISPOSAL

Sujaya H.¹, Meghana Salins¹ & P. S. Aithal²

¹Research Scholar, College of Management & Commerce, Srinivas University, Mangalore.

Email: sujayaloknath@gmail.com

¹ Research Scholar, College of Management & Commerce, Srinivas University, Mangalore.

E-mail: meghana.salins95@gmail.com

²Professor, College of Management & Commerce, Srinivas University, Mangalore.

E-mail: psaithal@gmail.com

ABSTRACT

India has witnessed a conscientious approach towards retaining sustainability and contrives a better standard of living by enforcing clean India policy with regular garbage collection of dry and wet waste in alternative days. Moreover, ban on plastic is considered paramount, in order to control the devastating effect on environment though it is a challenging job. This case study identifies the issues related to plastic and waste management using secondary data to analyse the factors that influences detriment effect on environment and safer disposal. The secondary data is obtained from various literature reviews of research journals and internet sources. Studies highlight a total of 70% of waste is utilized and the rest 30% is exposed to air and lost in an urban environment. Among the total waste, 12.45% of waste is disposed of in open dumps exposed to environment creating pollution. The unscientific disposal of waste ravages the eco system and environmental degradation leading to negative effects. E-waste is the highest growing waste stream in the economy where the generation of waste is 19,000 tons in developing countries with 95% is recycled in informal sectors. Eventually, Recycling and reuse of energy have become paramount to reinvigorate the healthy tomorrow. So innovative policy should be introduced by the municipal corporation and the plastic usage should be banned permanently, which may trigger a good move in the sustainability of the environment

Keywords: Sustainability, Environment, Pollution, Waste management.

Paper 6

ROLE OF HIGHER EDUCATIONAL INSTITUTIONS IN PROMOTING SUSTAINABLE DEVELOPMENT

Priyanka Nayak¹

Research Scholar, College of Management and Commerce, Srinivas University,
Mangalore -575001

Email: priyanka04.cmc@srinivasuniversity.edu.in

ORCID ID: <https://orcid.org/0000-0002-4485-6957>

ABSTRACT

Higher Educational Institutions equip the potential managers/ professionals and entrepreneurs with the skills and knowledge to deal with sustainability issues and ensures an enhanced engagement in Sustainable development. They also promote research in the key areas of sustainability. Academic institutions act as a change agent and are the foundation of knowledge management. The management education has a key role in promoting the future managers and hence UNGC and UNESCO have come up with Principles for Responsible Management Education (PRME) and Education for Sustainable Development (ESD). As we march into the era of radical change and paradigm shift of the education system, many researchers and global policy makers highlight the role of HEIs especially Business Schools in sustainable development. This paper aims to identify the role of HEIs in promoting and adopting sustainable development through the contributions of various researchers. It also tries to identify the ways HEIs can inculcate sustainability into the future professionals. The knowledge of sustainability aspects and sustainable development goals imbibed at the University Level not only assist in managing the sustainability issues, but enhance its advocacy and help in bringing about a ratified changes and increase ardency towards the Sustainability.

Keywords: Sustainable development, HEIs, UNPRME, Education for SD, Sustainability, Management education, UN SDGs.

Paper 7

ANALYSIS OF INDIAN ENTERTAINMENT INDUSTRY – PAST, PRESENT AND FUTURE

Velita Sibon Lobo¹ & Dr. K. Shivshankar Bhat²

Research Scholar, College of Management and Commerce, Srinivas University, Mangalore,
India. Email:lobovelita@gmail.com

Research Professor, College of Management and Commerce, Srinivas University, Mangalore,
India. Email:bhatkss@yahoo.com

ABSTRACT

The Entertainment Industry (informally known as Show Business) is part of the tertiary sector of the economy and embraces fields of theater, films, fine arts, dance, music, television, radio, media, sports, cultural events, etc. This industry is constantly evolving with innovations and ideas for the market. It is expanding explosively in terms of revenue and volumes employing creative and technical people. It witnessed explosive growth during post liberalization that led to internationalization and expansion of the market. This study explores the evolution, growth, threats, challenges, future trends, and impact of FDI on the Indian entertainment industry. This study uncovers the impact of internationalization and its potential for providing employment. This analysis is an exploratory study based on secondary data including Google, online journals, reports, and news articles.

Keywords: Entertainment industry, Explosive growth, Social media, Internationalization Audience.

Paper 8

CUSTOMER ENGAGEMENT CHALLENGES POSED BY THE “MILLENNIALS” (“GENERATION Y”) IN THE DIGITAL MARKETING ERA

Suresh Raghavan

Ph.D Scholar in Management, College of Management & Commerce

Srinivas University, Mangalore – 575 001

E Mail: suresh@sureshraghavan.in

ABSTRACT

The population of “Millennials” or “Generation Y” (born between 1980 – 1995) is about 1.8Bn across the globe, which approximately amounts to a quarter of world’s population. It is estimated that about 85% of this population owns a smartphone and is intensively connected to digital technology, compared to their previous counterpart “Generation X”. Characterized by a higher level of education, technical exposure and immense awareness of alternate brands coupled with significant disposable income, makes this segment an inevitable part of any business and its success. The obsession toward their smartphones and the exponentially increasing affinity to social media paved the way to the marketers to think alternatively, thereby transforming the social media, a one stop destination for selling the products to sustain and succeed the marketing process. A meaningful customer engagement with a seamless consumer experience has, thus become a predominantly important parameter to retain this diverse lot that posed a significant challenge to the marketers. The previous researches show that every Millennial has changed the brand at least once, due to the poor customer experience with the companies from whom they bought products, which reinforces the above requirement. The challenges involved include, understanding the demographically changing preferences of Millennials and their behavioral pattern which has contrasting characteristics vis-à-vis their previous generation hence providing the products in consonance with their requirements. This paper looks in to the challenges and opportunities spawned by Millennials in the digital era and the ways to meaningfully engage them, being an ineluctable customer segment.

Keywords: Customer Engagement, Millennials, Marketing Challenges, Generation Y

EMPLOYEE ENGAGEMENT DURING COVID19

Elvira Monteiro* & Lawren Castelino**

*Assistant Professor , Department of Commerce,
St. Agnes College(Autonomous), Mangaluru
elvira@stagnescollege.edu.in

**Assistant Professor , Department of Commerce,
St. Agnes College(Autonomous), Mangaluru
lawren@stagnescollege.edu.in

ABSTRACT

During the COVID-19 pandemic, as a result of lockdown, one of the most critical goals for human resource managers and experts in businesses was employee engagement. The aim of this study is to examine how various organisations engage their employees during a corona virus pandemic. Organizations today are constantly implementing new and creative methods to achieve their goals. During this pandemic, organisations are developing a variety of interaction events, such as online family involvement practises, virtual learning and growth, online team building activities, webinars with industry experts, team luncheons via video conference, brief online game sessions, virtual challenges and competitions, and online courses. This paper is an attempt to study the various employee engagement practices during the pandemic.

Keywords: Employee Engagement, communication, organisation, work from home

EMPLOYEE ENGAGEMENT FOR ATTRITION MANAGEMENT

Shilpa K., Sharmila S. Shetty & Vinutha H. K.

College of Management and Commerce, Srinivas University
Pandeshwar, Mangaluru-575001, INDIA

ABSTRACT

As economies develop and there is more choice of employment, Company will find it increasingly challenging to attract and retain talent and potential. This change in economic conditions would mean being less dependent on manufacturing markets and more focused on service industries. In the best of worlds, employees would love their jobs, like their fellow workers, work hard for their management, get paid well for their work done, have massive chances for advancement, and flexible schedules so they could attend to personal or family needs when essential. Employee engagement is an important tool in managing human capital.

Keywords: Employee Engagement, Talent And Potential, Managing Human Capital

CREDIT RISK MANAGEMENT AND MERGER IMPLICATIONS: A CASE STUDY OF CANARA BANK LTD.

Shaila Kamath¹ & Anupa Baliga B. S.²

¹Assistant Professor, Besant Women's College, Mangalore

Ph.No: 9844678768,

Email Id: shazkamath68@gmail.com

²Assistant Professor, Besant Women's College, Mangalore

Ph. No: 9916880450,

Email Id: anupabhandary@gmail.com

ABSTRACT

Banking sector, being the very base of our economy, enhances its profitability through the proper credit risk management. It increases the wealth of the shareholders and also ensures that the bank generates sufficient positive credit from its operations. Effective credit risk management greatly improves the overall performance and secures a competitive advantage. In today's changing scenario credit risk management becomes increasingly important element and is concerned with managing the financial debts and safeguarding the interest of the banks. The important function of credit management is to decide what amount of credit should be given to the borrower following all the compliances with the credit terms of repayment and avoid Non-Performing Assets (NPA) to the banks. Credit risk is the huge risk the bank faces by the virtue of nature of business, inherits. Mergers of banks will help to keep a check on reckless funding by sharp monitoring and thereby reducing the NPAs. The paper focuses on the analysis of credit risk management of Canara Bank taking merger into consideration. The main objective of this study is to ascertain the increase or decrease in NPA levels in last 5 years and examine the effects of merger on credit risk management. Data has been collected from annual reports, manuals, magazines, e-newspaper and other literature. The ability of commercial banks to formulate and hold on to the policies and procedures that promote credit quality and curtail non-performing loans is the means to survive in the stiff competition.

Keywords: Credit Risk, Non-Performing Loans, Credit Worthiness, Bankruptcy, Loans and Advances, Merger

TECHNOLOGICAL ADVANCES OF FINTECH COMPANIES IN COMMERCIAL BANKS

Reema Jenifer D'Silva

Ph.D Scholar in Commerce, College in Commerce and Management

Srinivas University, Mangalore - 575 001

E-Mail : reemajenifer@gmail.com

ABSTRACT

The emergence of FinTech Companies have led to rapid advancements in technology of financial services in commercial banks. This proves a threat to the functioning of the traditional banking sector which will lead to their disruption. The developments of finance and technology, after the economic global crisis of 2008, has led to the emergence of FinTech Companies. Banks and customers are benefitted immensely due to these companies providing them a more secure finance. Owing to stiff competition, many traditional banks are beginning to adopt FinTech instruments either by acquiring them or by adopting them. Some start-ups are also joining hands with these Companies to boost their services by developing platform-based approaches under minimal regulation. As these companies expand, they will acquire the balance sheets of these Start-up companies along with banking licenses as a part of their requirement. The various sectors in which these companies function are payment sector, insurance sector and wealth management sector, etc. Introduction of Mobile Wallets, P2P Payments and Real-Time Payments innovations have expanded the mobile internet market, in most of Asia, and has helped to serve customers better, improved shareholders return and reduce society's risk of returns. Expansion of Mobile internet banking has also led to different technological developments introduced in personal and commercial finance by these Companies. Therefore, FinTech companies have outrun the traditional banking methods due to the ever increasing expectations of customers to increase profits. This study is undertaken to understand how the FinTech Companies are dominating in commercial banks and the challenges faced by traditional banking systems due to emergence of these Companies.

Keywords: Banks, FinTech, Mobile Wallets, P2P Payments, Real-Time Payments, Traditional Banking sector, Asia, insurance sector, wealth management sector, payment sector

IMPACT OF E-COMMERCE AND DIGITAL MARKETING ON CONSUMER DECISION MAKING PROCESS

Shijith V.

Research scholar, Srinivas University
Asst.Professor in Department of Management
Jamia Hamdard Kannur Campus, Kannur, Kerala.
shijithvazh@gmail.com, 9744893125

ABSTRACT

Majority of modern customers are preferring online market for sourcing products. It is a convenient place for them to acquire product than traditional market. People don't have enough time to spend in the market for purchase. They prefer to buy goods in a place where they are spending more time in their daily life. This study reveals that majority of customers are today approaching digital market for purchase because it is cheapest one. Based on this study, I am developing new consumer decision making process based on digital marketing. Traditional customers are giving importance to evaluation of alternative products in decision making process for selecting the best one. But in digital marketing; other than the evaluation of the product, selection of the best channel of purchase (various mediums in digital marketing) is more important.

Keywords: Digital marketing, e-commerce, consumer, marketers and mediums.

Paper 14

PRIVATE BANKING JOBS FOR FRESH GRADUATES AT PANDEMIC TIMES

Varun Shenoy & P. S. Aithal

College of Management and Commerce, Srinivas University
Pandeshwar, Mangaluru-575001, INDIA
varun_shenoy@rediffmail.com

ABSTRACT

Covid 19 Pandemic has led to increased usage of remote banking by customers increasing the digital banking niche. Projections are constructed this trend to influence banking industry for years to come in corona infected market and expand e-banking into further more spheres. Every year in India, a handsome number of university graduates desire to obtain employment in country's ever blooming private banks owing to their expertise in customer service and technology. Therefore, this research attempts to take a sneak peak into the jobs that a fresh graduate can focus to launch their careers when absorbed in banks post interview. The direct interview research conducted with select private sector bankers along with reliance on secondary data pertaining to jobs and skills has brought out the current situation during pandemic times for graduates to understand the banking job markets.

Keywords: Private Banking Jobs, Banking Job Seekers, Freshers, Graduate Job Seekers, Private Banking

Paper 15

ROLE AND TREND OF AGRICULTURAL FINANCE INSTITUTIONS IN THE INCLUSIVE GROWTH OF FARMERS IN RURAL INDIA

Ujwala Kambali¹ & Dr. Niyaz²

¹Research Scholar, College of Management & Commerce, Srinivas University, Mangalore, India, E Mail: ujwalajain33@gmail.com

²Assistant Professor, College of Management & Commerce, Srinivas University, Mangalore, India, E Mail: niyaz0191@gmail.com

ABSTRACT

Agriculture is the process of producing food by farming and biology which is essential to the survival of the entire human race and also plays a significant role in the growth of our country's rural areas. Agricultural credit is considered to be one of the most important inputs in all agricultural growth programmes. The green revolution, which was marked by the increased use of inputs such as fertilizers, seeds and other inputs lead to the enhanced demand for credit from agricultural financing institutions. Technology advancements and the structure of agricultural markets have aided the evolution of agricultural finance approaches and goods. In India, majority of the farmers suffer from financial constraints and as a result, the productivity and economic condition of the farmers has been affected. Therefore proper financing facilities combined with technological innovations will help to improve agriculture sector. The objective of this study is to analyze the development of agricultural credit in India, analysis of the five year plans and agricultural development and also to analyze the various policies implemented by the Government of India. The study is based on secondary data compiled from different journals, web sites and related information from newspapers, annual reports of NABARD and RBI. The study has revealed that, informal credit has decreased as a percentage of total debt, while institutional credit to agriculture has exaggerated over time as a result of institutional agencies venturing into rural areas, nationalization of major commercial banks and the establishment of regional rural banks through Reserve Bank of India initiatives. Thus the paper emphasizes on the development in agriculture finances, new methods, techniques and technologies with a focus on how they lead to improved agricultural growth and greater financial inclusion.

Keywords: Agriculture, Financing Institutions, Development, Technology

TALENT MANAGEMENT AND ITS EFFECT ON ORGANIZATIONAL PERFORMANCE

Sheryl D'Silva¹ & Dr. Sonia Delrose Noronha²

¹ MBA Student, College of Management & Commerce, Srinivas University,
Pandeshwar -575001, Karnataka, India.

² Associate Professor, College of Management & Commerce, Srinivas University
Pandeshwar, Mangaluru –575 001, India
E-Mail: sheryldsilva1998@gmail.com

ABSTRACT

Talent management deals with attracting, developing and retaining the best potential candidates. In modern business environment, HR plays a vital role in creating a sense of morale among the employees towards the organization. The performance of the organization depends upon the performance of its employees. Right talent acquisition makes the organizational strategy stronger. Competitive advantage is in finding the right person for a right job. Retention strategy is more important and complicated in this present competition environment. In addition to this HR should also develop a regular check in performance of the employees, regarding the career growth or development of individuals within the organization. Literature review shows Talent Management models developed by previous researchers. Analysis of these models can give insight to the study by highlighting its applicability. This empirical research paper will provide inputs to HR managers to build the talent management as a strategical tool to develop employees sense of belongingness thereby improving the organizational performance. In this paper we have discussed about the importance of talent management practices within the organizations. The purpose of the study is to examine the effect of talent management on the organizational performance. The questionnaire was used as the survey method of primary data collection for the study. The overall analysis revealed that talent management has positive impact on the overall performance of the organization. The study therefore recommends the organization to implement the practice of talent management ideas and models. We also recommend the organization to undertake talent management process more effectively, which ultimately results in positive performance of the organization.

Keywords: Talent Management, Organizational performance, Retention strategy, Talent acquisition, Morals, Career growth.

Paper 17

IMPACT OF CONSUMER BUYING PATTERN ON FASHION APPARELS: A STUDY WITH REFERENCE TO MANGALORE CITY.

Bhavya*, Pushpalatha B. & Dr. C. K. Hebbar*****

*Research Scholar, Department of Commerce and Management, Srinivas University, Mangalore -575001, Email :bhavyakudla18@yahoo.com, Mob : +91 9844464001

**Lecturer, Department of Commerce and Management, University College, Mangalore – 575001, Email: push.pumpwell@gmail.com, Mob : +91 9900712888

***Research Guide, Srinivas University, Mangalore – 575001, Mob : +91 919481778349

ABSTRACT

Branding is one of the effective strategy used in marketing as a tool to glide on success in this competitive market. This concept can never go old as in the past people knew about it as well as given preference in their daily activities. Consumers have evolved over the ages and have become aware of various fashions, which results in their growing interest to choose brands different in order to update their wardrobe with a value tag. In present its essence has spread rapidly due to globalization where people are accepting not just domestic but international brands too. Both new and old fashion brands are undergoing transformation day by day with new business models, new age fashion labels to address the demand and supply of fashion apparel and its vital to know the level of customers satisfaction by the usage of various brands and to know the perception and attitude of the consumers towards using of branded products. Therefore this study focuses on the Effect of Branding on Consumer Buying Behaviour of Fashion Apparels.

Keywords: Brand, Branding, Consumer buying behavior, Fashion Apparels

CREDIT RISK MANAGEMENT AND MERGER IMPLICATIONS: A CASE STUDY OF CANARA BANK LTD.

Shaila Kamath¹ & Anupa Baliga B. S.²

¹Assistant Professor, Besant Women's College, Mangalore

Ph.No: 9844678768

Email Id: shazkamath68@gmail.com

²Assistant Professor, Besant Women's College, Mangalore

Ph. No: 9916880450

Email Id: anupabhandary@gmail.com

ABSTRACT

Banking sector, being the very base of our economy, enhances its profitability through the proper credit risk management. It increases the wealth of the shareholders and also ensures that the bank generates sufficient positive credit from its operations. Effective credit risk management greatly improves the overall performance and secures a competitive advantage. In today's changing scenario credit risk management becomes increasingly important element and is concerned with managing the financial debts and safeguarding the interest of the banks. The important function of credit management is to decide what amount of credit should be given to the borrower following all the compliances with the credit terms of repayment and avoid Non-Performing Assets (NPA) to the banks. Credit risk is the huge risk the bank faces by the virtue of nature of business, inherits. Mergers of banks will help to keep a check on reckless funding by sharp monitoring and thereby reducing the NPAs. The paper focuses on the analysis of credit risk management of Canara Bank taking merger into consideration. The main objective of this study is to ascertain the increase or decrease in NPA levels in last 5 years and examine the effects of merger on credit risk management. Data has been collected from annual reports, manuals, magazines, e-newspaper and other literature. The ability of commercial banks to formulate and hold on to the policies and procedures that promote credit quality and curtail non-performing loans is the means to survive in the stiff competition.

Keywords: Credit Risk, Non-Performing Loans, Credit Worthiness, Bankruptcy, Loans and Advances, Merger

A DOMESTIC APPROACH IN STRATEGIC HUMAN RESOURCE MANAGEMENT(SHRM)

Dhanya K. M.

Research Scholar, College of Management and Commerce, Srinivas University, India

Email: dhanyakm.1993@gmail.com

ABSTRACT

Dave Ulrich(Human Resource Champions, 1997) defines Strategic Human Resource Management as “the process of linking Human Resource practices to business strategy”. In other words, Strategic Human Resource Management(SHRM) is the process of linking the human resource function with the strategic objectives of the organization to improve performance. The field of strategic human resource management has certainly come to an evolutionary crossroads. It has evolved quite rapidly during the past decade, growing from early definitional and theoretical beginnings to the current state of an accumulation of empirical work exploring the fit among human resources practices, strategy, and performance. It is essential for organizations to ensure that policies and practices formulated are in accordance with the goals and objectives. The main areas that are taken into account in this research paper include the influences of SHRM on matters such as interpersonal relations, performance management systems, training and development, employer branding, quality of work-life of the employee. This research would help in testing whether SHRM effectiveness significantly affects organizational level outcomes in an Indian context. The study intends to draw a more specific outline of the Strategic Human Resource Management in different sectors in the country while taking into the consideration of domestic factors hampering the application of the same in both the public sector and private sector organisations. The study would inculcate a quantitative research method, i.e. a questionnaire will be used for the purpose of the research. Another research method proposed is the structured interview, which serves to gain a larger scale of information leading to a greater depth of the issue. The last research method that will be used is the analysis of internal documentation from both the public and private sector. The sampling of respondents and the universe for study would be planned and chosen from both the public sector and the private sector. Due diligence will be given to make the study empirical and just. This study will be a significant endeavour in the area of Strategic Human Resource Management in particular and this research will be beneficial to HR professionals and executives. It would also serve as a future reference for researchers on the subject of strategic human resources and it would lead the companies to attain organizational effectiveness.

Keywords: Domestic, Strategic Human Resource Management, public sector, private sector, interpersonal, performance management, training, employer branding, quality work life

Paper 20

A STUDY ON THE IMPACT OF FOOD WASTE WITHIN SUPPLY CHAINS IN INDIA

Meghana Salins¹, Sujaya H.²

1 Research Scholar, College of Management & Commerce, Srinivas University,
Mangalore,

ORCID ID: 0000-0001-9579-5579; Email: meghana.salins95@gmail.com

2 Research Scholar, College of Management & Commerce, Srinivas University,
Mangalore.

ORCID ID: 0000-0002-8997-1641; Email: sujayaloknath@gmail.com

ABSTRACT

Food waste is regarded as a threat to food security. In the global scenario, food waste problem has always been a challenging concept. The problem is faced throughout the countries but the issue in India's supply chain industry is very acute. These inefficiencies caused in supply chain sector has resulted in waste of resources used leading to social and environmental impacts. To tackle the problem, a proper framework must be established in the country in search of economically feasible innovations to prevent food loss and waste. This study aims to analyze the impact of Food waste problem that affect the supply chain sector and also to find out high potential innovations in reducing the Food waste along the supply chain.

Keywords: Food waste, Supply chain, innovation

UNDERSTANDING THE PERSONALITY TRAITS OF GENERATION Z IN THE INDIAN SCENARIO

Nirupama & Donald James D'souza

Faculty, Sarosh Institute of Hotel Administration, Kodakkal, Mangalore, 575007, India

ORCID: <https://orcid.org/0000-0002-9052-5753>, Email: nirupama1477@gmail.com &

ORCID: <https://orcid.org/0000-0002-0832-8735>, Email: donaldjames11@gmail.com

ABSTRACT

Generation Z are the people born between 1995 and 2010. These are also called by different names like, Igen, tech-savvy, digital natives and many more. Generation Z are the cohorts of generation that have come up with different personality traits. This has become a challenge to the educators and also the parents to understand their personality traits. The aim of this study is to understand the personality traits of generation Z. To identify the factors that differ them from the other generations. Secondary research is used to collect the information required for the research. Majority of the researches define Gen Z as active, tech savvy, confident, motivated and at the same time they are less attentive, involved in their own world, giving less attention to the social gatherings. They spend more time on the internet. As student, they dislike the traditional approaches of teaching, they like more of net based learning. They are self-reliant, and love cooking on their own and would like to have food like pizza, burger, momos and prefer to eat out at restaurants. They would like to work in organisations which has flexible timings and integrated with the digital media. The educators and employers need to understand the expectations of the Gen Z and ready to adapt the changes.

Keywords: Gen Z, students, internet, Tech savvy, social media, flexible digital natives.

STUDENTS AND ENTREPRENEURSHIP: ROLE OF EDUCATIONAL INSTITUTIONS

Madhura K. ¹ & Dr. Niyaz ²

Research Scholar, College of Management & Commerce,
Srinivas University, Mangalore, India,
E Mail: mdk1690@gmail.com

²Assistant Professor, College of Management & Commerce, Srinivas University, Mangalore, India, E Mail: niyaz0191@gmail.com

ABSTRACT

The driving force of every successful economy in the world is entrepreneurship. It is regarded as the ultimate determining factor for the industrial growth of any country or region. It is fact that education enables people to work in more efficient way. Educational institutions are giving entrepreneurship education to the students and is believed to provide students with understanding of concepts of entrepreneurship, train and motivate them into indulge into entrepreneurial activities in future. The colleges are the most appropriate nursery of shaping and developing management graduates for entrepreneurship who possess integrity and ethical standards, a deep sense of social responsibility, a commitment to the upliftment of their communities, understand protection and sustainability of the environment, and the improvement of the people's quality of life. Social interaction is an important skill for a successful entrepreneur. An entrepreneur has to regularly interact with bureaucratic departments and market personals at early startups. Educational institutions impart communication skills and personality development through their various programs. The Primary data is collected through structured questionnaires and responses of the students are recorded and also analyzed by using suitable tables. The secondary data is collected through Books, Journals, Official websites. This is an empirical study to explore the role educational institutions in creating entrepreneurship in student's perspective. This study also attempts to unearth the factors that motivate them to take up entrepreneurial activities and hurdle.

Keywords: Entrepreneurship, Educational Institutions, Entrepreneurial Traits, Students

Paper 23

COVID-19 CHALLENGES IN LEARNING – INDIAN SCENARIO

Souparnika

Lecturer, Collge of Management & Commerce,
Srinivas University, Pandeshwar

ABSTRACT

With educational institutes closed due to the COVID-19 pandemic, the government has been encouraging online education to achieve academic continuity. Most high-end private and public institutions have made the switch smoothly using online platforms such as Zoom, Google classrooms, Microsoft teams, etc., while many still find it a herculean task. The challenges of online education are multifaceted. It is time that we Indians, as a society, understand the realms of online education – in India, for India.

Comparing face-to-face learning with online learning brings forth significant deficiencies in the online mode such as lack of human connect, absence of opportunities of collaborative learning, teacher supervision and the most glaring being lack of opportunities for hands-on learning in complex subjects such as subjects of Practical nature. Besides, amid the rush of hosting online classes the best teaching practices such as addressing learners Multiples Intelligences (MI), VARK Learning Styles and providing a differentiated learning experience have been relegated to the backburner.

So, my paper concentrates on how does a Learner, an institution, a teacher, and a parent address the challenges of quality learning in online mode and how effectively they can face this Pandemic with less worries.

Keywords: Covid 19, Challenges, Learner, Teacher, Parents, Institution.

Paper 24

SLEEP QUALITY AND SOCIAL MEDIA USAGE AMONG COLLEGE STUDENTS

Navya M. Patel

First Year Research Scholar, College of Social Science and Humanities, Srinivas
University.

Email: navyampatel@gmail.com

ABSTRACT

Sleep is essential for a person's health and wellbeing, according to the national sleep foundation (NSF). Individual sleep needs vary. In general, most healthy adults are built for 16 hours of wakefulness and need an average of eight hours of sleep a night. Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual network and communities. By design, social media is internet-based and gives users quick electronic communication of content. Social media, places where they can be entertained, communicated, and participated in a social environment. In the present study, the researcher has attempted to assess the relationship between sleep quality and social media usage among 64 college students comprising of 43 females and 21 males. A co relational research design was used in the present study. The Pittsburgh Sleep Quality Index (PSQI) developed by Carole Smyth in the Montefiore Medical Centre in 2012 was used to assess the sleep quality among the college going students and Social Media Usage by Patricia Kettle, Niall Gilmartin, Mary P. Corcoran, Delma Byre and Tian Hang Sun to assess social media usage. The result showed that there was no significant difference between male and female in sleep quality and there was no significant difference between male and female in social media usage. The Pearson's correlation results showed that there was a positive correlation between sleep quality and social media usage.

Keywords: Sleep Quality, Social Media Usage and College Students.

Paper 25

THE ADOPTION OF PAPERLESS BANKING IN CHIKMAGALUR DISTRICT

Anusha Thauru¹ & Amith Menezes²

¹Second year MBA, College of Management and Commerce, Srinivas University, India.

²Assistant professor, College of Management and Commerce, Srinivas University, India.

Email: anushathauro20@gmail.com & amithmnzs@gmail.com

ABSTRACT

Financial institutions across the world are trying to reduce their carbon print and the same is true for commercial banks. Banks use a substantial amount of paper in day-to-day customer interactions, service offerings, and back-office operations (account opening, lending, payments, card statements). Paperless banking will not only help save the environment and cut carbon footprint but also help banks reduce operational expense while elevating the customer experience. Paperless banking refers to the use of electronic and telecommunication networks to deliver a wide range of value added products and services to bank customers. The banking sector influences the economic growth and development in terms of both quality and quantity, there by changing the nature of economic growth. The implementation of paperless financial transactions has been challenging especially in developing countries due to people attitudes, banks' infrastructure and heavy investment on technologically advanced equipment for initial set up. The significance of this study is to obtain the true insights about the adoption of paperless banking and its role. Thus, the study will bring out the differences arising from different environmental and organizational factors unique to the bank relevant for successful Paperless Banking.

Keywords: Paperless Banking, Services, Environment, Electronic, Telecommunication, Technology.

Paper 26

E PROCTORING OF FORMATIVE ASSESSMENTS - A QUALITATIVE FOCUS GROUP STUDY OF FACULTIES

Dr. Narayana

Professor, Pharmacology, SSIMS & RC, T Begur, Dr Shilpa M, Associate Professor, Physiology, SSIMS & RC, T Begur,

ABSTRACT

Covid 19 has brought in new challenges to education system and has pushed the movement towards inclusion of online methodology in all aspects of education. The momentum has clearly shifted towards a blended methodology in Education System. This sudden shift from traditional methodology to online methodology has brought in many challenges as well. Covid 19 has put not only students but also the faculties into pressure to get used to new modality of teaching and assessments of students. Our study explores the experiences of the faculties towards online Proctoring of assessments in a challenged covid 19 scenarios. Online proctoring of assessments of students were done in the month of September 2020 for 1st Phase MBBS students. After the assessments out of 16 faculties who involved in the assessments, 12 participated in the focus group interactions to elaborate on attitudes, experiences and concerns pertaining to online proctoring of assessments. Quantitative analysis of focus group interactions was made to a set questions. The data was analysed by qualitative analysis of focus group discussions of the faculties. This study throws light on the experiences of the faculties in handling students in an online proctored assessment. This study also highlights the problems faced by the faculties in handling online proctoring of assessments and gives an indication on what are the factors which should be taken care off by the stake holders so that there can be effective proctoring of assessments in a challenged situation like covid 19.

Keywords: new challenges, blended methodology in Education System , online proctoring of assessments, Quantitative analysis

Paper 27

EFFECTIVENESS OF DIGITAL BANKING SERVICES ON THE CUSTOMER'S OF PRIVATE SECTOR BANKS IN MANGALORE CITY

Ms. L. Chaithra Shree* & Prof. Amith Menezes**

*Second year MBA, College of Management and Commerce, Srinivas University, India.

**Assistant professor, College of Management and Commerce, Srinivas University, India.

Email: chaithra695@gmail.com

ABSTRACT

Digital Banking is the automation of traditional banking services. Digital banking enables a bank's customers to access banking products and services via an electronic/online platform. Digital banking means to digitize all of the banking operations and substitute the bank's physical presence with an everlasting online presence, eliminating a consumer's need to visit a branch. Digital banking involves high levels of process automation and web-based services and may include APIs enabling cross-institutional service composition to deliver banking products and provide transactions. It provides the ability for users to access financial data through desktop, mobile and ATM services. The earliest forms of digital banking trace back to the advent of ATMs and cards launched in the 1960s. As the internet emerged in the 1980s with early broadband, digital networks began to connect retailers with suppliers and consumers to develop needs for early online catalogues and inventory software systems. There is a demand for end-to-end consistency and for services, optimized on convenience and user experience. The market provides cross platform front ends, enabling purchase decisions based on available technology such as mobile devices, with a desktop or Smart TV at home. In order for banks to meet consumer demands, they need to keep focusing on improving digital technology that provides agility, scalability and efficiency.

In this Paper we will study as to how Digital Banking is Effective to the customers in around the Mangalore City. How the private Banks are using this new technology to help their customers can do their job with more ease and comfortable. On being 24*7 availability of access to banking functions. To Know if Digital Banking is useful to setup automatic payments for regular Utility bills such as electricity, water bills, gas, phone etc. To know how much the customers, have knowledge about the various uses of Digital Payments. To make the customers aware about the advantages and disadvantages of Digital Banking.

Keywords: Digital Banking, electronic, automation, technology, customers, private Banks

AIR CARGO INDUSTRY

Sharmin Naz and Shruthi

Student, 1st Year MBA, College of Management and Commerce, Srinivas University,
Mangalore, India.

E-mail: sharminthahir1419@gmail.com , shrugk06@gmail.com

ABSTRACT

Air cargo has a significant role in the international trade and economic growth of the country. It is the movement of high-value or perishable goods from the place of its origin to its destination. India is seen to be developing as one of the fastest-growing air cargo markets in the world. Although air freight accounts for less than 1% of global trade, it contributes 35% of revenue. With the globalization of trade and economic activity, it is anticipated that air freight demand will rise faster than passenger traffic. The air freight industry is examined using SWOT, PESTLE, ABCD, and other analyses. The competition between air freight companies is emphasized in the analysis: dealing with new situations; GDP contribution and CSR practices are examples of developments. The increase in demand for air freight has a natural effect on the revenue produced by the industry. The growth of e-commerce has also contributed to rising demand in the air freight market. It is predicted to be the most significant in Asian markets. The main objective of this paper is to explain air cargo operations in India and around the world, as well as the opportunities and threats they face, and how they try improving their service through CSR activities and how they try saving the atmosphere through various strategies. Airfreight will continue to be the only choice for shipping high-value commodities, perishable goods according to our research. Airfreight is considered the fastest mode of transport. The COVID-19 pandemic has posed numerous challenges to the industry's development. However, the industry is ready to meet the obstacles, exceed sales and take the lead in the sector.

Keywords: Air freight, IATA, E-Commerce, Cargo carrier, COVID-19, SWOT analysis, PESTLE analysis, ABCD analysis.

A STUDY ON DISCHARGED TURN AROUND TIME IN A TERTIARY HEALTH CARE HOSPITAL

Ms. Vijaya Parameshwari¹, Pooja Puthran², Nithin Mathew³, Karthik B.⁴

1. Professor & Head of Department, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Sciences. India

2. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Science. India

3. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Science. India

4. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Science. India

ABSTRACT

Discharge from the hospital is the point at which the patient leaves the hospital and either returns home or is transferred to another facility such as one for rehabilitation or to a nursing home. Discharge planning: Is a service that considers the patient's needs after the hospital stay and may involve several different services such as visiting nursing care and physical therapy. The following are the major area were the time was found to be exceeded beyond the actual time. The time taken for handing over the file from Ward nurse to PRE. The time taken from bill sheet received in the Billing dept. to final bill preparation starting time. The time taken from patient informed to pay the bill to Final bill paid. The time taken from Maybe slip received in the ward till the patient vacant the hospital. Discharge from hospital has always been the topic of research and there has been continuous striving to reduce the time of discharge. If patients are dissatisfied, it has been observed that the major factor for their dissatisfaction has been delay in discharge process. To study the process of Discharge of patient from the hospital. To study the roles and responsibility of personnel in discharge process. To find the loopholes in discharge process and find solutions towards it. Sample Size:125 (both of General and private ward). Method of data collection: Observational and interaction with hospital personnel. Research Design: Process Mapping with observation. Study Period: 1 month. Inclusion Criteria: General and private Ward. Exclusion criteria: Daycare. The study shows that this is an increase in the TAT out of 125 samples 74 samples, were found to be exceeded in standard TAT. The following are the reasons were the time was found to be exceeded beyond the actual time is the time taken for hand over the file from Nurse to PRE, time taken from bill sheet received in the billing department to final bill preparation starting time, the time taken from patient informed to pay the bill to final bill paid, the time taken from may be slip received in the ward till the patient vacant the hospital, the time taken from bill sheet received in the billing department to final bill preparation starting time. The Standard TAT for General is 2.30 hrs. and for Credit is 4 hrs. Timings between each step were tracked from doctor advising discharge till the patient physically leaving the hospital. From the study it was found that there is an increase in the TAT, . By applying the formula, each individual process was analyzed in detail. Out of 125 samples, 74 samples were found to be exceeded in Standard TAT.

Keywords: Discharge Unit, Discharge Planning, Discharge Turn Around Time.

DIGITAL MARKETING AND ITS CHALLENGES

Mrs. Shwetha N. S.

Lecturer College of Management and Commerce, Srinivas University, India. Email:
shwethaprashanth93@gmail.com

ABSTRACT

Digital Marketing has become more famous after involvement of latest technologies in businesses. Digital marketing is a non-conventional virtual platform basically on Internet for promoting products, services, connecting customers, identifying and understanding needs of user using digital technologies and devices. It is one of most effective and prominent strategy to promote business online for brand awareness and business development. A product or service is primarily advertised to create awareness of its utility in the minds of potential buyers. As a result of globalization and the consequent changes in consumer buying patterns, the advertising industry has undergone significant transformation in past few years. Digital Marketing is an expansion tool for the businesses but it is facing some challenges or hindrances. The study continues with challenges, such as problems of high competitors, poor internet connection, etc, emerged in the field of marketing from implementation of digital marketing.

Keywords: digital marketing, challenges, technologies and internet

A COMPREHENSIVE ANALYSIS ON OIL AND GAS INDUSTRY IN INDIA

Gowri N. K. & Shreyaswini G.

1st Year MBA, Collage of Management and Commerce, Srinivas University,
Mangalore, India

E-mail: gowrigovind0@gmail.com & shreyashetty536@gmail.com

ABSTRACT

The Indian oil and gas industry and playing a key role in the advancement of Indian economy. Since the industrial revolution, the oil and gas industry has played a pivotal role in the economic transformation of the world, fuelling the need for heat light and mobility of the world's population. India has limited supply of oil, being the major consumer of energy resources. The relevance of oil and gas energy to the activities of humankind, as well as the significant influence they have on the economics of both oil producing and oil importing countries, can never be embellished. This study concentrates on four main objectives. That consist, the main segment in the production of oil and natural gas industry and to evaluate and understand the foreign direct investment of India in the same field and the current scenario of oil and natural gas industry in India. Apart from understanding these factors, this paper aims to provide a general understanding of global and domestic oil and natural gas resources, production, technology development in the field, energy use, emissions and challenges faced by these industries. The data collected through secondary data, and the paper is based on literature reviews and data collected from various fields. The oil and gas industry can be improved in several ways. This paper will help to understand the ways to improve the sector. In this paper, we studied objectives, source of data, oil and gas production in India, SWOT analysis of the industry, findings from the study, and suggestions for improvement.

Keywords: Oil and gas, Energy sources, Investments, SWOT Analysis, PESTEL analysis

Paper 32

A STUDY ON PERCEPTION OF EXECUTIVES WITH REGARD TO PERFORMANCE APPRAISAL UNDERTAKEN AT A TERTIARY –CARE HOSPITAL.

Vijaya Parameshwari ¹, Dr. Suphala Kotian², Dr. Rashmi M.³ & Anu⁴

1. Professor & Head of Department, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore.Rajiv Gandhi University for Health Sciences. India

2.Professor, Department of Social Sciences and Humanities, Srinivas University College of Social Sciences and Humanities, Mangalore. India

3. Assistant Professor, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore.Rajiv Gandhi University for Health Sciences. India

4. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore.Rajiv Gandhi University for Health Science. India

ABSTRACT

Performance appraisal allows organizations to inform their employees about their rate of growth, their competencies, and their potentials. It enables employees to be intentional in creating their individuals development goals to help in their personal growth. There is little conflict that if execution of evaluation is progressed well, it serves an extremely valuable job in accommodating the necessities of the individual and the requirements of the organization.If used well, performance appraisal is an influential tool that can be used to coordinate the power of every employee of the organization towards the achievement of its strategic goals. It can focus each employees mind on the organization's vision, mission and core values. Nonetheless, if execution of performance appraisal isn't progressed admirably, Grote recommends that the interaction can turn into the object of pleasantry and focus of disparagement..Performance evaluation methods are the systems and process through which appraisal is carried out in an organization. The methods includes determining the type of data collected and evaluated in the appraisal, the forms and frequencies of communication that take place between supervisors and their employees, and various types of evaluation tools are also used to measure performance. This study reveals that most of the employees are satisfied with the performance appraisal system and have the opinion of performance appraisal is essential, It helps to know the strength and weaknesses of the employees, and have very good perception about the performance appraisal system.

Keywords: performance appraisal, Perception, Effectiveness,Tertiary care hospital

Paper 33

DEBUNKING DEHUMANISATION IN THE WORKS OF TONI MORRISON

Rachitha Poornima Cabral

Assistant Professor

Post Graduate Department of English

Alva's Education Foundation

ABSTRACT

Dehumanisation is a state of severe physical, mental, emotional, and spiritual deprivation, akin to living in a hellish environment. This study will look at how white racism's culture sanctioned not only governmental institutions of discrimination, but also a sophisticated code of speech, conduct, and social practises that made white supremacy not just legitimate, but also natural and inevitable.

Toni Morrison's masterpiece, *Beloved* (1987), depicts the degrading repercussions of slavery on her heroine's past and memories. Morrison has devoted her creative career in portraying black people's experiences under and as a result of slavery and dehumanisation. Toni Morrison has succeeded in portraying the physical and psychological harm imposed on African Americans by the harsh dehumanisation that was American slavery, according to this study.

Keywords: Dehumanisation, Toni Morrison's masterpiece, repercussions of slavery

Paper 34

AN EMPIRICAL STUDY OF EFFECTIVENESS OF ONLINE BANKING SYSTEM IN MANGALORE CITY

Mr. Amith Donald Menezes* & Mr. Shreepathy Rangabhatta B.**

*Assistant Professor, CMC, Srinivas University,
Pandeshwar , Mangalore, & Research Scholar at VTU

E-mail- amith.menezes@yahoo.co.in

**Assistant Professor, CMC, Srinivas University, Pandeshwar , Mangalore

E-mail- shreepathy103@gmail.com

ABSTRACT

The Indian banking system is seeing a fabulous change in the quality of service provided by them. Technology is the root of this change, which is implemented by the banks to win more business from customers. Almost all the private sector banks are moving towards e-enabling their existing products. HDFC Bank and ICICI Bank have taken a lead in introducing e- banking in India. Internet banking starts from migrating existing products to the net. This started initially with simple functions such as getting information about interest rates, checking account balances and computing loan eligibility.

Online payment systems provided by payment service providers are bringing new levels of convenience to companies looking to accept electronic payments. When organizations can accept methods of payment such as credit and debit cards, it frees them to concentrate on their business. E-commerce, with the integration of the internet, supports technologies that improve electronic data interchanges, mobile technology, online transaction processing, automated data collection, electronic funds transfers, internet marketing, inventory management systems, and supply chain management.

This paper is an effort towards finding out the usage of Online banking system by the customers, also finding out the various factors that hinder the growth of this facility among the users and finally to suggest various ways or avenues through which the usage of online banking to be improved.

Keywords: Online Banking system, Electronic Payments.

AIRLINE INDUSTRY

Rajashree & Ruby

1st year MBA, College management and commerce, Srinivas University, India 575 001

Email: rajashreepoojary20@gmail.com & Maria_ruby2007@rediffmail.com

ABSTRACT

Airlines are safer and more profitable mode of transport in modern times than any time in history, but the industry must innovate much more rapidly in order to secure its environmental and financial viability & Safety and Convenience in the future. The sole objective this research paper is to focus on the Issues & Challenges of the aviation industry along with the possible alternatives to counter the Issues & Challenges. Aviation Industry plays a key role in the progress of the economy of the country by contributing as a major revenue earning player of the business society and hence it is quite important to dig deep to entail hidden facts of this aspect. Hence this paper will also focus Financial Sustainability aspect of the aviation Industry. Sustainable development has always been the objectives of many fields, including the tourism and transportation sector. However, a major part of this sector, the airline industry, deals with many negative impacts, such as air pollution, noise CO2 emission, and labor practice. Corporate social responsibility is a strategic business activity that can enhance the sustainability of the airline industry.

Key Words: Safety, Convenience, Environmental Sustainability, Financial Sustainability, Innovation

AUTOMOBILE INDUSTRY

Sahana Manjunath Naik & Ruchita Sathish Shetty

1st Year MBA, College of Management and Srinivas University, Mangalore, India Email:

sahananaik21@gmail.com

ABSTRACT

The automobile industry, along with the auto components industry, is one of the core industries in India. Nowadays, automobiles have become the necessity for everyone. There is a vast scope for automobiles in India. The growth of this sector has been on the back of strong government support, which has helped it curve a unique path among the manufacturing sectors of India. Automobile is one of the largest industries in the universal market. Owing to its strong forward and backward linkages with various key phases of the economy. The automobiles produced in the country uniquely cater to the demands of low and middle income groups of population, which makes this sector stand out among other automobile-producing countries. In 2017, India became the world's fourth largest automobile market, and the demand for Indian vehicles continues to grow in the domestic and international markets. To meet the future needs of customers (including the electrical vehicles) and stay ahead of competition, manufacturers are now catching up on up-gradation, digitization, and automation. The chapter also analyzes India's national policy considering these developments. During last decade, the advancement in production and management systems has revolutionized the automobile industry. The industry has witnessed the opening up and growth of several emerging markets. The automotive industry is now facing new and pressing challenges. Globalization, digitization and increasing competition in the market are changing the face of the industry. The size of the organization is no longer a guarantee of success. Only those companies that find new innovative techniques to create value can prosper in the future.

Keywords: Automobile industry, manufacturing process, Industry analysis

Paper 37

DIGI-BANKING HABITS AMONG YOUNGSTERS – A STUDY WITH REFERENCE TO MANGALORE TALUK

Harinakshi

Faculty, College of Management & Commerce, Srinivas University, Mangaluru, Karnataka,
India. Email: harinakshisuvarna02@gmail.com

ABSTRACT

Banking plays a vital role in the advancement and progress of any country's economy. It serves as a catalyst for socioeconomic change as well as a source of economic growth. Many people have opened zero-balance bank accounts as a result of campaigns like financial inclusion. People were also encouraged to use digital platforms as a result of the Digital India initiative, particularly during and after the demonetisation process. Technology has revolutionized banking by allowing customers to receive service 24 hours a day, seven days a week, without interruption. It has been successful in attracting the country's youth population to utilize Digi-banking facilities from anywhere in the country. Because the modern generation is tech-savvy, they easily adapt to new technology. Nowadays, all monetary transactions between adolescents are conducted through a digital platform linked to their bank accounts. People were less likely to visit bank branches because they had access to all services at their fingertips. This research focused on understanding the attitudes of youngsters regarding the usage of Digi-banking.

Keywords: Banking, Digi-Banking, Banking Habits, Youngsters, Digital platforms.

IMPACT OF ONLINE CLASS ON MOBILE ADDICTION AMONG SCHOOL GOING ADOLESCENTS AFTER CORONA VIRUS DISEASE (COVID-19) LOCKDOWN IN KARNATAKA, INDIA

Gururaj Ganapati Gouda^a, Suresh Raghavan^b, Laveena D'Mello^c

^aResearch Scholar, Srinivas University, Mangaluru, Karnataka, India. OrcidID: 0000-0001-9339-5862; Email: gururajitgi@gmail.com

^bResearch Scholar, Srinivas University, Mangaluru, Karnataka, India. OrcidID: 0000-0002-4836-8344; Email: suresh@sureshraghavan.in

^cDean, College of Social Sciences & Humanities, Srinivas University, Mangaluru, Karnataka, India. OrcidID: 0000-0003-1935-002X; Email: lavynoronha@gmail.com

ABSTRACT

UNESCO has noted that 990,324,537 learners affected by COVID-19 pandemic in 130 countries across the globe. Even in India around 320,713,810 students affected in which 143,227,427 students mainly belong to primary and 133,144,371 students belongs to secondary school. Though, education system in India distracted by this pandemic, it has converted the traditional education system into the virtual model. The initiation taken by the Indian Government as well as various stakeholders of the education sector to find an opportunity to provide uninterrupted learning to the students has explored the possibility of using various digital technologies. At this juncture many school going adolescents are observed to be with various psycho-social, behavioral and academic problems after Corona Virus Diseases Lockdown. Excessive use of mobile phone was also noticed among these adolescents. To assess the impact online class during COVID-19 lockdown on mobile phone addiction among school going adolescents in Karnataka, India, we have conducted an online survey from 1st March to 25th March 2021. A total of 374 students responded to the questionnaire. The descriptive statistics was done to know the prevalence of the data, and coefficient correlation test was conducted to know the relationship between various demographic variables and mobile phone addiction. Our study showed 94.7 percent students were engaged in online learning in which 78.1 percent were using mobile phone during COVID-19 pandemic. It is also identified that a majority of the students (58.8%) with mild level of mobile phone addiction in which girls (71.1%) are found to be more than boys. Even though no correlation between online class and mobile phone addiction it is identified the excessive use of mobile phone during the pandemic for online class has become a platform for the addiction. Mental health professionals, teachers and other volunteers with the collaboration of government are suggested to help the parents and children to understand the consequences and underlying issues of mobile phone addiction.

Keywords: Online Class, Mobile Addiction, Adolescents, COVID-19. Teaching & Learning.

Paper 39

BROADCASTERS/RADIO AND TELEVISION INDUSTRY

Bhoomika B. S. & Chaithali Shetty

1st year MBA , College of Management and Commerce , Srinivas university, Mangalore ,
India.

Email : bhoomikabs20@gmail.com and chaithalishetty99@gmail.com

ABSTRACT

Television content consumption has become daily activity for human beings like consumption of food, sleeping and talking. Like our food tastes vary according to age and gender, content consumption also vary according to age and gender. An old age couple is glued to spiritual channels and young kids to cartoon networks. Young housewife need close of family soaps and on the other hand office going males are intoxicated to news and current affairs channels. India has witnessed sharp growth of TV broadcasting during the last two decades. This industry has grown fast as compared to other industries which took time to evolve. One objective of the study was to enumerate and analyze growth of TV broadcast industry in India starting from 1959. Results have reflected that people like viewing content in their own language and culture. This has given rise to growth of regular TV channels. The regional TV channels have increased in Tamil, Kannada, Marathi, Punjabi, Malayalam and Telugu languages.

Keywords: Radio and Television Broadcast Industry, Broadcast channels, Industry analysis, SWOT analysis.

Paper 40

USE OF LEAN TO IMPROVING THE EFFICIENCY AND FULFILMENT SERVICES IN THE FRONT OFFICE DEPARTMENT BY QUALITY INITIATIVES IN A TERTIARY CARE SET UP

Mrs. Nirmala Kumari

Research Scholar, Srinivas University, Mangalore

Email: nirmalak0449@gmail.com

ABSTRACT

Lean is an organizational redesign approach that is increasingly being used in health care. Lean is the process of optimizing systems to reduce costs and improve efficiency by eliminating product and process waste. The case study examines the use of lean to improve the efficiency and fulfilment services in the front office department of the hospital through quality initiatives. The study type was observation, retrospective and prospective. The responses of the patient were considered after implementation of lean to registration and admission process in front office department in the hospital. The target population was the patient availing registration and admission. Turnaround time is measured by an audit and patient feedback using questionnaire method is taken at the time of discharge. DMAIC (Define, Measure, Analyse, improve and control) is applied as it was observed that the admission process was consuming too long to complete. Keeping this model as base lean principles was applied and value and non-value added activities were identified. Using lean principles Non value added activities were eliminated. The fish bone diagram is also used for the study to identify all the factors that have an impact on the registration and admission process in the hospital. Finding showed that 11 steps were identified in the pre-implementation phase which was resulting in the elimination of 5 steps. The total number of steps in post implementation came down to 6 steps but no elimination of steps was done in the process of registration but the minimization of time is done. It was observed that time taken in the registration unit before the implementation was 17min, which was then, reduced to 7minutes and in the admission unit the time was reduced from 40minutes to 15minutes minutes by applying the Lean principles. In pre implementation phase it was found that patient is given feedback about the admission process will be taken more than 20 minutes (around 75%). The study reveals that implementation of lean principles will improve the efficiency and fulfilment of services by quality initiatives in the hospital set up.

Keywords: Lean, Turnaround Time, Front office department, Quality of services, Registration, Admission, Fish Bone diagram, DMAIC

COMPARISON BETWEEN MANUAL AND ELECTRONIC MEDICAL RECORDS-A CASE STUDY

Ms. Vijaya Parameshwari¹ & Dr. Suresh Kumar P. K.²

¹Research schooler, College of Management & Commerce ,
Srinivas University, Mangalore

Email: vijayakeshavbhat@gmail.com

Mobile No.: 9448843519

²Professor Research Guidance, Srinivas University, Mangalore.

ABSTRACT

Medical records department is one of the suitable departments in a hospital providing patient care by using manual medical record process and electronic medical record process. An electronic medical record is a digital version of the traditional paper based medical record. Pre implementation & Post implementation of the study will help to analyze the efficiency & deficiency of EMR process. To assess the consumption of time taken in retrieval of patient medical record and patient waiting time in the outpatient department, analyze the advantages and obstacles after implementing the electronic medical record process. It was a comparative and time bound study, conducted for the period of 6 months (January 2019 to July 2019). Parameter such as revisit time and files receiving time at OPD were taken to calculate the total turnaround time. It was found that the files which were received electronically received within seconds that is within standard time & the files which were received manually took more than electronic medical record time, hence implementation of EMR in hospital will help in reducing the patient waiting time & improve the quality of patient care

Keywords: Manual Medical Record, Electronic Medical Record, Out Patient Department, efficiency, Deficiency.

Paper 42

DIGITAL TRANSFORMATION AND MOBILITY BANKING- A CASE STUDY WITH REFERENCE TO ICICI BANK

Vidya M.

Research Scholar, College of Management & Commerce, Srinivas University, Mangalore,
India. Orcid ID: 0000-0002-8953-6017, E-mail: vidya.ghanshyam@gmail.com

ABSTRACT

Digitalization is the most applied instrument in current scenario concerning every field of business. Banking industry and technology is interconnected concept. Emerging technologies and digital business models have transformed the landscape of every industry including banking. Technology has transformed banks in creating innovation and helped to redefine value, innovate, collaborate, and grow abundantly. banks are offering multiple products electronically like E-wallets, payment cards and kiosk banking, mobile banking, internet banking, IMPS, UPI facility to customers so as provide most convenient services to customers. ICICI bank on of the leading private sector bank completely digitized with fintech technologies like AI, machine learning, IOT, Blockchain, cloud computing etc. The bank has played a pioneering role in digital transformation of financial services industry in India. The research provides an insight on various new technologies such as AI, Machine learning etc. that plays vital role in digital revolution of banks. The aim is to find out the application of these technology driven innovative products & services by ICICI banks. The last section of the study shows a comprehensive analysis of digital transformation in ICICI bank using SWOT analysis.

Keywords: Banking industry, Digitization, AI, Machine learning, E-wallet, SWOT analysis

PAINT INDUSTRY

Likhin K. P.¹ & Karthik K. A.²

1st year MBA, Srinivas College of Management & Commerce, /Srinivas University,
Mangalore, India E-mail: likhilikki@gmail.com

1st year MBA, Srinivas College of Management & Commerce, Srinivas University,
Mangalore, India E-mail: karthikkenadka@gmail.com

ABSTRACT

The paint enterprise is one of the most vital and stressful industries in the world marketplace. It includes manufacturing and advertising and marketing of paints, varnishes, stains and exceptional coatings. As in line with the literature, the Indian paint industry is of INR 50,000 crores turnover. The enterprise is split in to two components, decorative/ home (like houses, real property, and many others.) and commercial (which incorporate automobiles, digital objects like refrigerator, washing device, and many other.). Out of those two segments of enterprise, threefourth contribution is coming from decorative / domestic while one fourth of the business is contributing by using commercial paint segment. Amongst home section Asian Paints is the main enterprise while in commercial segment Kansia Nerolac has captured marketplace in India.

Keywords: Paint industry, Indian, Paint Company, Growth, Market share

FERTILIZER INDUSTRY

Supritha H. K. & Sahana Karkera

1st year MBA, College of Management and Commerce, Srinivas University

India E-mail: suprithahk1999@gmail.com

karkerasahana23@gmail.com

ABSTRACT

India the second largest producer of Firms Output where majority of population Depends on the agricultural activities for their livelihood. The growth of industries and opening of MNCs has not at declined the importance of agriculture in India. Economic Development is not a sole function of industrial development, it also includes development of Agriculture. Sustainable development is the need of the time and it can only be achieved through balanced growth of both agriculture and industrial sector. Almost 8000 years ago farmers recognized its value. This is the first of a three-part series although it was previously thought that the concept of fertilizer use may have only dated back 2000 to 3000 years, early farmers were using manure to fertilizer their crops as long as 8000 years ago. Abstract Neolithic man probably used fertilizers, but the first fertilizer produced by chemical processes was ordinary superphosphate, made early in the 19th century by treating bonus with Sulphur acid. Coprolites and phosphate rock soon replaced bonus as the sources. A century ago two German chemists, Fritz Haber and Carl Bosch, devised a way to transform nitrogen in the air into fertilizer, using what become known as the HaberBosch process. There is a popular saying “Countries are known for the Their Greenery, and India is one of those country. Growth of agricultural and growth of fertilizer industry supplement each other. Both go hand in hand. The article attempts to present a board view of fertilizer Industry in India perspective. Through the use of secondary data, attempts have been made to study issues like demand and supply position, consumption trends, growth factor of fertilizer in India.

Keywords: Agriculture, Development, Fertilizer, Industry, Growth

Paper 45

A STUDY ON ADVERTISING INDUSTRY

Anitha and Ashwini A. V.

MBA, college of management and commerce, Srinivas university, India. st 1 Email:
anithalb24@gmail.com & ashuacharya171@gmail.com

ABSTRACT

The advertising industry research article is to examine the eight decades of Indian advertising From the Indian independence to contemporary India. with the introduction of advertising in the 20th century, work opportunities in the field of newspapers, radio, television, mail, magazines and now the internet. This research article helps to examine and to evaluation of Indian advertising paper will also discuss about the recent developments or trends In Indian advertising industry. The changing Indian economic, political and social scenario with changing consumers Needs with children and women's role in Indian advertising. Indian advertising is long and informative journey. Indian advertising has changed significantly with advance and with digitalized technology the added creativeness ,unconventional method and with different ways to present product/services in the competitive market environment .this article helps in forecast the challenge and Lad's towards the way of solution .Advertising Helps In computations of complete analysis and forecasting about the future uncertainties and describes market size With improved ratio of advertising industry .Gearing towards digital future. We have analysed the finical structure and the rate of growth, process in predictive analysis and their impact on advertising and the suggestion to solve the affairs and major impact of cvd19 Pandemic on the consumer behaviour and the structural engineer. External analysis of PESTEL analysis lads to advertise development And CSR of the company and examine their strategies using the SWOC framework as a case study.

Keywords: Advertising industry, opportunities, services, digital analysis, Marketing, SWOT analysis, PESTEL analysis predictive analysis

Paper 46

A STUDY ON AUTO MANUFACTURING INDUSTRY

Ashwini A. V. and Anitha

1 st year MBA,

College of Management and Commerce, Srinivas University, India

Email: ashuacharya171@gmail.com & anithalb24@gmail.com

ABSTRACT

Auto Manufacturing industry is one of the most important drivers of economic growth of Indian and one with high participation in global value of chains in 2017, India became the world's 4th largest automobile market. It was 7th largest Manufacturer of commercial vehicles in 2017. It has strong export in near future, and demand for the Indian vehicles Continue to grow in the domestic and International market. To meet Future need of customers and stay ahead of competition. This study concentrates on four main objectives that is main segments in production of Vehicle, and to evaluate and understand investment and shares in the Indian market filed and current scenario of auto manufacturing industry In India. The present Paper measures the financial performance of major selected automobile companies. Apart from these factors the main aim of this paper is to challenges faced by these industries, products and services offered, stakeholders in competing business world. The analysis study the alternative fuel to vehicles, production, technology advancement in the field, energy use, emission of policies and growth in VFM and luxury Vehicle, GDP contribution towards the economic growth of the country, industry has responsible towards the society where they carry their business environment. The data collected through secondary data, and based on review and research-based Paper from different fields and analysed by authors of article. This industry can be improved in several ways. This paper will help to understand the ways to improve the sector. In this paper we studied Objectives, source of data, vehicle manufacturing in India, SWOT and PESTEL analysis of industry, impact of covid 19 pandemic situations, Findings from the study, challenges faced by industry and suggestions for improvement.

Keywords: Auto manufacturing industry, Automobiles, Research and Development, Technology, Strategy, Consumer, Vehicle.

CEMENT INDUSTRY

Karthik K. A. & Likhin K. P.

1st year MBA, Srinivas College of Management & Commerce, Srinivas University,
Mangalore, India E-mail: karthikkenadka@gmail.com

1st year MBA, Srinivas College of Management & Commerce, Srinivas University,
Mangalore, India E-mail: likhinlikki@gmail.com

ABSTRACT

Cement is the unmarried maximum essential and profitable product inside the building material area and with the intake of cement in India to touch 600 million tones through the year 2020.- this is simply the California Gold Rush of the brand new century. With an 8% GDP growth charge, governmental infrastructure augmentation and populace enlargement, the Indian cement enterprise is a market of opportunities waiting to be tapped. An immediate implication of this sectoral growth is the influx of multinationals like Holcim and Lafarge, on the way to drive Indian cement companies in the building industry to adapt new commercial enterprise techniques to complement the better demand and opposition. A cogent analytical research on governmental reviews, enterprise data and cement MNC annual reviews has been carried out. On evaluation and scrutiny of the wonderful variables worried in this marketplace, this paper investigates the modern-day and destiny tendencies in the Indian Cement enterprise and calculates key commercial enterprise strategies that cement combinations should adapt to compete in the Indian constructing substances market.

Keywords: Cement industry, Indian, Business Strategy, Building industry, Market Research

Paper 48

ALCOHOLIC BEVERAGES INDUSTRY IN INDIA AN EXPLORATORY STUDY

Ancy Thomas

1st Year MBA, College of Management and Commerce, Srinivas University, Mangalore, India. E-mail: thomasancy1999@gmail.com

ABSTRACT

India is the 3rd largest liquor market in the world and one of the fastest growing market in the world. On the back of demographic and economy. The Indian liquor market, which is divided into various like IMFL (Indian made foreign liquor), imported liquor, beer, and country made liquor is brinning with growth. There is increasing recongnition that consumption of alcohol is a major contributor to burden of disease in India and the developing world, and is indeed a major public health concern. The complex relationship between government, industry and individuals call for through review of the current situation. In response of the Covid-19 pandemic as with other countries across the world, the central and state Government of India initiated several measures to slow down the spread of the virus and to ‘flatten the curve’. The way forward could be a pragmatic and utilitarian approach involving continued access to alcohol, while observing all physical distancing norms necessary during the pandemic, for those who want to continue drinking. But with favorable demographic, rising dispensable income level and great acceptance of alcoholic beverages in social circle, the outlook for the Indian alcoholic beverages continues to remain positive. In addition changing consumer preference toward premium varieties of IMF is likely to result in sales mix grandually improve in favour of premium brand while public health implement many of these policies concerning alcohol have long been accepted the failure to implement may policies demands a more balanced and nuanced approach to the problems. However a large proportion of alcohol produced in India. The low cost makes it an attractive option for low income groups. The lack of regulation and quality control also leads to mortality and blindness to methanol poisoning in addition to harmful use and physical morbidity. The present study is an attempt to analyze exploratory and to understand the various factors which are fuelling the growth of Indian alcholic and beverages industry.

Keyword: Liquor, Alcoholic and Beverages, Hotel industry, GDP

Paper 49

INDUSTRY ANALYSIS OF E-COMMERCE

Shreyaswini G. & Gowri N. K.

1st Year MBA, College of Management & Commerce, Srinivas University, Mangalore, India.

Email: shreyashetty536@gmail.com & gowrigovind0@gmail.com

ABSTRACT

E-commerce is both technological and business oriented. & Electronic commerce is the process of doing business through computer networks. A person is sitting on his chair in front of a computer access all the facilities of the internet to buy and sell the products. Unlike traditional commerce that is carried out physically with effort of a person to go & get products, ecommerce has made it easier for human to reduce physical work & to save time. E-commerce which was started in early 1990's has taken a great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of security. E-commerce is now seen as a reality for many businesses and a normal part of business plan. we get the immediate benefits, in terms of cost savings, efficiencies and enhanced profitability are clear at every stage in the supply chain. In year 2000 saw many Dot-com companies built up & many companies going into E-commerce. The main advantages of e-commerce over traditional commerce is the user can browse online shops, compare prices & order merchandise sitting at home on their PC. For increasing the use of e-commerce in developing countries the B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For developing strategy shows the importance of the e-commerce in developing countries for business applications. E-commerce is a term for any type of business, or commercial transaction, that involves the transfer of information across the internet. It covers range of different types of businesses, from consumer-based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the internet to emerge. The report is about the potential offered by internet-based business -to-business(B2B) e-commerce for improving access to global markets for firms in developing countries. E-commerce includes E-tailing, B2B, intranets and extranets, online advertising, and simply online presence of any form that are used for some type of communication. For the developing country like our India advancement in e-commerce is a challenge to compete with the developed countries.

Keywords: E-commerce Industry, E-commerce Strategy, E-commerce Business Models, E-commerce Market Share, Growth, E-commerce Segments

Paper 50

TAXES IMPLIED ON THE IMPORTS DURING THE PANDEMIC IN INDIA

Lakshitha P., Chaithali & Harshitha B. R.

First Year MBA, College of Management & Commerce, Srinivas University, India.

Email: lakki2328@gmail.com

ABSTRACT

Tax is a statutory accord to state revenue, implied by the government on worker's income, business profits, and cost of some goods, services, and transactions aiming to capitalize the government expenses and for the comprehensive development of the country. As India is a developing country the tax on imports is high because of India's policy of encouraging homegrown industries. Entire imports in India are subject to a tariff. The key element that aids the economy to conduct well and have a good economic condition is its trade activity which the economy practices to be the best. India the seventh-largest economy in the world whose gross domestic product is shrinking due to the economic effect of the pandemic has risen the import duty. The export and import policy in India is better known as the Exim policy. In this policy, certain rules and regulations are to be considered during the export and import of goods. The COVID-19 pandemic is the happening global pandemic that is also affecting the economic growth of India.

Keywords: Taxation, Revenue, Tariff, Export & import, Pandemic

Paper 51

FERTILIZER INDUSTRY IN INDIAN CONTEXT

Murshid Abdulla.

First-year MBA, College of Management and Commerce, Srinivas University, India.

Email: murshidkmr308@gmail.com

ABSTRACT

India's fertilizer sector is critical, since it generates some of the most critical basic ingredients for crop development. The major goal of the fertilizer industry is to provide a steady supply of main and secondary nutrients for crop production. The chemicals play a crucial role in enhancing and prompting plant growth and producing low-cost fertilizer. Approximately 70% of India's population depends on agriculture, which is mostly focused on the usage of fertilizer. Furthermore, India's agriculture-based economy is steadily increasing the fertilizer industry's competitive edge across the country. The fertilizer sector is critical to the country's growth and significantly contributes to its Gross Domestic Product (GDP). Sustainable development is a pressing issue that can only be met by balancing the fertilizer, and agricultural sector expansion. This paper studies and analyses the fertilizer sector in greater depth, considering SWOT analysis and other examinations. This study aims to provide a comprehensive overview of India's fertilizer industry, including the growth of a specific industry in India, as well as the demand and supply in the sector. The study also recognizes different parameters of fertilizer industry such as the current circumstances, developments, key players, innovation, advancements, manufacturing processes, operations, and supply chain management. This research aims to present a clear picture of the fertilizer sector, including its opportunities, problems, position in the worldwide market, and impact of the new coronavirus.

Keywords: Fertilizer industry, demand and supply, Growth or development, major challenges, strategic analysis.

Paper 52

AIRLINE INDUSTRY IN INDIA A CASE STUDY ON CUSTOMER SATISFACTION AND QUALITY MANAGEMENT

Ancy Thomas

1st Year MBA, College of Management and Commerce, Srinivas University, Mangalore,
India

E-mail:thomasancy1999@gmail.com

ABSTRACT

Because of immense completion in today's business market, the organization are struggling to apply different marketing strategies and programs to gain more market share and acquire more customer. Successful firms are making a concerted effort to develop closer ties to their customer. However, the customer has not always been King. The study explores the level of service quality and its relationship with customer satisfaction in the airline industry. To make them satisfies and loyal to their company, on the other hand. Therefore they can ensure long lasting relationship with their customers and create barriers in front of customer's brand switch. Application of CRM as continuous marketing problem has gained great importance recently. Through application of CRM organization gain knowledge reading their customer and transmit this knowledge to company offer to fulfill the needs of customers satisfy them. Airline efforts to provide better loyalty programs and customization of service, besides making relationship with them can help to create customer satisfaction as prerequisite of loyalty. This study looks at the role of customer satisfaction in the domestic airline and international airline sector, with specific focus on customer segmentation, the linkage between customer satisfaction and future usage and what attributes influence customers choice in airlines. For this study, in addition to the traditional airline satisfaction measures, variables like network of destinations, safety record of the airline and economical air fares have also been considered in determining the factor of customer choice. This study attempts to provide some insights that would help domestic airlines to better understand the marketing strategies in emerging highly competitive market.

Keyword: CRM, Loyalty, Customer, Satisfaction, airport

Paper 53

AN ANALYSIS OF INDIAN ENTERTAINMENT INDUSTRY – PAST, PRESENT, AND FUTURE

Velita Sibon Lobo* & Dr. K. Shivshankar Bhat**

*Research Scholar, College of Management and Commerce, Srinivas University, Mangalore, India. Email:lobovelita@gmail.com

**Research Professor, College of Management and Commerce, Srinivas University, Mangalore, India. Email:bhatkss@yahoo.com

ABSTRACT

The Entertainment Industry (informally known as Show Business) is part of the tertiary sector of the economy and embraces fields of theater, films, fine arts, dance, music, television, radio, media, sports, cultural events, etc. This industry is constantly evolving with innovations and ideas for the market. It is expanding explosively in terms of revenue and volumes employing creative and technical people. It witnessed explosive growth during post liberalization that led to internationalization and expansion of the market. This study explores the evolution, growth, threats, challenges, future trends, and impact of FDI on the Indian entertainment industry. This study uncovers the impact of internationalization and its potential for providing employment. This analysis is an exploratory study based on secondary data including Google, online journals, reports, and news articles.

Keywords: The entertainment industry, growth, employment, Internationalization, Audience.

Paper 54

A STUDY TO EXAMINE THE FIRE SAFETY CONDITIONS OF A TERTIARY CARE HOSPITAL

**Indu Susan Varghese¹, Ashfiya Banu¹, Mariyam Shamnaz²
& Keerthana K. S.³**

1. Lecturer, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Sciences. India

2. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Science. India

3. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Science. India

4. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Science. India

ABSTRACT

Fires can be devastating, especially in a hospital where a large number of people who need to be evacuated may be vulnerable – immunocompromised, on life support, and incapable of moving on their own. Fire disaster is a common threat to lives and property. Fire accident can lead many injury and death. The fire can be extended to accident if there is no person to fight quickly. Therefore it is important for healthcare workers to have knowledge and practice on using fire extinguisher. Each hospital is required to have fire detection, fire alarm and fire suppression system in place. Mitigation and prevention of fire must be a priority in most of the healthcare institution. Protection of the hospital against fire is very important due to presence of disable persons, lack of awareness and expensive devices and equipments in hospitals. Fire extinguisher should be everywhere within the buildings. Being comfortable using extinguishers involves being familiar with them. Being able to use fire extinguishers correctly could save your life or the lives of others.

Keywords: Knowledge, practice, fire extinguishers, healthcare workers

A STUDY ON FSN ANALYSIS

Ranjitha¹, Sonal Sophia Fernandes¹, Thasika², Asma³ & Karishma Francis⁴

1. Associate Professor , Department of Hospital Administration, AJ Institute of Hospital Management Mangalore. Rajiv Gandhi University for Health Sciences. India.

1. Post Graduate Student, Department of Hospital Administration, AJ Institute of Hospital Management Mangalore. Rajiv Gandhi University for Health Sciences. India

2. Post Graduate Student, Department of Hospital Administration, AJ Institute of Hospital Management Mangalore. Rajiv Gandhi University for Health Sciences. India

3. Post Graduate Student, Department of Hospital Administration, AJ Institute of Hospital Management Mangalore. Rajiv Gandhi University for Health Sciences. India

4. Post Graduate Student, Department of Hospital Administration, AJ Institute of Hospital Management Mangalore. Rajiv Gandhi University for Health Sciences. India

ABSTRACT

FSN analysis is an inventory management technique. The items are classified according to their rate of consumption. The items are classified broadly into three groups: F – means Fast moving, S – means Slow moving, N – means Non-moving. Fast-moving items are items in your inventory stock that are issued or used frequently. When it comes to slow-moving items, these ones are issued or used for a specific period of time. Lastly, non-moving items are not issued or used at all over a certain time frame. FSN analysis can be beneficial for showing which items are active in the inventory. The active, fast-moving goods need to be reviewed regularly. This helps us make smarter buying decisions from suppliers and keep inventory relevant to demand. It can also show us which items are no longer necessary to keep in stock. The non-moving items are surplus to requirements. From the above study we can conclude that FSN analysis helps to the organization to manage the inventory efficiently and also to closely monitor the consumables as per FSN. It helps while procuring the purchase order and also standing orders can be placed for fast moving items. It helps to avoid investments in slow or non-moving items. It is also useful in facilitating timely control. Ensure a timely supply of materials.

Keywords: FSN, consumables

Paper 56

FUTURE SUSTAINABILITY OF ARECANUT CULTIVATION WITH INNOVATIVE METHODS OF CULTIVATION, GOVERNMENT REFORMS AND VALUE ADDITION

Prof. Phaniyappayya Hebbar* & Dr. Anil Kumar**

*Research Scholar Srinivas University, hebbarpani@gmail.com

**Registrar, Srinivas University, registrar@srinivasuniversity.edu.in

ABSTRACT

The arecanut is one of the important commercial crops in India. India is the highest producer of arecanut in the world. It is also known as betel nut and mainly used for masticating. It is used in preparation of pan masala, supari. Arecanut is used in religious and social ceremony also. 'Tambula' plays an important role in religious ceremony and betel nut is one of the ingredients of 'Tambula'. The present method of cultivation has high risk at the time of applying the pesticides and harvesting as the laborer has to climb the tree. Innovation has been done in new breeds of betel nut to avoid the risk. New reforms in rules and regulation relating to marketing and research has been done on value addition of arecanut is bringing new hope to the farmers and motivates the local youth to involve themselves in cultivation of arecanut.

Keywords: Arecanut, new reforms, value addition, commercial crops.

Paper 57

USAGE OF PREVENTIVE HEALTH CHECKUP PACKAGES IN A TERTIARY CARE HOSPITAL -A STUDY

Mrs. Ashika D.¹, Khadeeja Shahana Kalai¹, Anjusha T. A.², Roshni³

1. Lecturer, Department of Hospital Administration, AJ Institute of Hospital Management
Mangalore. Rajiv Gandhi University for Health Sciences. India.

1. Post Graduate Student, Department of Hospital Administration, AJ Institute of Hospital
Management Mangalore. Rajiv Gandhi University for Health Sciences. India

2. Post Graduate Student, Department of Hospital Administration, AJ Institute of Hospital
Management Mangalore. Rajiv Gandhi University for Health Sciences. India

3. Post Graduate Student, Department of Hospital Administration, AJ Institute of Hospital
Management Mangalore. Rajiv Gandhi University for Health Sciences. India

ABSTRACT

Prevention is better than cure. Thus preventive health check plans have become a necessity in modern world. Every organ in our body requires a different test or examination to find whether it is malfunctioning or performing well and this can be done through preventive health checkup. Preventive Health Checkup Packages includes a series of tests to determine whether you are on the right health track. Health check-ups should fulfill minimum quality assurance standards at a reasonable cost. The preference and utility of the Health Checkup Packages is depend upon age, gender, occupation and the series of tests involved in the package at an affordable rate To analyze the usage of different Preventive Health Checkup Packages. The overall study depicts the most used health checkup package due to the series of tests included in the package at an affordable price and also the study shows the fluctuation in number of patients availing preventive health checkup packages during the study period because the number of patients availing health checkup was less during the initial months of study (Sep and Oct) and then increased by the next months of study.

Keywords: Preventive Health Checkup Packages, Comprehensive, Executive, Tertiary Care Hospital.

Paper 58

SOURCES AND APPLICATIONS OF FUNDS IN INDIAN URBAN COOPERATIVE BANKS

Mr. Hemantha Kumara M. G.

Assistant Professor, Department of MBA, PESITM, Shivamogga. mghemanth87@gmail.com

phone : 9606279248

ABSTRACT:

The success or the failure of a financial institution mainly depends on the way they effectively collect the funds and efficiently manage those funds in turn to get return. The effective fund management is something like our heart manage the blood circulation throughout the body and have control over the functions. This study examines the sources and applications of funds by cooperative urban banks in India overall. Banks's performance is measured by the way they raise the funds and how do they manage that fund to increase the efficiency of Bank. Efficiency of bank in financial operations decides their survival level and the long-term objectives of the bank. For the cooperative urban banks, the efficiency of financial operations in their business is interlinked with efficient management of funds which is reflected through the financial margin and is the ultimate financial gain available to them, which are influenced by owned funds to working funds, low-cost deposits to total deposits and balanced credit to deposit ratio. Generally, the Urban cooperative banks works on the principles of cooperation, self-help and mutual help, and even these banks are organized well in terms of their fund management and other financial operations.

Keywords: Effective fund management, principles of cooperation, financial operations

HOSPITALITY INDUSTRY ANALYSIS

Ahamed Muhsin V.

First year MBA, College Of Management and Commerce, Srinivas University, India E-mail:

muhsinriyadh@gmail.com

ABSTRACT

The hospitality industry, in which hotels are a major component, its provider and therefore highly reliant on human resources. The presence of staff from all departments is needed for a hotel to run smoothly, from front-office departments like Front Management, Housekeeping, and Food and Beverage to back-office departments like Accounting and Engineering. Their working methods are as follows: Training is a must. An important and inseparable part of human resources management, particularly in this industry, is to manage directly impacts on the service, thus to the guests' satisfaction. Though an employee is expected to align the job description once hired, training serves as a strategic tool for implementing the differentiation strategy by building a team of high-quality employees to deliver an outstanding level of service and meet the standards of the guests. Training has been associated with higher self-esteem, lower turnover, improved product and service quality, higher guest satisfaction, lower business costs, the use of modern technologies, greater capacity to meet the demands of a target market, more trained staff, increased self-awareness, improved attitude, and more teamwork, as per studies. The aim of this study is to look into the requirements for successful training in five-star hotels and see how it affects hotel staff skills, morale, efficiency, and cost savings. The approach in this study is quantitative, with questionnaires is often used to gather data from the study sample. The study also generated a number of significant observations regarding the effects of successful training on hotel employees' skills, performance, and productivity, as well as its price potential. The study offers a collection of guidelines for hotel managers, human resource managers, and workers on the value of successful training and its effects on achieving positive outcomes for hotel employees, as well as increasing efficiency and customer satisfaction.

Keywords: Hospitality, Tourism, Human Resource, Training

HUMAN RESOURCE MANAGEMENT IN NGOS – A CASE STUDY ON TRF FOUNDATION

Steevan D Souza N¹, Dr K. V. M. Varambally² & Venkatesha Nayak³

¹Research Scholar, College of Management Studies and Commerce, Srinivas University,
Mangalore, Karnataka, India

Email: meetsteev@gmail.com

²Research Guide, College of Management Studies and Commerce, Srinivas University,
Mangalore, Karnataka, India

³Assistant Professor, Department of PG Studies in Commerce, Sacred Heart College,
Madanthyar (Affiliated to Mangalore University)

ABSTRACT

The effectiveness of an organization depends on its human resources and its qualities which organisation or any industry uses to the maximum. Non-Governmental Organizations(NGO) are not part of the government but they have significant role in pursuing the various activities like literacy development, environmental protection, community support, health, women empowerment, employment, Animal Protection, Human rights and so on. These organisations have a legal status and are registered bodies under the specific Act of the government. Human Resource is an vital components out of all other resources for any organisations. Human resource management is the management of the people who work in an organization. Human resource practices focuses on the different aspect that can enhance the potential of an individuals like managers, employees, coordinators, project officers, field workers etc. Training and developing, performance appraisal, potential appraisal, career counselling, employee welfare, health and safety are few of the human resource management tries to accomplish. This paper on TRF Foundation aims to explore the role of human resource as an integrating factor to the service sector like NGO's. Further, the study tries to analyse the organisational structure and does the SWOT analysis. Today, fast changes in the business environment and the advances in technology, communication and consumerism, planning of human resources has become an incessant activity on the part of HR functionaries working in NGOs. In this pandemic can the NGOs survive with the constraints like fund management and resource scarcity in providing a better environment to the human resources in an organisation?

Key words: Management, Human Resource Management, Non-Governmental Organization, Talent Research Foundation

Paper 61

INDIAN MOBILE INDUSTRY AND ITS GLOBAL PROSPECTS

Preetham & Puneeth Kumar C.

First-year MBA, College of Management and Commerce, Srinivas University, India. Email: preethampreethuacharya@gmail.com, puneethc2@gmail.com

ABSTRACT

India has the second largest wireless communication subscriber base in the world. Wireless subscribers comprise 96% of telecom subscribers in India and contribute to an urban wireless teledensity fourfold that of rural India. One of the reasons for the popularity of mobile phones in India is the low call tariff. At 1.6 USD/month, India has one of the lowest mobile call tariffs globally. This makes mobile phone communication economical in the Indian context. Further, the average expenditure on mobile phones in rural households is an estimated 5 INR/month, while the same is 37 INR/month in urban poor households. This paper reviews recent research on mobile industry by considering various SWOT, PEST analysis and other examinations. Service satisfaction; Current situation; Various competition; Technology; Innovation; Revolution of Mobile industries; Pros and Cons of Mobile phone. This paper also recognizes the introduction of mobile phone in 1995–1996 in India, are becoming the dominant means of accessing communication. At the end of 2005–2006, there were 90 million mobile subscribers in India in comparison to 50 million subscribers for landlines. The increase in mobile phones has been phenomenal in comparison with landlines since the introduction of mobiles in the country. This research aims to present a comprehensive overview of the mobile sector, including its opportunities, problems, position in the worldwide market, and impact of the new coronavirus.

Keywords: Evolution of mobile phones, Mobile Phones, SWOT analysis, Mobile Companies in India, Mobile Phone Demand and PEST analysis

Paper 62

IT INDUSTRY IN INDIA AND GLOBAL CONTEXT

Sooraj B.

First-year MBA, College of Management and Commerce, Srinivas University, India. Email:

iamsoorajb@gmail.com

ABSTRACT

The Information Technology (IT) and Software Industry are working a pivotal part within the making of Indian cities. The Information Technology & Information Technology enabled Services (IT-ITeS) industry is a rapidly evolving sector that is transforming the face of Indian business standards. The Information Technology (IT) escalates coordination within the firm and among the firm and its external partners. This paper analyse later investigates IT industry by considering different SWOT, PESTLE analysis, and other examinations. The analysis revealed the wide research areas of customer satisfaction; Service satisfaction; Current circumstance; Different competition; Innovation; Advancement; IT within the worldwide situation; and Contribution to GDP and CSR activities. The study recognizes that the development of a solid Indian IT industry happened due to collective endeavors for the sake of the government, especially since the 1980s, and the crowd of other components like Government-Diaspora connections, private initiatives, the emergence of software technology lots, clustering, and public-private partnerships. The most objective of this paper is to portray the Information Technology; opportunities and challenges of businesses to realize vital services compared to their competitor; global IT trends for future; and critical issues and solution of IT industry.

Keywords: IT industry, Products and Services of IT industry, ITES, BPO, SWOT analysis, PESTLE analysis

Paper 63

CUSTOMER SATISFACTION IN RETAIL OUTLETS A STUDY OF BIG BAZAR, UDUPI

Mrs. Jayalaxmi* & Dr. (Lt Cdr) P.K.Suresh Kumar**

*Department of Commerce and Management, Poornaprajna College, Udupi

Research Scholar, Srinivas University, Mangalore

Mob: 9964282714, Mail: jaibhat72@yahoo.com

**Research Guide, Srinivas University, Mangalore

ABSTRACT

Retail is the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit. Retailing has become such an intrinsic part of our everyday lives that it is often taken for granted. The nations that have enjoyed the greatest economic and social progress have been those with a strong retail sector. Why has retailing become such a popular method of conducting business? The answer lies in the benefits that a vibrant retailing sector offers—an easy access to a variety of products, freedom of choice, and high levels of customer service. Big Bazaar is an Indian retail chain of hypermarkets, discount department stores, and grocery stores. The retail chain was founded by KISHORE BIYANI under his parent organisation Future Group. Founded in 2001, Big Bazaar is one of the oldest and largest hypermarket chains of India, housing about 250+ stores in over 120 cities and towns across the country. In 2020, Big Bazaar was acquired by Reliance Retail, the retail division of the Reliance Industries, as part of a ₹24,713 crore (\$3.36 billion) sale transaction of Future Group. Big Bazaar Udupi is the very first hypermarket in temple town Udupi located opposite T.M.A Pai hospital near Taluk office and provides wide range of products varying from groceries, apparels, electronic accessories, and many other household items. The aim of this research is to find out how the retail stores in Udupi locality can improve the quality of consumer service, the offered selections and general atmosphere at the store and to study the ‘satisfaction’ level of “BIG BAZAAR” customers with regard to services offered by “BIG BAZAAR”. The service provided by BIG BAZAAR is used by the majority of the respondents and the reason for choosing is the quality of service followed by brand image of BIG BAZAAR. The study reveals that majority of the customers who shop at big bazaar are satisfied with the quality of products and services offered by big bazaar. Customers in UDUPI do want additional features to be added in their service in future.

Keywords: Multiple channels, Hypermarkets, Consumer service, multiple channels.

Paper 64

WORKFORCE DIVERSITY AND INCLUSION: IMPACT ON EMPLOYEE PERFORMANCE

Krithi

Research Scholar, College of Management & Commerce, Srinivas University,
Mangalore – 575001, India

Orcid ID: 0000-0001-8911-0975; E-Mail: Krithiks2020@gmail.com

ABSTRACT

In this era of globalisation, the composition of organisations is significantly more diverse than it has ever been. With easy access to technology and most resources, the only thing that separates one organisation from another is its workforce. Organizations with Human capital advantage can always succeed in achieving their objectives as they consider employees as their ultimate strength and believe that investment on employees is definitely going to give high returns and help them achieve the ultimate objective. Organizations constantly strive to find and understand various ways and means of increasing employee productivity and performance and one such technique which is being practiced now a days is recruiting and managing a diverse workforce. Employees of different ages, genders, ethnicities, castes, colours, races, religions, cultures, disabilities, personality traits, work experience, region, and other factors are referred to as workforce diversity. Managing workforce diversity entails acknowledging, understanding, accepting, appreciating, and celebrating differences. Workforce diversity management can be utilised to bring people together who have various views and ways of thinking, resulting in better performance. Workforce diversity has become a business imperative, and it is essential for companies to recognise, embrace, and manage diversity in order to outperform their competition. The impact of workforce diversity and inclusion on employee performance is examined in detail in this paper.

Keywords: Workforce diversity, Inclusion, Employee performance, Dimensions of diversity, Diversity management.

Paper 65

STUDENTS' PERCEPTION TOWARDS SWAYAM A STUDY IN UDUPI

Mrs. Jayalaxmi* & Dr. (Lt Cdr) P.K.Suresh Kumar**

*Department of Commerce and Management, Poornaprajna College, Udupi

Research Scholar, Srinivas University, Mangalore

Mob: 9964282714, Mail: jaibhat72@yahoo.com

**Research Guide, Srinivas University, Mangalore

ABSTRACT

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. Educational methods include teaching, training, storytelling, discussion, and directed research. Education frequently takes place under the guidance of educators, however, learners can also educate themselves. Learning outside the classroom activities is often authentic, and interactive and builds on classroom learning. "SWAYAM or Study Webs of Active Learning for Young Aspiring Minds is a program of the Ministry of Human Resource Development, India, that enables professors and faculties of centrally funded institutions like IITs, IIMs, This study is conducted with the objective of understanding the SWAYAM program, its model and objectives, to analyse the perception of students towards SWAYAM, to access impact of the classroom and online study among SWAYAM enrolled students, and to study the impact of SWAYAM course on the academic growth of students. For this study, the relevant data were collected from the undergraduate and postgraduate students by a structured questionnaire. It was found that SWAYAM is a platform for new India where quality education is affordable and self-learning is fruitful not only for enrolled but also for professionals and dropouts. With quality content, best online lectures, great discussions, knowledgeable assessment quizzes, SWAYAM will provide a great opportunity for Indian students to learn without fearing from failure. This study was mainly concerned over the students of different levels level and their involvement in SWAYAM. and the impact of SWAYAM on their regular academic academics.

Keywords: Education, classroom learning, structured questionnaire, quality education

JUTE INDUSTRIAL ANALYSIS

Swathi Shetty & Swapna K.

First year MBA, College of Management and Commerce, Srinivas University, India

E-mail: shettyswathi1499@gmail.com , hanikeele@gmail.com

ABSTRACT

In March 1937 the Indian jute industry abandoned its collusive agreement after nearly two decades. The cartel had been formed after the wartime boom ended, in 1919. It sought to regulate the hours worked and the capacity in use to reduce output. The participants in the cartel were mainly British firms. The industry saw increased entry during the Jute boom period. Many of the new entrants were Indian firms the cartel encouraged the participation of new firms. However, free riding was widespread as many of the new firm's stayed outside. This was well known and the cartel discussed strategies for punishing the outsiders, but did not act until 1937. Theory suggests that cartel use price wars to punish non-compliance. Empirical work on cartel has found price wars to be less important as an enforcement mechanism. Genesove and Mullin emphasise the importance of communication at the meetings of the National Sugar Institute in the United States in the inter-war period. These meetings provided the means of sustaining collusion instead of treating unilateral actions as retaliation. Levenstein finds that price wars in the American bromine cartel at the turn of the nineteenth century were less frequent and less severe than theory predicts. Gupta sees the breakdown of the international tea cartel in 1931 and 1932 as a failure to arrive at agreed market shares rather than punishment for cheating. Jute is a popular fibre for its ability to be used in various forms in packaging and handicraft industry. The industry contributes greatly to the country's economy and has potential to propel the economy to greater heights in coming years. It supports nearly 4 million farm families, besides providing direct employment to 2.6 lacks industrial workers and livelihood to another 1.4 lacks people in the tertiary sector and allied activities. Because of stiff competition from plastic and other cheaper materials, which emerged for packing on a large scale jute suffered a decline in demand and accordingly the production of jute and jute goods declined. But with an era of environmental awareness emerging. Jute bounced back again due to its environment friendly and bio degradable qualities. Jute has been facing ups and downs in the last few decades, but it has all the potentials of becoming the sustainable golden fibre of the future.

Keywords: Exports, Growth, Performance, Jute, Market

Paper 67

THE IMPORTANCE OF LEARNING AND DEVELOPMENT AND ITS EFFECTIVENESS IN HOSPITAL.

Mrs. Ashika D¹, Mrs. Indu Susan Varghese¹ & Ms. Evita Rebello²

1. Lecturer, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Sciences. India.
1. Lecturer, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Sciences. India.
2. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Sciences. India.

ABSTRACT

The health care industry is demonstrating high growth rates in both developing and developed countries around the world. As the healthcare industry is evolving drastically, the providers have to regularly keep up with new techniques and technologies and expand their knowledge and skills which means continuous learning and development is an absolute necessity for any healthcare professional who wants to provide high quality patient care. Learning is defined as it is the process of acquiring new information, knowledge or skills that can then be used to achieve a desired result, outcome or product. Learning and development often called training and development. Learning and development can increase retention, job satisfaction and productivity. This study was conducted to know the present condition, employee expectation and the willingness of the employees towards learning and development programs in the hospital. To understand the various learning & development programs conducted in the hospital. To study the utilization of learning & development program. To study the effectiveness of learning & development programs in the hospital. The overall study found the importance of learning and development in the hospital and the staffs are effectively utilizing the training programs conducted in the hospital.

Keywords: training, performance, productivity, effectiveness

Paper 68

A CASE STUDY ON KNOWLEDGE SHARING IN BANKING INDUSTRY

Sajan M.¹ and Dr. C. K. Hebbar²

¹Research scholar Srinivas university, sajanacharya916@gmail.com

²Research Guide Srinivas university

ABSTRACT

In today's competitive environment customer service and satisfaction play a vital role in organizational success. If customers are not satisfied with the service then the firm may lose the competitive edge in the market. Especially in the Banking sector, it became a big challenge. Though much innovation has taken up in the banking industry with technology, still customers have a bundle of quarries to get solved and transactions to do offline. Even the trends and norms of banking go on getting changed. So in this type of environment knowledge sharing is the key that can make banking employees get a competitive edge with good service. When knowledge flows without any distraction in the banking industry it helps the employees to know about the recent changes and to give the best solutions to its customers. To improve the organization's performance and its services towards customers, Knowledge sharing plays a vital role it. Through the integration of people, processes, and technology, KM focuses on leveraging corporate knowledge and operation. This case study is all the study of factors and attitude of employees in sharing their knowledge with others.

Keywords: Knowledge sharing, Knowledge management, Banking, Acquisition, Knowledge creation.

Paper 69

INSIGHTS INTO HR CHALLENGES OF 2021 AND BEYOND

Shailashri V. T.

Research Professor, Srinivas University, Mangalore, India

Email: shailashrivt@gmail.com

ABSTRACT

Covid-19 has brought in drastic changes in the workplace today. The world is shattered with the advent of the pandemic, companies large and small need to cope up with the drastic changes and transform themselves to survive and sustain in the future. Organization's need to tackle the technological changes, bring in technological reforms and at the same time pay heed to the people management systems. A thorough understanding of changes that have taken place in the workplace will provide relevant insights into certain HR trends that are going to remain unchanged in the coming years and these are crucial to take informed decisions. This paper is an attempt to understand the make over of some of the HR aspects and its impact on the employees as well as employers. The methodology used will be secondary data and focused group interviews. Before and After the Pandemic Analysis will be used to identify the practices that are going to remain beyond 2021.

Keywords: HR Challenges, Pandemic, 2021 and beyond, Before and After Analysis

Paper 70

BUSINESS PRACTICES IN COVID TIMES – A CASE STUDY ON SUSTAINABILITY

Keerthan Raj¹ & P. S. Aithal²

College of Management & Commerce, Srinivas University, Mangalore- 575 001, India

¹OrcidID:0000-0003-0190-4610, E-mail: 2keerthanraj@gmail.com

²OrcidID:0000-0002-4691-8736, E-mail: psaithal@gmail.com

ABSTRACT

The Covid 19 pandemic brought about very many changes in the social and economic fabric across the world. The extended length of the crisis coupled with the risk of business closures, unemployment, and crisis. Businesses had to rethink strategies to survive in a failing environment. There were multi facted challenges that needed attention and a rethink and revamp of practices. Certain key pillars that needed prioritisation were business protection, business performance, financial strenght and acumen and transformation to name a few. This paper through the methodology of a case study approach studies and documents business practices embraced by companies during Covid times to remain sustainable and reinvent themselves to cope with the looming economic crisis brought about by the pandemic.

Keywords: Covid, crisis, case study, sustainable

Paper 71

THE IMPACT OF PANDEMIC CRISIS ON THE RESTAURANT BUSINESS & THE SURVIVAL STRATEGIES

Mr. Donald James D'Souza

Lecturer, Sarosh Institute of Hotel Administration Kodakkal, Mangalore – 575007, India

ORCID: <https://orcid.org/0000-0002-0832-8735>, Email: donaldjames11@nitte.edu.in

ABSTRACT

The COVID-19 pandemic is responsible for a health crisis and, at the same time, for a sharp drop in activities of economic sustainability, particularly in hospitality and tourism management, and has consequences in India and underdeveloped, developing and even developed countries all over the world. To survive in the competitive hotel industry and present market all the restaurants, bars and food and beverage producers have undertaken many small and large steps, changes in business models, not only for self-protection but also to protect their employees and their families from the financial crisis. The framework was developed through content analysis and applied to questionnaires collected online and offline from Mangalore restaurant entrepreneurs, Managers and employees. To study and analyze the existence of common concerns to all entrepreneurs in the restaurant business for the post-pandemic period, about the measures that the governments, local bodies, should implement, and about the new strategies and new lessons learned for the future. Uncertainty over the recovery phase of the restaurant business, tourism activities and COVID19 future waves, denting the restaurant business survival strategies. Government measures during Lockdown and post Lockdown rules about the Hospitality and tourism sector and creation of working capital, retaining skilled manpower are major visible concerns in the restaurant business.

Keywords: pandemic crisis, COVID19, restaurant business, business survival, strategic planning, hospitality & tourism.

IMPACT OF E-COMMERCE AND DIGITAL MARKETING ON CONSUMER DECISION MAKING PROCESS

Shijith V.

Research scholar, Srinivas University
Asst.Professor in Department of Management
Jamia Hamdard Kannur Campus, Kannur, Kerala.
shijithvazh@gmail.com, 9744893125

ABSTRACT

Majority of modern customers are preferring online market for sourcing products. It is a convenient place for them to acquire product than traditional market. People don't have enough time to spend in the market for purchase. They prefer to buy goods in a place where they are spending more time in their daily life. This study reveals that majority of customers are today approaching digital market for purchase because it is cheapest one. Based on this study, I am developing new consumer decision making process based on digital marketing. Traditional customers are giving importance to evaluation of alternative products in decision making process for selecting the best one. But in digital marketing; other than the evaluation of the product, selection of the best channel of purchase (various mediums in digital marketing) is more important.

Keywords: Digital marketing, e-commerce, consumer, marketers and mediums.

Paper 73

A STUDY ON EMPLOYEE TURNOVER AT BIG BAZAAR, MYSURU

P. Krithika

Email: krithikasalaraya93@gmail.com

Research Scholar (April 2021)

Srinivas University

Pandeshwar, Mangalore – 575001

ABSTRACT

Employee turnover is the major trending problem in all the sectors in all the organization. Where company has to take utmost care of the employees who are resigning. Here employee turnover holds of voluntary and involuntary employees, where the cost involves for this is so high, because again to recruit a new employee and again should provide him with training and development. Even employee turnover includes all the retired persons where it will be explained in the case of “TOTAL TURNOVER”. The project is all about at Big Bazaar (FUTURE GROUP) having a little “A STUDY ON EMPLOYEE TURNOVER.” The objective of this study is to find out the highest turnover rate, factors and reasons affecting for employee turnover and finally it was how the organization can retain the employees. For this study descriptive study was used. Primary data was collected from structured questionnaire from employees of all the band levels, and secondary data was collected from company website, research articles etc. From this study it has found that employee turnover is on average but even though it an average employee turnover affect badly within the company where sometimes they may lose reputation of the company and there are some areas which still can be improved is like where they can give still more attention on ESIC and Gratuity and understanding the mindset of the employees and motivating them by conducting some management activities when they lose interest on their work an offering them the attractive salary package. From this study, I conclude that without any efficient employee, organization cannot run successfully, where they are the ultimate backbone of the company. For that sake for success of the organization, the organization should take necessary steps to reduce employee turnover and make them stay in the organization.

Keywords: Employee turnover, Retention, ESIC and Gratuity, Efficient Employees

Paper 74

EVALUATION OF PRE ANALYTICAL ERRORS OF LABORATORY IN A TERTIARY CARE HOSPITAL

Ms. Suviksha Shetty, Rashmi N. & N. Prajwal

A J Institute of hospital management, Mangalore

Corresponding author: Rashmisalanke50@gmail.com

1. Lecturer, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Sciences. India.
1. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Sciences. India.
2. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Sciences. India.

ABSTRACT

Diagnostic services have a direct effect on quality of services provided by the hospital. errors is one of the quality indicators in laboratory services. This study aims to evaluate the sample rejection ratios according to the types of pre-analytical errors. A retrospective study was conducted on 5391 samples. The sample was conveniently collected. A simple descriptive statistical analysis was done. The inferences drawn out of this study was used to improve the quality of care and to give proper training

Keywords: pre analytical errors, sample rejections, laboratory services

Paper 75

FURNITURE INDUSTRY IN INDIA

Puneeth Kumar C. & Preetham

First year MBA, College of Management and Commerce, Srinivas University, India. Email:

puneethc2@gmail.com & preethupreetham220@gmail.com

ABSTRACT

The furniture industry in India has become a great pride for the nation to hold a magnificent impact for its fine arts & marvelous works. CSIC Milano has classified India as the 14th largest furniture markets in the world. The furniture industry in India is worth of US\$ 8 billion and is growing at 30 percent CAGR. The furniture industry is both an organized and unorganized sector. Furniture manufacturing worldwide forms a centralized competition in the clustering effect. Popularity of traditional furniture has strengthened the demand for wood in the manufacturing of furniture in India. Over the past few years, the utilization of wooden goods in home has increased as people have started using wood for furnishing cupboards, decorating and for other purposes. This paper reviews recent research on Furniture industry considering various SWOT, PEST analysis and other examinations. Various competition; Policies and measures; Source of production; Import and Export Apart from this, the demand for engineered wood furniture is rising in metro cities such as Delhi, Mumbai, Bangalore and other major cities. The reason behind this is the rising popularity of ready to assemble home furniture in these cities. The furniture industry is operating on tighter margin and ever increasing competition. This research also include success factors of furniture industry, steps to make career in furniture industry, skills needed for job in furniture industry, and effect of covid-19.

Keywords: Various companies, SWOT Analysis, PESTLE Analysis, Import and Export, Career, Effect of covid-19, Skills, Policies.

Paper 76

PLASTIC AND WASTE MANAGEMENT: CHALLENGES ASSOCIATED WITH DETRIMENT EFFECT ON ENVIRONMENT AND SAFER DISPOSAL OF WASTE

Sujaya H.¹, Meghana salins²

¹Research Scholar, College of Management & Commerce, Srinivas University, Mangalore, India. ORCID ID: 0000-0002-8997-1641; Email: sujayaloknath@gmail.com

² Research Scholar, College of Management & Commerce, Srinivas University, Mangalore. ORCID ID: 0000-0001-9579-5579; Email: meghana.salins95@gmail.com

ABSTRACT

India has witnessed a conscientious approach towards retaining sustainability and contrives a better standard of living by enforcing clean India policy with regular garbage collection of dry and wet waste in alternative days. Moreover, ban on plastic is considered paramount, in order to control the devastating effect on environment though it is a challenging job. This case study identifies the issues related to plastic and waste management using secondary data. The secondary data is obtained from various literature reviews of research journals and internet sources. Studies highlight a total of 70% of household waste is utilized and the rest 30% is exposed to air and lost in an urban environment. Among the total waste, 12.45% of waste is disposed of in open dumps exposed to environment creating pollution. The unscientific disposal of waste ravages the eco system and environmental degradation leading to negative effects. E-waste is the highest growing waste stream in the economy where the generation of waste is 19,000 tons in developing countries with 95% is recycled in informal sectors. Eventually, Recycling and reuse of energy have become paramount to reinvigorate the healthy tomorrow. So innovative policy should be introduced by the municipal corporation and the plastic usage should be banned permanently, which may trigger a good move in the sustainability of the environment.

Keywords: Sustainability, Environment, Pollution, Waste management.

Paper 77

ENTERPRISE RISK MANAGEMENT CONSIDERATIONS IN ADOPTING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING MODEL

Pradeep Kumar Rangi¹ & P. S. Aithal²

¹Research Scholar, College of Management & Commerce, Srinivas University, Mangalore, India

OrcidID: 0000-0002-2052-9054; E-mail: pradeep.rangi@gmail.com

²Professor, College of Management & Commerce, Srinivas University, Mangalore, India
OrcidID: 0000-0002-4691-8736; E-mail: psaithal@gmail.com

ABSTRACT

AI, i.e., Artificial intelligence and ML, i.e., Machine Learning (ML), is transforming the way organizations work and enhance customer experience. With the technological advancement policies, such as India-Stack, the regulatory framework for sandbox, NITI Ayog's AIRAWAT (AI explicit compute framework) has significantly benefitted Indian Innovators and businesses to adopt and experiment with newer technologies. The AL and ML, together with computational strength, have enabled machines to mimic, predict, and classify human behavior and quick, intuitive thinking and learning within the machine. These decisions are impacting various aspects of business and its customers. A robust risk management process around the lifecycle of AI and ML will go a long way in building and enhancing trust by promoting responsible innovation. It is also equally important that such innovations and associated risk management are integrated with risk management programs by being included as risk management by design. This paper examines some of the critical risk considerations an entity may undertake in embedding AI and ML models within the business processes and decision frameworks. These include a) failure from the poor performance of model including failure to establish appropriate measurement metrics to validate performance, e.g., for a regression model Adjusted R Square may be relevant metrics while for classification model area under the curve of a ROC curve may be more appropriate metrics to assess. b) Unstable model, resulting from inadequate testing of a model or solely relying on train/ test data split without a further cross-validation c) embedded biases in the form of the exceptional contribution of one or more variables towards the results d) risk from an inability to manage sensitivity to noise and stress scenarios. This paper examines various risk factors an organization may include enhancing its overall risk management program to address AI and ML model-related risk.

Keywords: Artificial Intelligence, Machine Learning, Enterprise Risk Management, Model validation, Governance

Paper 78

AN EMPIRICAL ASSESSMENT FOR BUILDING A PROSPEROUS RETAIL OUTLET IN MANGALORE

Venkatesh S. Amin

Research Scholar under the Guide-ship and Leadership of Dr. Anil Kumar Registrar Srinivas University E-Mail: vnkymangalore@gmail.com

ABSTRACT

Retail business, comprises e-commerce retail and is expected to grow Pan India at a compounded annual growth rate (CAGR) of 30% for the next eight to ten years as per investindia.gov.in. Currently the retail outlets in Mangalore are facing a relentless attack by various national and international e-commerce players coupled with the pandemic. Hence a workable strategy is designed for building a prosperous retail outlet[s] in Mangalore. An important fact to mention is that products need to travel from Pune, Bangalore, Mumbai, Hyderabad and Chennai, each of these cities are located above sea level (except Mumbai) that adds an extra burning of fuel to reach this coastal city. Obvious it adds to the cost. A tactical approach, that make retail a profitable option as a business. Multiple combinations are sought after to get the best combination coupled with an aggressive mind set to overcome challenges and shortfalls. Cut-throat competition can be beaten by perusing onslaught attacks relentlessly and vigorously. Retail business can change fortunes and bring in prosperity to its owners and employees. On an average small retail outlets provide 3 to 4 job opportunities and that can be enhanced by expanding. Specializing and creative thinking.

Keywords: Atmospherics, Anchor Store, relocation, façade, digital marketing, O2O, Customer relationship Management, social media, vendor management, pricing,

Paper 79

CHALLENGES AND EMPLOYEE RETENTION STRATEGIES IN ORGANIZED RETAIL INDUSTRY

Mr. Sagar Srinivas

Assistant Professor

Srinivas University, Mangalore

Email: sagarsrinivas@ymail.com

ABSTRACT

The retail industry is one of the challenging sectors to work and sustain for a longer period of time. Employee retention in the new era of modern technology and competitive business environment is changing continuously and has gained importance as organization with an advantage of having strong human resource only can sustain. The success of an organization will depend on the key trained employees who add value to the organization. Effective employee retention is a systematic effort by employer to create and foster an environment that encourages the current employees to remain employed. Every organization will have their own retention strategies, policies and practices in place which is essential. Employees stay or leave an organization for some reasons which may be personal or professional which have to be understood and the gap has to be removed to retain the best employees. This research paper provides the various reasons for high employee attrition in retail industry and also suggests different strategies and practices which can help the industry overall to get the employee attrition percentage low and effectively retain the employees.

Keywords: Employee Attrition, Employee Retention, Business Environment and Retention strategy.

Paper 80

ABCD FRAMEWORK APPLIED TO INDIAN PHARMACEUTICAL SECTOR: A CASE STUDY

Sanjana S. Shenoy¹ & Dr. Shailashri V. T.²

¹ Research Scholar, College of Management and Commerce, Srinivas University, India

² Research Professor, College of Management and Commerce, Srinivas University, India.

E-mail: sanjanashenoy.cmc@srinivasuniversity.edu.in & shailashrivt@gmail.com

Corresponding Author Contact no. 7676137325

ABSTRACT

The Indian Pharmaceutical Industry has played a vital role in achieving various public health outcomes such as polio eradication, lower treatment costs etc. The Indian Pharmaceutical Industry, known as the pharmacy of the world, is the leading supplier of generic drugs. The industry currently valued at USD 41 bn, generates a trade surplus of over \$ 11 billion every year and contributes around 1.72% to the country's GDP. The ability to produce quality drugs at low costs is the main competitive advantage enjoyed by the industry. Also, India has the largest number of US FDA compliant plants outside the US. However, stringent regulatory vigilance is one of the constraints faced by the industry. The paper applies the ABCD framework to the pharmaceutical industry. The framework identifies the characteristics, driving forces, influence of the macro environment and stakeholder expectations and classifies these into four constructs i.e., Advantages, Benefits, Constraints and Disadvantages.

Keywords: Pharmaceutical Industry, India, ABCD framework, Generic Drugs, FDA Compliance.

Paper 81

IMPORTANCE AND THE ROLE OF SKILL DEVELOPMENT PROGRAM TOWARDS EMPLOYABILITY

Shammy Shiri ¹, Laveena D'Mello ²

¹Research Scholar, College of Social Sciences & Humanities, Srinivas University, Mangalore, Karnataka, INDIA.

Email: shammyrs@gmail.com

²Associate Professor, College of Social Sciences and Humanities, Srinivas University, City Campus, Pandeshwar, Mangaluru, Karnataka, India.

Email lavynoronha@gmail.com.

ABSTRACT

India is going through a transformational change in regard to skill development and employability. Nearly 54% of Indian total population is below 25 years of age. Virtually 12 million individuals become a part of Indian workforce every year. Thus skill and employability becomes an important aspect for economic progress of the nation. Skill building is a dominant tool which enable persons and increase their distinct and social capability. Skill development in the early stages of humans specially the youth is an appropriate key to support employability and productivity. A good skill development program not only get supplemented by a good financial growth but also develops the employability of the nation. When India is working hard towards being a developed country a need arises for better skilled and knowledgeable people. So skill development program is one of the prime mission of government of India which will help in generating employability among the youth and also help in future growth of the nation and Indian economy. This paper focuses on the importance and the role of skill development program towards employability.

Keywords: Skill Development, Employability

Paper 82

TO ANALYZE OUT PATIENT PRESCRIPTION DEFICIENCY IN THE PHARMACY OF A TERTIARY CARE HOSPITAL

Ms. Suviksha Shetty, Ashly Mathew, Jyolsthna N. Nair, Anupama Kumari.

A J Institute of Hospital Management, Mangalore

ABSTRACT

Patients with lifelong diagnoses benefit from prescription drugs, which help them live healthier, longer, and more rewarding lives. They aid in the prevention and treatment of medical emergencies and chronic illnesses. Prescription audit is required to understand prescription practice and to enhance prescription quality. To keep track of and assess the quality of prescriptions. The study lasted two months and was an observational research. A total of 100 outpatient prescriptions were gathered from the pharmacy. To increase patient satisfaction by minimizing prescription errors. To increase the prescription quality. During this study, a total of 9 parameters were evaluated in order to determine the quality of prescriptions, and the results of this audit were considered by the quality committee.

Keywords: Prescription, error. Prescription audit

Paper 83

A COMPREHENSIVE ANALYSIS OF THE CEMENT INDUSTRY IN INDIA

Mohammed Shahil P. K. & Mohammed Shihabuddeen

1st Year MBA, College of Management and Commerce, Srinivas University,

Mangalore, Karnataka, India

Email:shahil.shahil14@gmail.com

ABSTRACT

The Cement Industry globally has enormous frontward and backward relations with a Nation's economy. For an emerging and transitioning economy such as India, the worth proposition of the Cement Industry is even greater given the vast infrastructure requirements of a growing and urbanizing country, as well as its contributions by way of direct and indirect employment. This paper focuses to evaluate the overall performance of the industry as well as to find out the opportunities and challenges of the cement industry in India. The information mainly gathered using secondary data. Since primary data collection method is challenging during the pandemic period. This paper is based on research papers and data collected from various sources. This paper will help to understand cement industry in detail with different statistical analysis.

Keywords: cement industry, infrastructure, investment.

Paper 84

A STUDY ON HIMALAYA GLOBAL HOLDINGS LTD.

Panchami P. N., Chaithra Shree L. & Pratheeka

2nd MBA

College of management and commerce, Srinivas University, Mangalore, Karnataka, India.

Email: panchamipn6@gmail.com, chaithra695@gmail.com, pratheekaputhran23@gmail.com

ABSTRACT

The Himalaya Drug Company is an Indian Company established by M Manal in 1930 and based in Bangalore, Karnataka, India. It produces health care products in the name Himalaya Herbal Healthcare whose products include ayurvedic ingredients. It is spread across locations in India. United States, Middle East, Asia, Europe and Oceania. While its products are sold in 106 countries across the world. Himalaya Global Holdings Ltd. (HGH), is the parent of the of the Himalaya Drug Company worldwide. It is also the global headquarters of all Himalaya subsidiaries. Himalaya Herbal Healthcare has a very wide range of products, which include “pharmaceuticals, personal care, baby care, well-being, nutrition and animal health products.” The Neem Face Wash is one of their most popular and well known products. Mother care products have been launched in 2016. Since its inception, the company has focused on developing safe, natural and innovative remedies that will help people lead richer, healthier lives. Today, Himalaya products have been endorsed by 300,000 doctors around the globe and consumers in 67 countries rely on Himalaya for their health and personal care needs. Researching Ayurveda and capturing its benefits in formulations, has been the hallmark of Ayurveda at Himalaya. Using modern research methodology and manufacturing practice, Himalaya has made available to people all over the world, an alternative method of treatment, which has no known side effects. Himalaya's headquarters is in Bangalore, Karnataka. Himalaya has a revenue of \$358.5M, and 6,200 employees. Himalaya's main competitors are Patanjali Ayurveda, Dabur India and Emami. In this paper we will study the various Himalaya products and their operations, growth, success, strategies and the future markets available for the products and the competitors.

Keywords: Himalaya product, Ayurveda, Market, personal Care, Research, Strategies

Paper 85

A STUDY ON PERFORMANCE OF ONLINE BANKING IN COMPARISON WITH TRADITIONAL BANKING OF CANARA BANK, UDUPI

Ms.Aishwarya* & Prof. Amith Menezes

*Second year MBA, College of Management and Commerce, Srinivas University, India.

**Assistant professor, College of Management and Commerce, Srinivas University, India.

Email: aishwaryajr98@gmail.com & amithmnzs@gmail.com

ABSTRACT

Internet Banking or more popularly known as Net Banking facility of the bank is the facility where the customer of the bank can perform most of his/her banking transactions online without the need to physically visit the bank. The various facilities available in the bank's net banking portal include online transfer of funds, opening of accounts or various schemes, paying various utility bills, starting investment options like SIPs, apply for loans, etc. E-banking is very popular terms in this global world. Now generally all banks provide e-banking services in every city. There is no any geographical limitation for e-banking services. But the utility of the e-banking is dependent on the awareness of e-banking services, and information about the e-banking services. Udupi is the urban area where many people know e-banking services and they are also using e-banking services and some people aware about e-banking services but they avoid for using e-banking services and relay on traditional banking method.

In this paper, we learnt about the net banking feature of Canara bank and its most prominent features or services offered to the customers. The customers' perceptions and awareness towards Internet banking and understood the problems faced by customers while using internet banking services. Also, to know impact of the internet banking securities among the selected customers in Udupi. Advances in electronic banking technology have created novel ways of handling daily banking affairs, especially via the online banking channel. The acceptance of online banking services has been rapid in many parts of the world, and in the leading e-banking countries the number of e-banking contracts has exceeded 50 percent.

Key words: Internet banking, Canara bank, Features and Services, Industry analysis, Survey, SWOT analysis

FOOD PROCESSING INDUSTRY

Namratha Amin and Nidhi B Poojary

1st Year MBA, College of Mangement and Commerce, Srinivas University, Manglore, India

E-Mail- namrathaamin563@gmail.com, poojarynidhi23@gmail.com

ABSTRACT

Major industries constituting the food in Processing industry are Grains,sugar,edible oils,beverages and dairy products.The food industry comprises a complex network of activities related to the supply,consumption and catering of food products and services.It plays a significant role in the economic development of any nation.India is the largest country in food production processing,supply and consumption at the gobal level.The key sub-segments of the food processing industry in India are dairy,fruits and vegetables,poultry and meat processing fisheries,food retail etc.Food processing in India and even in gobally has emgered as a highly profitable sector due to value addition and emerging technologies food processing and sale is one of the most dyanamic economic sector till April 2000.Mobile internet has been provided to farmers to sell their food products directly to consumers and food processing industries.In current scenario due to the ongoing farmers protest India blocks mobile internet at sites.India has 6th rank with 70% of sales and 5th rank in production,cosumptions and export in the world,This paper will provide a brief introduction to food industry.

Keywords: Storage tank,Mass flowrate,packaging system ,Manufacturing process

Paper 87

A COMPANY ANALYSIS ON HALDIRAM'S

Sanjana, Benlyen Sharal DCunha & Smitha Correa

2nd Year MBA

College of Management and Commerce, Srinivas University,
Mangalore, Karnataka, India.

Email: sanjanasalian97@gmail.com, dcunhabenlyen@gmail.com &
smitha96correa@gmail.com

ABSTRACT

International companies are opening up their industries and offices in India in an unrivalled manner and thus are creating a need to examine the organization and management of their Indian counterparts. India has become a home to many multinational companies over the years. The origination of India as an economic power over the recent years has created a need to understand the way business is carried out in that part of the world. Also important is to realize is that how business is founded and designed in India. Many Indian companies were family businesses to start with and even today some of the biggest companies listed on Indian stock exchange continue to be owned partly by the families. This paper is a study on a typical Indian family retail business. Over a period spanning six and a half decades, the Haldiram's Group or popularly known as Haldiram's has emerged as a household name for ready-to-eat snack foods in India. What began as a small-town enterprise in India is today a global phenomenon. Haldiram's is today one of the most famous brands in India for its sweets, snacks and savories. This work attempts to study a family retail business, its inception, its ambition, the challenges faced in context of an emerging multinational player in the economy and the achievable roadways to map the future. With this aim in mind a case of Haldiram's is presented here and analyzed.

Keywords: Family business, Haldiram's, Snacks, Enterprise, Sweets, Savories.

Paper 88

IRON AND STEEL INDUSTRY

Nidhi Poojary and Namratha Amin

1st Year MBA, Management of Commerce, Srinivas University, Mangalore, India

Email.id: poojarynidhi23@gmail.com namrathaamin563@gmail.com

ABSTRACT

The iron and steel industry are a very complex sector which is linked with the world economy as a whole. We are present an in-depth analysis of trends of formation and manufacturing of Iron and Steel industries. The following report presents the perspective of the present technologies used for iron and steel production. The iron and steel industry are a very complex sector that is strongly related with the rest of the economy due to importance of the steel products for industries such as construction, automotive and other manufacturing sectors. Moreover, the iron and steel industry demand significant amount of raw material and energy, and most companies producing raw materials are located remote from the areas of highest steel demand. In consequences both steel products and inputs are traded internationally and in large quantities, what additionally complicates analyses of iron and steel. Steel price comprise of different variables, and there is not a single price for steel since there is a great variety of steel products traded. Those prices depend on supply and demand interaction and other industries competing for the same inputs. Recently some of those firms are consolidated into large multinationals (such as Arcelor Mittal, formed in 2006 by the merger of Arcelor and Mittal. The results of this articles form the basis for further long and midterm analyses of the development of the global steel industry

Keywords: Analysis of Trends of Formation and Manufacturing, long and midterm analyses

Paper 89

A COMPREHENSIVE ANALYSIS OF FLIPKART

Aysha Noha, Jasir Shah and Jawad Ahamed

2nd year M.B.A, College of Management and Commerce, Srinivas University. Mangalore,
Karnataka, India.

EmailID: Ayesha_noha@gmail.com, shahjr13@gmail.com and jawadahamad42@gmail.com

ABSTRACT

Innovation brings with itself a new set of challenges. The E-Retailing form of market was fairly something unheard of to the Indian consumer in 2007. Flipkart which has carved a niche for itself in terms of market share, goodwill and popularity in the online market to the extent that retailers are coming under threat because of its discounts and smooth operations. Started with an initial capital of four lakhs it now aims for annual turnover of around Rs.4500 crores. It started off with books and later on started diversifying its market into apparel, electronics, software, music, etc. With over seventeen and a half million book titles listed, eighteen different categories, more than four million registered users and sale of fifty-five thousand items a day it's quite a sensation in today's online market. Moreover with such a large area to cover distribution and operational challenges crop up. Another challenge was online payment which the consumers were hesitant to make. Flipkart came up with their unique policy of Cash-On-Delivery. This case study aims to understand the functioning of Flipkart, its methods of operations, distribution, warehousing and delivery systems. The ascent of Flipkart to capture the online market in India in just four years, the strategies implemented by it to create online business, its ability to stand out among numerous E-Retail sites. In this paper we analyse the E-Retailing space in India with special reference to Flipkart and study about its growth and strategies. It aims to predict the future road map and also aims to find significant threats to Flipkart in the near future.

Keywords: E-Retailing; Flipkart; Online Market; Business strategy.

Paper 90

OCCUPATIONAL HAZARDS OF HEALTH CARE WORKERS DURING COVID 19 PANDEMIC

Dr. M. Rajeev

Assistant Professor, Post Graduate Department of Economics, Sree Narayana College, Kannur, Kerala.

ABSTRACT

Health care has been considered as among the most coveted and noble of all professions. Health workers are the backbone of an effective health system and they play a critical role in providing health solutions along with connecting families and communities to the health system. Frontline health workers are also increasingly critical to addressing diseases that impact the health around the world like the current COVID-19 pandemic. The COVID-19 pandemic has created a variety of challenges throughout the nation and has impacted the health of many healthcare workers. The uncertainty of the pandemic has brought up feelings of anxiety and fear among the health care workers. In this context this study analyse the occupational hazards of health care workers during covid19 pandemic. The main objective of the study is to find out the occupational hazards health care workers during Covid 19 pandemic. The specific objectives of the study are; to identifies the health hazards of health care workers during COVID-19 pandemic and to find out the various challenges faced by health care workers during covid 19 pandemic. The study is based on both primary and secondary data. Primary data is collected through a well- designed questionnaire for analyzing the study. The data required for the study has been collected by using convenience sampling method. For this number of health care workers were selected at random from two private hospitals, one government hospital and one public health centre.

Keywords: Occupational Hazards, Health Care, Healthcare Workers, COVID.

Paper 91

A COMPANY ANALYSIS ON HIMALAYA HERBALS

Sanjana, Benlyen Sharal DCunha & Smitha Correa

2nd Year MBA

College of Management and Commerce, Srinivas University

Mangalore, Karnataka, India.

Email: sanjanasalian97@gmail.com, dcunhabenlyen@gmail.com &
smitha96correa@gmail.com

ABSTRACT

The word 'Ayurveda' comes from the word 'Ayur' meaning 'life' and the word 'veda' meaning 'to know'. Ayurveda means 'the Science of life', and is a medical system practiced in India, Sri Lanka and Nepal. Himalaya is a worldwide pioneer in the field of scientifically validated herbal healthcare. Its reputation is for clinically studied, pure, and safe herbal healthcare products that are based on extensive scientific validation and stringent quality controls. Himalaya is the present portfolio of pharmaceuticals, personal care, baby care, wellbeing and animal health products; Himalaya has evolved into a 'head-to-heel' herbal wellness company. This study is to identify the customers' preference and satisfaction towards Himalaya products and to investigate the influence of product dimensions on customer satisfaction and customer loyalty as well as to understand the Himalaya effect of the product. In today's life Himalaya is treated as an important ayurvedic product and Now a day's consumers are aware in purchasing ayurvedic products. So the study consumer preference towards Himalaya Ayurvedic Products may offer a great potential to the market.

Key words: Consumer's preference, satisfaction, Himalaya ayurvedic products.

POSITIVE IMPACT OF HIGH TECHNOLOGY ON HIGHER EDUCATION

Mustafa Kayyali

Research Scholar – Universidad Azteca, Mexico

Email: kayyali@heranking.com

ABSTRACT

All intellectual, economic, educational, and scientific sectors work to benefit from the technological progress that the world has witnessed during the past two decades so that each sector can achieve the highest level of benefit. The higher education sector is not considered an exception in this context, as higher education institutions around the world work to benefit from technological development in the best way and manner possible, whether by taking advantage of the education systems provided or by taking advantage of the students' attraction to these institutions or through the promotion of educational institutions or by internationalizing of its educational programs in a way that benefits from this progress. The spread of the COVID-19 epidemic during the past year had a major role in implementing the automation of the educational systems for institutions.

Keywords: Higher education - Distance learning – COVID-19 - Universities - Higher education institutions – COVID-19 - Epidemics - Technology - High-Tech - Higher Education Institutions.

GRANITE INDUSTRY

Ruchita Satish Shetty & Sahana Manjunath Naik

1st Year MBA, College of Management and Srinivas University, Mangalore, India

Email: ruchitashettyshirali14@gmail.com

ABSTRACT

In the last 15 years marble, granite and natural stones wastes were estimated in Egypt as 100 million ton. These wastes were accumulated in wide areas that have a potential for new quarries thus hinder the sustainable development in the quarry areas. This study presents efforts undertaken in Egypt as well as other stone producing countries with an aim to adopt new ideas of re-using these wastes in the production of green concrete. Several attempts concluded the advantage of substituting these wastes to sand and cement in the concrete mix. Wastes improved the physical and mechanical properties of concrete due to its high fineness which provided good cohesiveness of concrete. Many tests revealed that 10% substitution of sand by the marble waste in the presence of a super-plasticizing admixture provided maximum compression strength at the same work-ability level, comparable to that of the reference mixture after 28 days of curing. Regarding higher contents of stone slurry (substitution of more than 20% of sand), the decrease of compression strength values was significant. Concrete mixes containing 30% red granite dust showed comparable compression strength using natural or recycled aggregates, good work-ability, and excellent reddish colored surface finish. In general, the use of marble dust as sand replacement has more significant effect on the mechanical properties of concrete compared with using it as cement replacement.

Keywords: Granite industry waste, Granite saw dust, alternative cement.

Paper 94

A STUDY ON ENVIRONMENTAL STRATEGIES OF BANKS

G. Nandini Prabhu

Research Scholar, College of Management and Commerce, Srinivas University, Mangalore –
575001, India

Orcid ID: 0000-0002-3187-0821; E-mail: prabhunandini25@gmail.com
+919741411829

ABSTRACT

The contribution of financial institutions, including banks, to sustainable development is paramount, considering the crucial role they play in financing the economic and developmental activities of India. The purpose of this paper is an endeavor to map the green banking practices of major players in the Indian banking sector. The modern banking activities are submerged with green loans, green credit cards, green checking accounts, and also green mortgages along with online banking aspects. The purpose of this study is to identify the green banking practices and comparison of green practices in private and public sector banks. This study identifies the various social responsibilities of banking sectors, green practices of all private and public banks and the data is collected from internet sources, literature, and case studies. Going green public and private banks started taking green initiatives such as internet banking, mobile banking, green debit and credit card etc. The objective of this research is to gauge the level of customers' awareness on Green Banking products and services by commercial banks in India. This paper aims to highlight the green banking initiatives made by SBI and attempt has been made to discuss the environmental and other benefits of these practices

Keywords: Green Banking, Public and Private Banks, Internet banking, Sustainable Development

Paper 95

THE AWARENESS AND ADOPTION OF ONLINE BANKING IN RURAL AREAS OF UDUPI DISTRICT

Ms. Deesha* & Prof. Amith Menezes**

*Second year MBA, College of Management and Commerce, Srinivas University, India

**Assistant professor, College of Management and Commerce, Srinivas University India

Email: deekshabayari2019@gmail.com & amithmnzs@gmail.com

ABSTRACT

Internet Banking has been penetrated in the rural area as well and with the advanced availability of infrastructure the services have been spread to the geography. But still owing to non-internet connectivity or poor internet connectivity, though bankers are ready to provide online banking services it cannot be availed. The rate of adopting online banking services is not satisfactory in rural area. Within the Indian financial sector, the role of the rural banks is important but not apparently pre-eminent. The rural banking system is clearly more inclusive of low income families than those provided by the commercial banks. But there has been several challenges and issues faced to the growth of online banking. One major obstacle addressed most is security concern. They were concerned of giving their bank account number online or paying an invoice through internet. Another issue is quality of delivery service and delivery reliability. In addition to this they are not in a position to take the full fledged advantages associated with the online banking due to lack of proper education and awareness with regard to its usage. They were worried due to the unfamiliarity associated with the mode of online banking. Yet rural banks have, for a number of years, been regarded as the step-child of the banking system in India. This scenario is inducing the banking sectors to adopt this trend to deliver value added service with the help of electronic and communication technology which causes ultimate growth of rural India. Customer awareness is the key factor to bring this drastic change in the rural banking sectors and ultimately helping for the growth of rural economy. The study of this paper is awareness of online banking in rural area special reference to Udupi district in Karnataka and their adoption of various online banking services for doing their banking operations.

Keywords: Online banking, Rural consumer, Consumer awareness, Extent of Usage & Udupi district.

Paper 96

A STUDY ON INTERNET BANKING AND ITS IMPACT ON THE GROWTH AND PROFITABILITY OF SHRI GOKARNATH BANK, MANGALORE

Ms. Benlyen Sharal Dcunha* & Prof. Amith Menezes**

*Second year MBA, College of Management and Commerce, Srinivas University, India.

**Assistant professor, College of Management and Commerce, Srinivas University, India.

Email: dcunhabenlyen@gmail.com & amithmnzs@gmail.com

ABSTRACT

The gyration of information technology has influenced almost every aspect of life, among them is the banking sector. Introduction of Internet banking has revolutionized and redefined the ways banks were operating. As a technology is now considered as the main contribution for the organization's success. So the banks, be it domestic or foreign are investing more on providing the customers with the new technologies through e-banking. The availability of e-banking is expected to affect the mixture of financial performances of these banks. Whether or not extreme view proves correct and whether banks take advantage of these new technologies will certainly depend on their assessment of the profitability of such a delivery system for their services. Industry analysis outlining the potential impact of e-banking of revenue growth, risk profile and cost savings of the banks have also generated notable interest and speculation about the impact of the impact of the Internet on the banking industry. In fact, E-banking eliminates physical and geographical boundaries and limitations of banking services. Banking over the Internet has attracted the customers and increasing attention since the late 1990's from banks, brokerage houses and insurance companies, as well as the business press, regulators, and law makers all over the world. This attention has been due, in part to rapid and significant growth in electronic commerce and to the notion that electronic banking and payments are likely to advance more or less in tandem with e-commerce

Keywords: Internet Banking, Organization, Speculation, Technology.

Paper 97

GROUNDBREAKING STRATEGIES FROM ' CASH ' T O ' FREE'- A CASE STUDY ON RELIANCE JIO

Sharmila S Shetty

Lecturer, Srinivas Institute of Management Studies,

Mangaluru, Karnataka, India

Sharmilasshetty21@gmail.com

ABSTRACT

In the modern era, with the hike of everything, even the telecommunications hiked in their calls, SMS, internet, etc. But the hike tactics embraced by the telecommunications companies have not been maintained for a long time. The arrival of Jio's dependency has forced the telecommunications companies to look back on their pricing strategies. Reliance Jio's creative tactics have made people expect more and lower prices. Reliance Jio's creative tactics have made people buy more and that the pricing strategies of other firms, Airtel, Vadafone and Idea. It gained a large following by offering 4 G free of charge. Competitors have suffered huge losses with Jio's creative strategies. Data sachet techniques have undergone dramatic changes in dependency. This study studies innovative strategies adopted by Reliance Jio.

Keywords: Telecommunications, Hike Tactics, Pricing Strategies, Data Sachet.

Paper 98

A COMPREHENSIVE ANALYSIS OF BOEING 737 MAX

Mohammed Assaf, Maazin Iqbal, Abdullah Nabhan

1st Year M.B.A, College of Management and Commerce, Srinivas University. Mangalore, Karnataka, India.

Email ID: assfiqbal1@gmail.com, maazin231@gmail.com and nabhan_abdullah@yahoo.com

ABSTRACT

The Boeing 737 MAX is the fourth generation of the Boeing 737, a narrow-body airliner manufactured by Boeing Commercial Airplanes (BCA). It succeeds the Boeing 737 Next Generation. It is based on earlier 737 designs, re-engined with more efficient CFM International LEAP-1B engines, aerodynamic changes, which include its distinctive split-tip winglets, and airframe modifications. In the aftermath of its two fatal accidents, Lion Air Flight 610 and Ethiopian Airlines Flight 302, the Boeing 737 MAX was grounded worldwide in March 2019 until Boeing implements changes to its flight control system and pilot training. Boeing suspended production of the Boeing 737 MAX in January 2020. Due to the modifications done to the next generation 737 Max, while taking off the nose of the Aircraft aimed little higher than it supposed to. To solve this problem Boeing Programmed a software called MCAS which adjusted the nose of the aircraft exactly at the point. In this paper we study the problems faced by Boeing 737 Max, The role of MCAS software and the initial failure of Boeing 737 Max.

Keywords: problems faced by Boeing 737 MAX, MCAS software, how to solve the problems.

Paper 99

A STUDY ON NON PERFORMING ASSETS OF CANARA BANK, MANGALORE.

Ms. Aysha Noha* & Prof. Amit Menezes

Second year MBA , College of Management and Commerce , Srinivas University, India

Assistant Professor, College of Management and Commerce, Srinivas University, India

Email : ayeshanoha@gmail.com & amitmznzs@gmail.com

ABSTRACT

The banking industry plays a critical role in the Indian economy. Measuring and maintaining the asset quality of banks is important for the development of the banking sector. Nowadays, the asset quality in banks, especially the Public Sector Banks is constantly deteriorating and thus causing intolerable stress to the banking sector, regulators, and Indian economy. The objective of the present study is to understand the level of Non-performing Assets (NPA), and how it influences the profitability of the banks. For this purpose, the study considered Gross and Net NPA of Canara Bank for the year 2019-20. The impact of ownership (public and private sector banks) significantly influences the Gross and Net NPA. The Gross NPA has a significant negative influence on ROA whereas, Net NPA has a positive influence on ROA of both public and private sector banks. So the study recommends to the regulators and respective bank officials to take the necessary steps to reduce the NPA and improve the recovery mechanism.

Keywords: Asset Quality, Banking Industry, Gross NPA, Net NPA, Non-Performing Assets, Return on Assets

Paper 100

A STUDY ON IMPORTANCE OF INVESTOR EDUCATION IN AND AROUND MANGALORE

Talapady Jasir Mohammad Shah* & Prof. Amit Menezes**

Second year MBA , College of Management and Commerce , Srinivas University, India

Assistant Professor, College of Management and Commerce, Srinivas University, India

Email : shahjr13@gmail.com & amitmznzs@gmail.com

ABSTRACT

Every individual mandatorily secures their future by forming financial goals. Financial goals are the goals that one sets with the view to fund certain future objectives which include a comfortable retirement, children education, marriage, purchase of home, etc. These financial goals are met by saving money and investing in profitable avenues so as to generate sufficient return. Setting financial goals is often a smart choice and can be very rewarding, provided we are better informed and better equipped investors by adopting proper Investment and financial planning. In these unparalleled economic times, we are witnessing the first hand significance and need for financial literacy. This study focuses on the importance of investor education in and around Mangalore city. to investor education tools and resources enables the individuals to exploit the opportunities inherent in the worldwide marketplace, to make smart choices and to lead financially independent, successful lives that deliver long term settlement to themselves, their families and their communities. Highly effective investor education programs share a variety of distinctiveness which is accordingly affordable, flexible, assessable and replicable in speckled conditions and across geographical locations. The contents covered in such investor education have immediate, real world application and are hence, purely practical in nature.

Keywords: financial goals, investor, Money, Financial planning, Education

Paper 101

A STUDY ON CREDIT RISK MANAGEMENT OF SOUTH CANARA DISTRICT CENTRAL CO-OPERATIVE BANK, KODIALBAIL, MANGALORE.

Ms. Harshitha D* & Prof.Amith Menezes**

Second year MBA, College of management and commerce, Srinivas university, India.

Assistant professor, college of management and commerce, Srinivas university, India.

Email: harshithagowda798@gmail.com & amithmnzs@gmail.com

ABSTRACT

Credit risk management has become a crucial factor for financial institutions, especially for banks, since financial services sectors have become exposed towards uncertainty. Credit risk management for banking enables you to quickly and accurately calculate critical risk measures, such as probability of default, credit migration, regulatory capital, risk weighted asset, credit value risk economic capital. Bank and other lending institutions must constantly balance risk and rewards. Too high a price on loan products, and you lose the customers, too low, and you starve the profit margin or take a loss. Too much capital on reserve and you miss investment revenue; too little, and you risk regulatory noncompliance and financial instability. The concept of credit risk management counterparty's ability to meet its obligations to the uncertainty regarding the outstanding risks. Because there are many types of obligations credit risk take many forms. The project also tries to find the efficacy of credit risk concept in the corporate banks. It was bank loans to try to analyse the project advance features was a loan varies in function of the kind that a needs assessment of the credit worthiness of the borrower only way exactly how successfully has been a loan, consider apprising, it actually helps complete a detailed measurement of mode. The main is to give customers who need a loan when they issued the loan repayment, such as proper utilization and also some suggestions for giving the banks credit risk controls.

Keywords: credit risk management, loans and advances, performance, co-operative Banks.

AN AUDIT REPORT ON REASONS FOR CANCELLATION AND RESCHEDULING OF ELECTIVE OPERATIONS IN A TERTIARY CARE HOSPITAL

Ms. Vijaya Parameshwari¹, Shijin Krishnan¹, Dr. Rashmi M², Prakash K Bhovi³, Vignesh Shenoy⁴

1. Professor & Head of Department, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Sciences. India
1. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Science. India
2. Assistant Professor, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Sciences. India
3. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Science. India
4. Post Graduate student, Department of Hospital Administration, A J Institute of Hospital Management. Mangalore. Rajiv Gandhi University for Health Science. India

ABSTRACT

Operating room (OT) services are one of the major cost and revenue-generating centres of a hospital. Unanticipated cancellation of elective surgery decreases operating theatre efficiency if operating theatre time is not utilized. Elective case cancellation upon the medical procedure is a continuous issue in most of the hospitals. Cancellation of cases in OT is a parameter to assess the quality of management system. Cancelled surgeries are also inconvenient to patients, physicians, and staff, lead to decreased patient satisfaction and diminished staff morale. Case cancellation results in wasted investigations and blood cross-matching, leads to delayed patient care, and can potentially affect the overall clinical outcome. There are multiple reasons of cancellation of elective surgical cases. They are mainly: No medical fitness – includes no anaesthesia fitness, increased parameters (clinical). Approval delayed. Emergency cases got posted. Other reasons are patient not willing, case got cancelled due to prolonged surgery, delay of RT-PCR report, and unavailability of OT as per surgeon's time. To study the most common reasons for cancellation of OT cases. To take measures to reduce the cancellation of OT cases. Most of the cases cancelled in OT were due to no medical fitness for the surgery. Hence corrective and preventive action to be taken to reduce the cancellation of OT cases which has direct impact on the patient quality care.

Keywords: Operation Theater, OT cases, cancellation, Tertiary care hospital.

A CASE STUDY ON CUSTOMER SATISFACTION OF HUSH PUPPIES PRODUCTS WITH SPECIAL REFERENCE TO MANGALURU

¹Shilpa. K , ²Vinutha H. K

¹Faculty of Management & Commerce,
Srinivas University, Mangaluru- 575001

Email: shilpakudroli@gmail.com

²Faculty of Management & Commerce,
Srinivas University, Mangaluru- 575001

Email: vinu314ath@gmail.com

ABSTRACT

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. Customer satisfaction is influenced by perceptions of the quality, equity and fairness. When they have been surprised by outcomes (the service is either much better or much worse than expected), consumers tend to look for reasons, and their assessment of the reasons can influence their satisfaction. Hush Puppies are an American internationally marketed brand of contemporary, casual [footwear](#) for men, women and children. The shoes have been described as "the classic American brushed-suede shoes with the lightweight crepe sole". A division of [Wolverine World Wide](#), Hush Puppies is headquartered in [Rockford, Michigan](#). Wolverine markets and completely licenses the Hush Puppies name for footwear in over 120 countries throughout the world. In addition, the Hush Puppies name is licensed for non-footwear fashion categories, including [clothing](#), [eyewear](#), [plush toys](#) and more. The research paper aims at finding the effect of footwear refers to garments worn on the feet, which originally serves to purpose of protection against adversities of the environment, usually regarding ground textures and temperature. Primary and Secondary data sources were used to understand existing literature on the topic. Customers are the reason why business exists and without them a company can neither survive nor exist. It helps to understand the behavior of the customers and the reason for the satisfaction as well as the dissatisfaction of the services and product provided by the firm.

Keywords: Customers, Satisfaction, footwear, Hush Puppies.

IMPACT OF FINTECH COMPANIES IN SHAPING THE FUTURE BANKING IN INDIA

Shilpa K.

Faculty of Management & Commerce,
Srinivas University, Mangaluru- 575001
Email: shilpakudroli@gmail.com

ABSTRACT

Fintech is ruling the world and financial sector, and it is critical to adopt the technologies that are transforming the financial sector. Fintech has altered the banking industry by providing smart services, improved customer connectivity, and value-added services; Fintech is governing the world and the financial sector, and it is critical to accept the technologies that are revolutionising the industry. Fintech was able to break into the market thanks to the rising usage of smart phones and the development of relevant tools and platforms, offering products and solutions for which banks claimed there were no substitutes, such as e-payments and online trading. Fintech in India will grow both vertically and horizontally in the future. Existing technology will become more accessible to a larger number of individuals as a result of horizontal growth. These non-banking financial enterprises are causing banks to tremble, since they now have new competitors to contend with. However, while FinTech firms are widely regarded as a huge threat to banks, they also represent a significant opportunity. In terms of a career, the bottom line is that FinTech should be viewed as a fantastic opportunity, with people with the necessary experience in high demand from banks, IT businesses, and new start-ups alike. In this three-way tug of war, the financial technology expert emerges victorious in all three scenarios. FinTech firms are currently at the forefront of the business, developing a wide range of new financial products and services aimed at making money management easier and more efficient. Asset management: Tools and technologies for data processing and analysis have boosted automation, particularly in asset rebalancing. FinTech is a Personal Capital, Lending Club, Kabbage, and Wealthfront are examples of well-known FinTech companies that have developed in the last decade, bringing fresh twists on financial principles and allowing individuals to have greater control over their financial results. Fintech and other sectors will evolve in tandem with technology. FinTech will revolution is e-banking by offering the finest customer experience underpinned by cutting-edge technology. Furthermore, firms that wish to maintain a competitive advantage and offer the most up-to-date products will have no choice but to evolve in tandem with technology.

Keywords: Fintech, Banking, Finance, Firms, Technology.

SUCCESSFUL AGEING OF PUBLIC HEALTH IN BANGLADESH AND THE WELL-BEING OF THE SOCIETY

Dr. Prosannajid Sarkar*, Dr. Wazed & Dr. P. S. Aithal*****

Senior Scientific Officer

Research and Training Institute Begum Rokeya University, Rangpur, Bangladesh.

E-mail: drpsarkarwri@gmail.com

Hon'ble Vice Chancellor Srinivas University, Mangalore, India. E-Mail:

psaithal@srinivasgroup.com

ABSTRACT

The successful ageing of public health in Bangladesh and the well-being of the society's examined the socio demographic situation of the public health of the elderly and changes in successful ageing indicators before and after the intervention. It also examined the factors influencing the successful aging indicators in Rangpur district of Bangladesh. Primary data were collected in two phases. In the first phase, data were collected randomly from 847 elders from the study areas. After a quick analysis, 300 older were selected to provide playing instruments of pumping balls and hand grips, and all the elderly respondents were provided with necessary motivations and suggestions by a doctor to let the elderly know how to keep good health in old age. Results revealed that before interventions, about 36 percent respondents reported that they were happy. Whereas 43 percent respondents reported being happy after interventions. Around 39 percent respondents reported that they were having good SRH before interventions whereas this percentage became 41 percent after interventions. The relationships between happiness and age, sex, marital status, occupation, place of residence, and receiving supports were found to be statistically significant. And the associations between SRH and age, sex, marital status, occupation, and receiving supports were found to be statistically significant in the study areas. Age group, occupation, religion and receiving any supports were found to have significant effects on SRH of the study respondents. This study thus suggests taking proper actions to improve the factors associated with happiness and self-rated health of the elderly people of Rangpur district of Bangladesh for successful ageing.

Keywords: public health in Bangladesh, factors influencing

EFFECTIVENESS OF SECOND GENERATION WEB TOOLS IN ENHANCING SECONDARY LEVEL TEACHER EDUCATION

Dr. P. Ramalakshmi Balaji

Department of Education, Mother Teresa Women University
Kodaikanal

Email : sakthiramaphd@gmail.com

Contact No : 7904682809, 9578927483

ABSTRACT

The arrival of technology has transited the path for an increased use of the Web, allowing for access to diverse kinds of information and materials. With this advent of technology, a significant number of distinct technologies have been introduced to assist in human communication and interaction. Since the genesis of Web 2.0 technologies, people all over the world now have the Internet at their finger tips, and can execute communicative acts with little or no difficulty. In educational contexts, Web 2.0 is making great in-roads even though its full effectiveness still needs to be further researched in the said environments. Since Web 2.0 is having a profound impact in educational institutions, and is yielding promising results, then there is a very strong possibility that it has the potential to impact significantly on the language learning and teaching process. Bearing in mind the afore-mentioned, this study attempts to discuss the impact of the Web 2.0 in education and its potential for learning and teaching.

The present study reveals that there is an opportunity to incorporate learning in this digital era, and promote effective teaching and learning process through ICT Tools. Using interactive educational materials increase the learner's motivation and facilitate the acquire computer skills. Apart from traditional teaching, web based teaching and learning is more helpful in self learning and retrieval in learning process. This sort of instructional strategies definitely helps in the longer retention of concepts and motivates for further learning.

Keywords: technology, language learning and teaching process, promote effective teaching, ICT Tools, instructional strategies

“WHO GIVES A CRAP” IS NOT SO CRAP – A CASE STUDY OF TOILET PAPER COMPANY

Shreepathy Rangabhatta B.¹ & Jayaprakasha K.²

¹Assistant Professor, College of Management & Commerce, Srinivas University,
Mangalore-575001, India

Email: shreepathy103@gmail.com

²Lecturer, College of Aviation Management, Srinivas University,
Mangaluru, Karnataka, India

Email: jai4appu@gmail.com

ABSTRACT

A toilet paper company with a sense of humor with a desire for helping the society this is the story line of “Who Gives a Crap”. Having found by Simon, Jehan and Danny with a crowd funding campaign during July 2012, the company is known for its ecofriendly preposition. With the main business of premium toilet paper and tissues also donates half of its earnings for philanthropic ventures like building toilets and water sanitation activities. ‘A product like toilet papers which is addressing sustainability issues with only its online mode of sales channel’ this is the specialty of this case. The company in spite of renowned competing brands in market is doing reasonably well in this industry segment. These reasons trigger an understanding of intricate and insightful marketing practices they practice. Hence this case study would provoke discussions on to marketing strategy for the practitioners and students when dealing with especially a business preposition which prima facie doesn’t showcase a branding potential worth celebrating yet has found its way out and could successfully position itself with reasonable profit margin.

Keywords: Who Gives a Crap, Toilet Paper, Marketing strategy, sustainability, philanthropy, green customers, green washing, Branding, eco-friendly.



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B.Tech	Mechanical Engineering
B.Tech	Civil Engineering
B.Tech	Electronics & Comm. Engg.
B.Tech	Cloud Tech. & Info. Security
B.Tech	Data Science
B.Tech	Nanotechnology
BPT	Physiotherapy
B.Sc.	Cardio Vascular Technology
B.Sc.	Perfusion Technology
B.Sc.	Medical Lab Technology
B.Sc.	Renal Dialysis Technology
B.Sc.	Optometry
B.Sc.	OT & Anaesthesia Technology
B.Sc.	Imaging Technology
B.Sc.	Respiratory Care Technology
B.Sc.	Forensic Science
B.Sc.	Digital Film Making & VFX
B.Sc.	Animation & VFX
B.Sc.	Interior Design
B.Sc.	Fashion Technology
B.Sc.	Hotel Management
BHMCT	HM & Catering Technology
BCA	Software Development
BCA	Cloud Tech. & Info. Security
BCA	Info. Security & Mobile Apps.
BCA	Network & Server Admin.
BBA	(Honors)
BBA	Aviation Management
BBA	Aviation & Airport Mgmt.
BBA	Port Management
BBA	Logistics & Supply Chain Mgmt.
BBA	International Business
BBA	Financial Services
BBA	Journalism & Mass Comm.
BHA	Hospital Administration
B.Com	(Honors)
B.Com	Int. Accounting with ACCA
B.A.	Journalism & Mass Comm.
B.Ed.	Education

POSTGRADUATE

M.Des.	UX (User Experience)
M.Tech.	Structural Engineering
M.Tech.	Nanotechnology
M.Tech.	Computer Science
M.Tech.	Research Based (All Branches)
M.S.	Research Based (All Branches)
M.Sc	MLT Clinical Biochemistry
M.Sc	MLT Haem. & Blood Transfusion
M.Sc	MLT Microbiology & Immunology
M.Sc	Echocardiography
M.Sc	Cardiac Catheterisation & Interv.
M.Sc	Respiratory Care Technology
M.Sc	Medical Imaging Technology
M.Sc	Anesthesia and OT Technology
M.Sc	Psychology & Counselling
MPT	Physiotherapy
MBA	Dual Specialization
	Finance & Marketing
	Marketing & HRM
	Finance & HRM
MBA	Super Speciality
	Aviation Management
	Port Management
	Business Analytics
	Logistics & SCM
	Hotel Management & Tourism
	Hospital & Health Care Management
M.Com.	Finance & Banking
M.Com.	Auditing & Taxation
M.Com.	With Integrated ACCA
MCA	Lateral Entry & Dual Specialization
	DS & Cloud Computing
MSW	Master of Social Work
	Dual Specialization

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CONTACT US

Administrative Office
G.H.S Road,
Mangaluru- 575 001
Karnataka, India.

T 0824-2412382, 2444891, 2422381
M 9741141433, 9980951074
E admission@srinivasuniversity.edu.in
W www.srinivasuniversity.edu.in