



“ASSESSMENT OF SERVICE QUALITY IN ORGANIZED RETAIL STORES -A STUDY OF TWO SELECT CITIES IN THE STATE OF TELANGANA”

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Abstract

The Indian Organized Retail Industry is usually witnessing an instantaneous transformation and is also the most effective growing industry contributing 10 % of country's GDP. Indian retail industry is definitely predicted to grow \$368 billion in 2008 to \$600 billion by 2024. Of India grew to be the main desired destination for worldwide retailers as a result of favorable demographics, high disposable income ranges, changing standards of living and elevated customer mindset. Indian organized retailing will be the country's greatest opportunity to get the very structured suppliers following foods selling. The exact quickly pace in the Indian list industry gifts many organizations using a web host with everyday problems. Inside the aggressive surroundings in addition to with the main increasing value of providers, delivering good quality services is just about the basic going strategy. This current paper is a scientific study to influence for assistance good quality in organized retail customer happiness and also indentifies the essential factors about service level of quality from customer's perspective. The sample size contains 250 respondents from the twin cities of the Telangana state. Organized retail store are using list of questions ended up being implemented pertaining to files series. Extra records seemed to be accumulated by analysis sources, studies, log posts and so forth SPSS 22 utilized for data analysis. The final results may help typically to the organized retail managers to help them in planning and even designing their particular service methods effectively.

Key words: Organized Retailing, Service Quality, Customer Satisfaction

Introduction:

Indian economy is amongst the fastest raising economies on the globe; the country's GDP raising between 6.7 to 7.6 percent within the past seven years for expected that will expand with 12 percent next a few years (Prahlaad, 2007). Indian organized retail store market could be the subsequent most significant job company soon after formation. Regarding to Kerney, GRDI 2007 (Global Retail Growth Index), India ranked the top most interesting international locations just for list growth. List place higher out of 23 million of sq feet throughout 2008 towards information and facts million sq feet with 2016 as well as industry experts' counts on it so that you can go beyond 600 thousand sq feet. The main face of Indian organized retail price industry is normally rapidly altering with typically the amplified getting strength of Indian shoppers. Positive demographics go up in estate, increased buyer awareness, often the Indian malls is suffering from a ground-breaking transform. Indians have become by way of a extraordinary transformation around lifestyle through moving right from traditional investing in food, knick knacks and attire to life style categories in which deliver good quality and preference. Modern selling satisfies climbing demand meant for this sort of merchandise and companies several people coming into the exact popularity on a test to tap into greater

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**Human Resource Management Practices in Life Insurance Sector in India
(A Comparative study of Public Sector and Private Sector Insurance Companies)**

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Introduction:

The insurance sector is a colossal one and is growing at a speedy rate of 15-20%. Together with banking services, insurance services add about 7% to the country's GDP. A well-developed and evolved insurance sector is a boon for economic development as it provides long-term funds for infrastructure development at the same time strengthening the risk taking ability of the country. During April 2015 to February 2016 period, the life insurance industry recorded a new premium income of Rs 1.072 trillion (US\$ 15.75 billion), indicating a growth rate of 18.3 per cent. The general insurance industry recorded a 14.1 per cent growth in Gross Direct Premium underwritten in FY2016 up to the month of February 2016 at Rs 864.2 billion (US\$ 12.7 billion).

India's life insurance sector is the biggest in the world with about 360 million policies which are expected to increase at a Compound Annual Growth Rate (CAGR) of 12-15 per cent over the next five years. The insurance industry plans to hike penetration levels to five per cent by 2020. The country's insurance market is expected to quadruple in size over the next 10 years from its current size of US\$ 60 billion. During this period, the life insurance market is slated to cross US\$ 160 billion. The general insurance business in India is currently at Rs 78,000 crore (US\$ 11.44 billion) premium per annum industry and is growing at a healthy rate of 17 per cent. In life insurance business, India ranked 9th among the 156 countries, for which data are published by Swiss Re. During 2010-11, the estimated life insurance premium in India grew by 4.2 per cent (inflation adjusted). However, during the same period, the global life insurance premium expanded by 3.2 per cent. The share of Indian life insurance sector in global market was 2.69 per cent during 2010, as against 2.45 per cent in 2000.

The Human Resource Development department has to play a more proactive role in shaping the employees to flight out the challenges. The insurance companies not only have to make plans and policies and devise strategies, the actual functionaries have to show willingness, competence and effectiveness in executing the said policies and strategies. In commercial organizations like insurance companies, HRD departments have the advantages of not being excessively burdened with day-to-day problems of running the business or ensuring profitability of individual transactions. They are in positions to take strategic and long term view of the competitive advantage of the human resources as well as identify areas of professional weaknesses to rectify well before any damage takes place in the organization. Indeed they have the golden opportunity to implement the desired human resources policies to improve and strengthen the organization to withstand the onslaught of fierce competition in future. Based on this perspective, an attempt has been made to highlight the factors which, if implemented, may lead to substantial transformation of insurance companies to compete in an environment of risks and uncertainty.

EMPLOYEE RETENTION STRATEGIES OF INDIAN PHARMACEUTICAL INDUSTRY

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Abstract:

There is Rapid growth, fierce competition, and an unstable environment in the Pharmaceutical Industry. There is a need to retain top talent to avoid a loss to the company and increase productivity. The objective of this research is to examine and analyze the employee retention strategies employed by select pharmaceutical companies. The research seeks to provide insights and recommendations that help pharmaceutical companies enhance their retention efforts, improve employee satisfaction and engagement, and ultimately strengthen their competitive advantage in the industry.

The research is Empirical and Descriptive in nature. The data is gathered from primary and secondary sources. A purposive sampling technique is applied to select the right set of respondents. The sample size taken is 88. A well-designed structured questionnaire was shared among employees of select pharmaceutical companies. This questionnaire assesses employee perceptions of retention strategies, work environment, career development opportunities, and other relevant factors. The gathered data were analyzed and interpreted using Correlation Coefficient Analysis and Regression Analysis with the help of the SPSS-22 Version.

The findings of the study provide valuable insights into effective employee retention strategies in the pharmaceutical sector and accept that there is a significant relationship between Employee Retention and the Work Environment. The work environment of a company influences the decision of an employee to stay with the pharmaceutical company.

The practical implications of the study can assist pharmaceutical companies in enhancing their retention efforts, improving employee satisfaction, and gaining a competitive edge.

Keywords: Employee Retention, Pharmaceutical Industry, Work Environment, Retention strategies, Career Development, Compensation, Work-Life Balance.

Introduction

Employee retention refers to the power of a company to retain its employees. Employee retention is often observed as a dynamic process due to its significance in the modern-day context. However, several contemplate employee retention as the efforts by employers to decide to retain employees in their manpower. In this sense, retention becomes the method instead of the outcome. Employee retention, particularly of the simplest, most fascinating employees, could be a key challenge in organizations these days. Employee Retention could be a method during which the employees are inspired to be with the organization for the most time. Though, employee-employer relationship has undergone a basic modification that has implications for the attrition, motivation, and retention of proficient employees. Employee retention is helpful for each organization and employee. There are five important determinants of Career Development Opportunities, Superior Support, Work atmosphere, Rewards, and Work-Life Policies to review the impact of Human Resource Management practices on the retention of employees



“A STUDY ON RETAILER PERCEPTION TOWARDS SHIVA SHAKTHI DAIRY”

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Abstract

Retailer Perception is an important element in the business of Dairy as it affects the entire business if not managed properly. The Dairy firm has to properly build its brand in the minds of the retailers for smooth running of the business. The role of retailers is very important in the distribution of Dairy products like Milk and Milk products. The present study is conducted to find out the retailers perception towards Shiva Shakthi Dairy in chittoor district of Andhra Pradesh state. The study is actually carried as a part of the MBA project and the data collected was extended to explore further insights into the issue. At the outset the study explores the various issues in understanding the retailer's perception towards Shiva Shakthi Dairy Pvt Ltd.

Key Words: Retail, Perception, Dairy Products.

Introduction

The process, by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. It can be described as “how we see the world around us. Two individuals may be exposed to be same stimuli under the same apparent conditions, but how each person based on each person own needs, value and expectations. Perception is the organization, identification, and interpretation of sensory information in order to represent and understand the environment. All perception involves signals in the nervous, which in turn result from physical or chemical stimulation of the sense organs. For example, vision involves light striking the retina of the eye, smell is mediated by odor molecules, and hearing involves pressure. Perception is not the passive receipt of these signals, but is shaped by learning, memory, expectation, and attention. Perception depends on complex functions of the nervous system, but subjectively seems mostly effortless because this processing happens outside conscious awareness.

Research Methodology Objectives of the Study:

1. To evaluate Retailer perception towards distribution of Shiva Shakthi products.
2. To find Retailer perception of product characteristics such as color and size.
3. To find out effectiveness of promotional / offers.
4. To find out effectiveness of distribution / supply.
5. To find out effectiveness of services.

Sample size: The sample size of the study is 60 respondents.

Sampling Method: The sampling method chosen was Convenient sampling.

BRAND IMAGE AND CUSTOMER PREFERENCE ON FLIPKART ONLINE SHOPPING

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ABSTRACT:

In the digital era, e-commerce has experienced significant growth, transforming the way consumers shop and interact with brands. For Flipkart, one of India's leading e-commerce companies, establishing a favorable brand image among the youth is crucial for sustained success in the competitive market. By understanding the aspects of Flipkart's brand image that resonate with the youth, the company can tailor its marketing strategies and product offerings accordingly. The study employed a mixed-methods approach; utilizing quantitative surveys and qualitative interviews to gather comprehensive data from youth consumers' on Flipkart's brand image and their corresponding preferences. The Findings of this study provides actionable insights to inform Flipkart's strategies and effectively engage and cater to the youth market, ultimately creating a competitive edge in the e-commerce landscape. The survey has conducted for the respondents located in Kurnool and there were 122 customers participated. A structured questionnaire was used and distributed to collect primary data from the respondents. The gathered data was analyzed and interpreted with the help of SPSS 22 by applying Percentage method, ANOVA test, and Coefficients analysis. The findings of the study unveil that a high level of brand loyalty among youth towards Flipkart, with a considerable percentage of respondents indicating their preference for the platform over competitors. This loyalty can be attributed to the brand's consistent delivery of quality products, competitive pricing, and responsive customer service.

Key words: Brand Image, Perception, Consumer Behavior, Brand Awareness.

Introduction:

Brand image encompasses the overall impression consumers have about a brand, including its reputation, perceived quality, brand associations, and values. A positive brand image can foster trust, loyalty, and emotional connections with consumers. For Flipkart, establishing a favorable brand image among the youth demographic is essential for attracting and retaining their patronage in the highly competitive e-commerce landscape. Brand image encapsulates the overall perception and reputation of a brand in the minds of consumers. It encompasses factors such as brand recognition, perceived quality, brand personality, and associations. A favorable brand image not only attracts customers but also cultivates emotional connections, leading to repeat purchases and positive word-of-mouth recommendations. To succeed in a fiercely competitive market, Flipkart must nurture a strong and positive brand image among the youth segment.

Review of Literature:

Gupta, P., & Chauhan, S. (2020). Impact of Brand Image on Customer Preference: A Study of E-commerce Platforms in India. *International Journal of Management, Technology, and Social Sciences*, 6(2), 146-158. This study examined the influence of brand image on customer preference among Indian youth in the context of various e-commerce platforms, including Flipkart. The findings emphasized the significant role of brand image in shaping customer preferences and highlighted the importance of factors such as product quality, pricing, and brand reputation. **Jain, N., & Saini, G. (2019).** Brand Image and Consumer Preferences: A Study of Online Shopping in India. *International Journal of Retailing & Rural Business Perspectives*, 8(3), 181-192. Focusing on the Indian youth, this study investigated

A Study on the Impact of Macroeconomic Factors on Indian Stock Market IndicesDr. V Ramesh Naik¹, Dr. H S Abzal Basha² and M Yellaiah Naidu³¹Associate Professor, Department of Management Studies,
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G.Pullaiah College of Engineering & Technology, Kurnool, (Andhra Pradesh), INDIA³Assistant Professor, Department of Management Studies,
G.Pullaiah College of Engineering & Technology, Kurnool, (Andhra Pradesh), INDIA*(Corresponding author: Dr. H S Abzal Basha, Email id: drafzalmba@gpcet.ac.in, whatsapp No: 9703757372)**"A rising tide lifts all boats; like macroeconomic factors do with share market"— Aman Zunaid***Abstract**

Now-a-days, any changes in the economy will bring immediate changes in the stock market. Share market contribution to the economic development in India is remarkable. Boom or recession of Indian equity market brings phenomenal changes in the Indian economy. In India, only about around 10 % people are involved in these markets directly but the entire population is affected directly or indirectly. If something happens in these markets, which in itself shows a strong correlation between these stock markets and real economy not just on the surface level but also deep inside at the core level. In the present scenario, it was pretty evident that stock markets worldwide crashed and real economic fundamentals have started falling apart and ultimately all this led to recession. As a result, it even increases the importance of this research as the origin of this recession is believed to be stock markets and manipulation through it and the other way round, a country can even make its real economic fundamentals strong with the help of the stock market. Therefore, one can clearly states that stock prices are looking forward and could form a class of potentially useful predictors of future values of the macro and microeconomic indicators. Hence, the study has undertaken to explore the relationship between macroeconomic factors and its impact on Indian stock market indices.

Keywords: Economy, stock market, recession, stock prices, macroeconomic factors and market indices.

Introduction

Indian capital market has undergone tremendous changes since 1991, when the government has adopted liberalization and globalization polices. As a result, there is a growing importance of the stock market from aggregate economy point of view. Today, Indian stock market have become a key driver of modern market based economy and is one of the major sources of raising resources for Indian corporate, thereby enabling financial development and economic growth. In fact, Indian stock market is one the emerging market in the world. This resulted in remarkable improvement in Indian stock market in terms of its size and depth. The process of development of domestic stock market has been further accelerated owing to a voluminous inflow of foreign institutional investment. However, unlike mature stock markets of advanced economies, the stock markets of emerging economies like India is portrays as the most volatile stock markets. Moreover, the stock markets of emerging economies including India are likely to be sensitive to factors such as changes in economic activities, political and international environment and also in other macroeconomic factors. The constant development process in Indian stock markets is breath taking; form 3,739.69 points (on March 31st 1999) to 21,000 level points (in January, 2008) within 9 years, now BSE SENSEX is around 48,637 points. It has absorbed the impact of Global financial crisis of

A STUDY ON VOLATILITY OF INDIAN STOCK MARKET

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ABSTRACT

Fluctuations in the stock market results in the diverse commute in the capital market. With these changes, the stock market and the investors will earn the profits or losses in their investments. The present study is concentrated on the flow of regular changes in the stock market indexes and explains how the changes were happened in the past five years of Indian stock market. The major objective of the study is to analyse the changes in the Indian stock market. With the study of the volatility in the stock market will increase the awareness among the investors in the field of the investment. To analyse the changes in stock market prices the ARCH and GARCH models were used. The ADF test was conducted to find the stationarity of the data which has used in analysis. The stock market index data from 1st August 2011 to 31st August 2021 had used for the study. The data in stationarity and having the negative skewness. The ARCH (1, 1) model has significant and the volatility of the stock index in the percentage change has observed for the select period.

Keywords: Stock market, ADF test, Volatility, ARCH and GARCH model.

INTRODUCTION

Volatility is a statistical measure of the dispersion of returns for a given security or market index. In most cases, the higher the volatility, the riskier the security. Volatility is often measured as either the standard deviation or variance between returns from that same security or market index.

In the securities markets, volatility is often associated with big swings in either direction. For example, when the stock market rises and falls more than one percent over a sustained period of time, it is called a "volatile" market. An asset's volatility is a key factor when pricing options contracts.

STOCK MARKET INDICES

A stock market index or stock market indices, also known as stock index, is a statistical measure that reflects changes taking place in the market. It's created by grouping a few similar stocks among the securities listed on the exchange and the selection criteria could be the size of a company, its market capitalization or type of industry.

IMPACT OF JOB SATISFACTION ON EMPLOYEE'S PERFORMANCE

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Abstract

“Job satisfaction is the extent to which people like (satisfaction)

Or dislike (dissatisfaction) their jobs” - Paul J. Meyer

In the fast changing socioeconomic and technological conditions, the management scenario has also been changing rapidly. Human resources therefore, occupy a key position. Human resource Management is primarily concerned with the people's dimensions in the organization. It is a crucial subsystem in the process of management. The success or failure of an organization not only depends on material, machines and equipment but also on the Personal called Human Resources who are put in their best efforts for an efficient performance at the job. A management basic job is the effective utilization of Human Resources for the achievement of organizational objectives. The combined efforts of the human resources, technological, financial, physical and all other resources are utilized. Motivation of human resources is of utmost importance everywhere. The satisfied human resources are responsible for success or failure in achieving organizational objectives. The present study aims to study the job satisfaction of employees and its impact on personal performance of employees working in Penna Cement.

Keywords: Human resources, Technological, Financial, Physical resources.

Introduction

Job satisfaction, a worker's sense of achievement and success, is generally perceived to be directly linked to productivity as well as to personal wellbeing. Job satisfaction implies doing a job one enjoys, doing it well, and being suitably rewarded for one's efforts. Job satisfaction further implies enthusiasm and happiness with one's work. The Harvard Professional Group (1998) sees job satisfaction as the keying radiant that leads to recognition, income, promotion, and the achievement of other goals that lead to a general feeling of fulfillment.

Importance to Worker and Organization

Frequently, work underlies self-esteem and identity while unemployment lowers self-worth and produces anxiety. At the same time, monotonous jobs can erode a worker's initiative and enthusiasm and can lead to absenteeism and unnecessary turnover. Job satisfaction and occupational success are major factors in personal satisfaction, self-respect, self-esteem, and self-development. To the worker, job satisfaction brings a pleasurable emotional state that often leads to a positive work attitude. A satisfied worker is more likely to be creative, flexible, innovative, and loyal.

For the organization, job satisfaction of its workers means a work force that is motivated and committed to high quality performance. Increased productivity the quantity and quality of output per hour work a day seems to be a byproduct of improved quality of working life. It is important to note that the literature on the relationship between job satisfaction and productivity is neither conclusive nor consistent.

STRESS REDUCTION STRATEGIES AMONG ENGINEERING STUDENTS

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Abstract

Every aspect of life involves some level of stress. It depends upon one's perception of external demand made on them and how they perceive it. In the case of engineering students the stress is on their side to gain a level of knowledge in science and technology. The path to becoming a successful engineering graduate by setting the desired career path is not that easy. It requires utmost sincerity and dedication, eventually leading to stress, anxiety, and depression. An intervention is required in tragic suicide situations to lessen the detrimental effects of stress on engineering students. The purpose of this research is to suggest stress reduction strategies to manage the stress among the students. This search is empirical and descriptive in nature and the data is collected from 357 respondents through a questionnaire. The hypothesis was tested by correlation and regression analysis. The study findings suggest that there is a significant relationship between stress-influencing factors and the socio-economic profile of respondents. The researcher advises putting more of an emphasis on outdoor activities and avoiding the negative effects of stressors in order to foster a hostile learning environment. The finding will help the individual students, scholars, lecturers, career and counseling centers.

Keywords: Stress, Symptoms, Stressors, Yoga, Exercise.

INTRODUCTION:

Stress is a life force and a killer, It affects people. We all have a tendency to perform better when we are under a brief period of stress, where we feel in control and where we can see the conclusion of the situation. But persistent stress, particularly when the sufferer feels or thinks they have little control, has a tendency to spiral into a self-perpetuating cycle that raises perceived stress. It can accomplish a task successfully if used constructively, but it can also occasionally have the opposite effect. When a student is concerned about his studies and exerts some effort to create a study program, gather resources, etc. during the exams, it is constructive and helpful. On the other hand if any student takes overload regarding his studies, it will affect his health and mental state as well causing some kind of illness or nervousness then as a result he won't be able to do well in his exams and finally hampering his results. Similar to this, if we use the example of a working person, we can observe that a working person encounters a number of stressful tasks at work each day. He cannot focus on his task and destroys it if he is under excessive stress, but if he takes small pains to do his work then he can finish the task more efficiently without causing any havoc. The ability to manage stress while keeping all of these elements in mind is extremely important.

CAUSES OF STRESS:

The situations that cause stress are known as stressors, and they might range from obvious physical threat to giving a class presentation or taking a semester's worth of your most difficult course.

1. Academics - Stress symptoms including anxiety, insomnia, changes in appetite, and general mood swings can be brought on by worrying about academic success. Youth have



Comparative Analysis of Economic Value Addition of Selected Automobile Companies

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Abstract

Economic Value Added (or) Addition (EVA) is a value based financial performance measurement tool used to assess the true economic profit of an enterprise. It is the performance measure directly linked to the creation of shareholders wealth over time. Shareholders are much choosy for their interest into the business and they like management to come up with very specific solution. Automobile sector as a vital sector of economy has been known for wealth creation for shareholders and economic upliftment of society through employment creation on large scale. Hence, I have selected 3 major two-wheeler companies viz. Hero Motors, Bajaj Motors, & TVS Motors for the study.

Keywords: EVA, Shareholders, Automobile sector

Introduction

Economic Value Addition (EVA) is an estimate of a firm's economic profit, or the value created for the company's shareholders. EVA is the net profit less the opportunity cost of the firm's capital. The idea is that value is created when the return on the firm's economic capital employed exceeds the cost of that capital. This amount can be determined by making adjustments to GAAP accounting.

Economic Value Added (EVA)

EVA is superior to accounting profits as a measure of value creation because it recognizes the cost of capital and, hence, the riskiness of a firm's operations. Under conventional accounting, most companies appear profitable but many in fact are not. As Peter Drucker put the matter in a Harvard Business Review article, "Until a business returns a profit that is greater than its cost of capital, it operates at a loss. Never mind that it pays taxes as if it had a genuine profit. The enterprise still returns less to the economy than it devours in resource. Until then it does not create wealth; it destroys it." Company may intentionally pay tax to prove that they have made profit for their shareholders and thus a falsification is done with owners that is not a rare corporate practice. EVA corrects this error by explicitly recognizing that when managers employ capital they must pay for it, as if it were a wage. It also adjusts all distortions that are very much prevalent in the information generated by conventional accounting. Thus, it is the most demanded tool for the owners in every situation. The decision role is very simple; if the EVA is positive, the company creates shareholder wealth. Negative EVA indicates that shareholder wealth is destroyed.

Definition

Economic value added (EVA) is a measure of a company's financial performance based on the residual wealth calculated by deducting cost of capital from its operating profit (adjusted for taxes on a cash basis).

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A Comparative Study on Selected Public and Private Insurance Companies in India

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Abstract

Insurance is a form of risk management where businesses and individuals reduce the financial impact by transferring the cost of potential loss to another entity in exchange for compensation in terms of money known as premium. By paying premium to insurance company, the risk is transferred from the client to the insurer. Risk is inherent part and parcel of our lives. Future is uncertain we cannot estimate the future but what we do know is that accidents happen. Insurance industry is founded on this aspect i.e., accidents.

Introduction

Without insurance there would be no risk taking and without any risk taking, there would be no business and no innovations. Insurance is what enables the modern world to get on with life. Insurance works by pooling risk because the number of insured individuals is so large, insurance company can use statistical analysis to protect what their actual losses will be within the given class. They know that not all insured individuals will suffer losses at the same time or at all. These allow the insurance companies to operate profitably and at the same time pay for claims that may arise. During British ruling in India the concept of insurance is in existence but at present, Insurance in India has changed in the violently disturbed economic environment throughout the world. Indian insurance companies have become competitive in nature and are serving consumers in many ways. As insurance is a long term investment there should be some knowledge about it.

India as a country has potential for growth of this business. After IRDA in year 2000, the business in India became more effective as private life insurance company have significantly in India. Profitable growth products in insurance and diversification are the few factors to be considered.

History

Insurance in India has a long lasting history. The history of insurance consisted of development of the modern business of insurance against risk especially regarding cargo, property, death, automobile accidents and medical treatment. In 1750BC merchants have sort methods to minimize risks since earlier times. The Greeks and Roman's introduce the origins of health and life insurance in 600BC which care for the families of diseased members as well as funeral expenses of members. In koutilya and dharmasastra there are some writings about insurance, in terms of pooling of resources during calamities such as fire, floods, epidemics and famine. Which is a free cursor to modern day insurance? Ancient history has traces of insurance in the form of marine trade loans and carriers contracts. But the life insurance in its present form came to India with the establishment of oriental life insurance corporation a British firm in Kolkata by Anita bhavsar in 1818. This company however failed in 1834. In 1829, the madras equitable had begun transacting life insurance business in the madras presidency. 1870 saw the enactment of the British insurance act and in the last three decades of the 19th century, the mutual (1871), oriental (1874) and empire of India (1897)

A PARADIGM SHIFT IN FINANCIAL REPORTING STANDARDS

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Introduction

The International Financial Reporting Standards (IFRS) are rapidly emerging as a globally accepted accounting frame work with over 100 countries mandating or permitting IFRS. IFRS was implemented in January 2005 with more than 8,000 European listed companies adopting them; with its inherent benefits in the global economy countries like Australia, Hong Kong, China and the Middle East have mandated IFRS compliance for listed companies. The Institute of chartered Accountants of India has announced a coverage declaration for all public interest entities from 1 April 2011.

Need for the Study:

In the era of Globalization, Liberalization and Privatization it is very important to have a worldwide common language for financial reporting to present the financial statements on uniform basis. Most of the companies in the world deal their financial operations through stock exchanges. It is essential for the companies to get list with Stock Exchanges. Hence, for maintain consistency in entire global wide reporting standards increases. IFRS, formerly known as International Accounting Standards (IAS), clearly addresses this issue; its goal is to create comparable, reliable, and transparent financial statement that will facilitate greater cross-border capital raising and trade.

Operating Mechanism of IFRS

The goal of IFRS is to provide the world's integrating capital markets with a common language for financial reporting. An Independent standard setting board consisting of 14 members from nine countries, including the United States will do a thorough, open and transparent due process with investors, regulators, business leaders and the global accounting professionals at every stage and a collaborative efforts will be done to form a financial reporting standard which suits with the worldwide standard-setting community. The Members consists major accounting firms, private financial institutions and industrial companies, central and development banks and other international and professional organizations throughout the world.

Objectives of the study:

1. To Know about International Financial Reporting Standards
2. To Study the operating Mechanism of IFRS
3. To study and interpret various issues arising from IAS and IFRS

The international accounting standard committee foundation is not-for-profit, a private sector body that raises funds to support operations of the International Accounting Standard Board as an independent accounting standard-setter.

The IASC Foundation staff has been prepared, the list is: Till date, IASB has issued 30 IAS and 8 IFR. It has also issued 11 SICs and 17 IFRICs to provide guidance on some interpretation issues arising from IAS and IFRS.



“ETHICAL INVESTMENT: AN EMERGING BRANCH OF FINANCE FUNCTION”

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Abstract

Ethical investing gives individuals the power to allocate capital towards companies that are in line with their personal views, whether they are based on environmental, religious or political precept. Investors should keep in mind that "ethical" does not imply "outperform." A good way to start with an ethical investing policy is to write down the areas you want to avoid as well as where you want to see your money invested. From there you can come up with an asset allocation plan and begin researching individual securities and funds. The concept of ethics in finance has recently become a momentous issue in the financial field represent article is to disclose the value and the importance of ethical investment in this contemporary era of human life there is an augmented prominence on the role of faith and religious believe on ethical business practices in investment for some investors, who not invest only the sake of profits but also require the achievement of moral duty besides the quest of wealth accumulation in view of the fact that investors become more aware of the ethical and social responsible investment.

Key words: Ethical Investment, Asset allocation, Augmented Prominence.

Ethical investment-or socially responsible investing-is part of a broad range of trends relating to social and environmental awareness in society. It is the part that relates to savings and investments. It has come to public focus due to increasing awareness of the important role that financial institutions play in the global economy.

Ethical investment is about investors taking ethical, social, environmental criteria into account while making investment decisions. “Investment” here primarily refers to investment in stocks, as ethical investment is mainly concerned with how investors through their shareholdings can contribute to moving corporations towards more accountable and sustainable business practices. This is usually accomplished through either negative or positive screening of investments, shareholder activism or targeted investments. Ethical investors can be individuals or institutions. Institutions can be investment companies or public or private sector pension funds.

Objectives of the study

1. To know the concept of ethical investment
2. To study the fundamental principles of ethical investment
3. To identify how to choose ethical and avoid unethical investments

Concept of ethical investment

Dictionaries list several different definitions for the word "ethics." The primary definition is a system of moral principles, and a secondary definition is that it is the rules of conduct as used



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Impact of Organizational Communication on Employee's Performance

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Abstract

*“Communication-the human connection,
is the key to personal and professional success” - Paul J. Meyer*

Now-a-days Indian banking sector is being considered as one of the most glorious, innovative service industry that has witnessed constant growth over the past three decades. Indian banking industry has a vital role in promoting public lending and public savings, and is widely recognized as a significant factor for the economic development of the country. The Indian banking industry is expected to be among the top 10 global markets in terms of value by 2025, strengthen by increasing domestic demand. In today's competition business scenario prompt information plays a vital role in supporting the employees to make quick and suitable decisions. Effective communication motivates and directs the employees towards their means. Employees who are well allied with right communication system are more positive to contribute and can perform more effectively. This also converts into better customer experience and in turn, leads to stronger financial performance by the firm and overall economic growth. The present paper aims to decisively analyze and interpret the role of Organizational Communication System in SBI and ICICI bank and its impact on employee and organizational performance.

Keywords: Organization Communication, Economic Growth, Organisational Effectiveness.

Introduction

In modern organizations, communication has become as an indispensable factor for the overall organizational execution and success. The way the organization communicates with its employees is reflected in morale, motivation and performance of the employees. If employees feel that communication from management is effective, it can lead to feelings of job satisfaction, commitment to the organization and increased trust in the workplace.

Communication is significant in the organization for three reasons. First, all the functions of management such as planning, organizing, leading and controlling involve the act of communication without which they cannot be performed at all. Next, managers devote a major portion of their time to the activity of communication. Third, interpersonal relations and group relations are maintained and develop only through the system of communication.

Communication is the central process through which employees share information, create relationships, make meaning and “construct” organizational culture and values. This process is a combination of people, messages, meaning, practices and purpose, and it is the foundation of modern organizations.

“Work life Balance and Employee Performance: An Indispensable Linkage”

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Abstract

*“You will never feel truly satisfied by work
Until you are satisfied by life” - [Heather Schuck](#)*

In an environment that continually asks every one of us to know more, do more and be more, at the end of the day still something gets left behind. In the process of getting extra mileage in the professional life a lot of compromise and sometimes mental peace is also getting distorted. These all factors are leading to give importance for the concept called “WORK LIFE BALANCE”. The doctors being the busy professionals for 24/7 have to strive hard to deal with work and life pressure. The study aims to analyze the doctors’ efforts in balancing work life and know whether the doctors are truly satisfied on both ends of life i.e., professional and personal. Because, the individuals who maintain a better balance of work life they will get success in both Personal and Professional life.

Keywords: Work life balance, Personal, Professional life.

Introduction:

Maintaining a balance between one’s personal and professional life has become a prominent topic in the society. The linkage between work and family emerged as a distinct area of research in 1960’s and 1970’s. The expression WORK LIFE BALANCE was first used in middle of 1970’s to describe the balance between an individual work and personal life. Over 30 years ago KANTER (1997) opined about the “myth of separate world” and called attention to the reality that work and home are inescapably linked. By 1980’s, it was widely acknowledged that work and family are interrelated domains. It was even agreed that competing demands of work and life, conflict between the dominos arises for most employees. Around a decade-and-a half ago for corporate India’s managers, work was work and life was life.

“Work life Balance and Occupational Stress: Among Nurse in Healthcare”

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Abstract

Work life balance is a key part of a healthy and productive work environment. An individual who achieves this balance successfully dedicates an equal amount of time to work – related tasks and personal matters without becoming overwhelmed. With the satisfactory work-life balance, employers can reap a range of benefits. Productivity is higher, absenteeism is lower and physical and mental health improves with a higher commitment and motivation to work. The main objective of the study to assess the impact of occupational stress factors on work-life balance. The data is collected through questionnaire the opinions of nurses (86 Respondents) in various private hospitals in kurnool. To analyze the data various statistical tools like Regression, Correlation with the aid of Microsoft Excel Software and Statistical Package for social sciences (SPSS-20 version). The findings of the study indicate that there is a relationship between factors of occupational stress such as work load, working hours and work-life balance. From the study it would be better to assign tasks to team members and it leads to motivation and reduces stress.

Key words: - Work environment, Work life balance, Productive work, Regression analysis, Occupational stress.

Introduction

Stress is one of the main issues that hospital staff members are concerned about. A profession with significant levels of stress has been found to be nursing. When a person's particular employment does not fit their needs, resources, etc., occupational stress results. Both physical and mental health is significantly impacted by occupational stress. Even being a nurse is a challenging career, and the stress of the job can have a bad effect on one's health and general quality of life. Stress management due to inadequate staffing and insufficient productivity is a top need in many areas. The nurses' major priorities are to stay alert help patients as needed, and respond to critical inquiries from patients or their family members. As a result, when they assist others, nurses will experience emotional effects in their working environment where there will be suffering and despair. Hospital nurse work environments are quite constrained due to a variety of variables, including inadequate staff support, teamwork, time limits, job overload, and many others. When patients arrive with worries, discomfort, and uncertainties, nurses begin to feel stressed. Nursing is one sensitive and tense, yet important occupation; studying the status of physical and mental health of nurses as infrastructure of primary health care in the world is very important and certainly paying attention to their health and evaluating their difficulties causes to create motivations and effective interventions and their job performance.

The major factors that as impact on nurses include as:

1. Workload
2. Long working hours
3. Lack of support from colleagues or management
4. Poor working conditions
5. Fear of making mistakes
6. Inadequate compensation



“Comparative Study on NPAS of Selected Public & Private Sector Banks”

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Abstract

The banks are contributing and major part to the Indian economy. Even at the time of world suffering with financial crisis the Indian financial system doesn't suffered only with help of the Indian banking system. But the Indian banks are facing difficulties with the Non Performing Assets (NPA's), with this the banks are getting less profit in its operations. This paper will focus on to identify and evaluate the NPA of Public & Private Sector Banks and the causes for the NPA's in banking sector. With the methods of percentage and trend analysis the bank's NPA's are evaluated. Private sector banks are in safe condition than the public sector banks in the view of Non Performing Assets (NPA's).

Keywords: Economy, Banks, Non Performing Assets, Public Sector, Private Sector.

Non Performing Assets (NPA)

The three letters “NPA” strike terror in banking sector and business circle today. NPA is a short form of “Non-Performing Assets”. In banking, NPA are loans given to doubtful customers who may or may not repay the loan on time. There are two types of assets viz. performing and non-performing. Performing loans are standard loans on which both the principle and interest are secured and their return is guaranteed. Non Performing assets means the debt which is given by the Bank is unable to recover it is called NPA. Non- Performing Asset [NPA] is a result of asset Liability mismatch, A NPA account in the books of accounts is an asset as it indicates the amount receivable from the Defaulters. It means if any bank gives loan to the customer if the interest for that loan is not paid by the customer till 90 days then that account is called as NPA account. More generally, an asset which is not producing income. An account is declared as NPA based on the recovery of installments and interest on loans and advances and other aspects as per RBI norms. The updated norms to declare the account as NPA are as follows as per RBI guidelines.



“ASSESSMENT OF SERVICE QUALITY IN ORGANIZED RETAIL STORES -A STUDY OF TWO SELECT CITIES IN THE STATE OF TELANGANA”

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Abstract

The Indian Organized Retail Industry is usually witnessing an instantaneous transformation and is also the most effective growing industry contributing 10 % of country's GDP. Indian retail industry is definitely predicted to grow \$368 billion in 2008 to \$600 billion by 2024. Of India grew to be the main desired destination for worldwide retailers as a result of favorable demographics, high disposable income ranges, changing standards of living and elevated customer mindset. Indian organized retailing will be the country's greatest opportunity to get the very structured suppliers following foods selling. The exact quickly pace in the Indian list industry gifts many organizations using a web host with everyday problems. Inside the aggressive surroundings in addition to with the main increasing value of providers, delivering good quality services is just about the basic going strategy. This current paper is a scientific study to influence for assistance good quality in organized retail customer happiness and also indentifies the essential factors about service level of quality from customer's perspective. The sample size contains 250 respondents from the twin cities of the Telangana state. Organized retail store are using list of questions ended up being implemented pertaining to files series. Extra records seemed to be accumulated by analysis sources, studies, log posts and so forth SPSS 22 utilized for data analysis. The final results may help typically to the organized retail managers to help them in planning and even designing their particular service methods effectively.

Key words: Organized Retailing, Service Quality, Customer Satisfaction

Introduction:

Indian economy is amongst the fastest raising economies on the globe; the country's GDP raising between 6.7 to 7.6 percent within the past seven years for expected that will expand with 12 percent next a few years (Prahlad, 2007). Indian organized retail store market could be the subsequent most significant job company soon after formation. Regarding to Kerney, GRDI 2007 (Global Retail Growth Index), India ranked the top most interesting international locations just for list growth. List place higher out of 23 million of sq feet throughout 2008 towards information and facts million sq feet with 2016 as well as industry experts' counts on it so that you can go beyond 600 thousand sq feet. The main face of Indian organized retail price industry is normally rapidly altering with typically the amplified getting strength of Indian shoppers. Positive demographics go up in estate, increased buyer awareness, often the Indian malls is suffering from a ground-breaking transform. Indians have become by way of a extraordinary transformation around lifestyle through moving right from traditional investing in food, knick knacks and attire to life style categories in which deliver good quality and preference. Modern selling satisfies climbing demand meant for this sort of merchandise and companies several people coming into the exact popularity on a test to tap into greater

A Study on Human Resource Planning with Special Reference to Sugar Industry

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Abstract

The Human Resource Department of an organization is very much significant in establishing itself as a brand. The past one year has seen an increasing number of companies focus on creating a unique HR brand for their organization. The scope of Human Resource management is very large and expanded the scope of HR function into the areas as personnel aspect, welfare aspect and individual relations aspect. Human Resource management is now regarded as a “must” for the successful running of a business or industrial enterprise. HRM helps management at enterprise level, industrial level and at societal level.

The basic purpose of “Human Resource Planning” is to recruit and maintain an equitable man power in the organization. So that deficit of employees minimized and sufficient employees are maintained for the organizational tasks accomplishment. The man power planning concerned with the human resource aspects of the needs. The needs of the organization so that the jobs designed for individual tasks to full fill requirement of the man power in the organization. Before them recruiting the personnel they look for a position required for certain task or job. And also they think in the situation of the employee surplus whether they retrench the employee or to assign a new task to them.

The study has been taken up with the following objectives. to study the process of human recourse planning in NCS sugars ltd and to study the effectiveness of methods using for human recourses demand and supply forecasting and to evaluate the methods using to manage shortage and surplus of human recourses. After my study I found that, every year HR Planning process taking place. both HR Executives and head of the departments are involving in the HRP process. Mainly they are using managerial judgment method for demand forecasting and staffing tables for supply forecasting.

Key words: Human Resource Planning, Forecasting, Recruitment, Manpower Development.

Introduction:

The twenty-first century is unique in the pace at which change occurs. The business environment of organizations is more complex and dynamic when compared to the environment 15 years ago this is the age of contradictions _economic growth as well as recession, shortage of skilled unemployed, massive layoffs as well as large –scale recruitments. A question emerges: is ‘planning’ meaningful in this age of discontinuous change? Is it feasible or even possible for organizations to develop future business plans and forecast human resource requirements? When that of the job itself has undergone transformation and when the world of work has altered beyond what could be imagined just a decade earlier, is it possible to describe job precisely? Although mint berg (1994) commented that ‘the most successful strategies are visions, not plans, planning remains critical. However, it is more challenging now.

Human resource planning has traditionally been used by organizations to ensure that the right persons should be placed in the right job at the right time. Under past conditions of relative environmental certainty and stability, human Resource planning focused on the short term



Growth and Performance of Public and Private Insurance in Indian Insurance Sector: A Comparative Study

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Abstract:

The paper probes into the Indian Economy and observes the features of Insurance Industry in India based on Strength and Weakness of Insurance Industry in India economy. Further making literature survey, it is essential to re-look into the Private and Public Players in insurance industry in India as insurance companies are mushrooming after liberalization. Further, increase in the foreign direct investment from 26% to 49% shows that insurance business will grow in India. Thus, in this study, an attempt has been made to make the comparison of Private and Public firms in Insurance industry in India. The performance will be evaluated using the Key Performance Indicators (KPIs) in the Insurance Industry such registered insurers, new policies, penetration and density, number of offices, operating expenses and incurred claims ratios. The period of study has to be taken from 2010 to 2015. An attempt is made to clarify the results and generalize them to insurance industry performance. The study will be carried on making content analysis from the data collected from various secondary sources such as annual reports of insurance companies, Insurance Regulatory Development Authority (IRDA) journal, and insurance journal. The statistical tools used in the study will be descriptive statistics, percentage analysis, growth trends. The study is explorative, descriptive and empirical in nature.

Keywords: Insurance, Private, Public sector, Penetration, Operating expenses, Density.

Introduction

The financial service industry has made significant changes after liberalization and globalization. Among all, insurance sector is also one of the important sectors in India. The Private and Public companies in insurance industry in India are rapidly increasing after liberalization. Further, increase in the foreign direct investment from 26% to 49% says that insurance business will grow in India but facing hard-hitting competition from rest of the world and. So, there is an opportunity that there may be some difference observed in between the private and public insurance sectors. By the entry of private players, the competition is changing intense. In order to satisfy the customers, there should be competition between the public and private companies to invent new creations and innovative product features to attract customers. Hence it is intended, through this study, to make an comparative analysis between private and public sectors to understand the differences that lies in terms of demand conditions, competition, product innovations, use of technology, innovative bundling of insurance with other financial services, aggressive marketing share, and better customer care, and regulations. Apart from it, in-depth analysis of the performance of insurance business in India is done with reference to various performance parameters.



“Comparative Study on NPAS of Selected Public & Private Sector Banks”

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A STUDY ON QUALITY OF CUSTOMER SERVICE IN PUBLIC SECTOR BANKS WITH SPECIAL REFERENCE TO ANANTHAPURAMU DISTRICT OF A.P

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Introduction:

India has passing through rapid economic transition. The past record of the country can only be marginal support to help it write new economic equation entitling it to the future. The Banks have to prepare themselves for a fundamental economic transformation and to develop a new self-adjusting framework providing continuous opportunity for growth.

Competitiveness is the litmus test in the present era of globalization and Internationalization. Consumer demands are rapidly changing and a large population is asking for banking services of the highest quality. A customer driven bank provides unique attributes to products and services that are important to the customer. Such a bank dedicates itself to be capable of delivering the products and services at levels that not only meet but exceed customer's expectations. Customer satisfaction is the essence and goal of the bank. Goals, resource allocation, policies, procedures and management style are all focused at this objective and all other goals are subservient to it. The essence of service excellence is to delight the customer and exceed his/her expectations. The market place is demanding more and better service. Service leaders are moving beyond quality service to a new level called service excellence. Exceeding customer expectations or service excellence is becoming the differentiating and essential factor for the success of a bank.

In the Globalised Indian economy all the industries are doing well in the market and Indian banks are also performing well comparatively. In the booming economy and the continuing expansion most of the banks facing challenges to perform well and it clearly brought out by the fact that, contrary to public perception, it is not just the new private sector banks that are doing well. There are few public sector banks are also doing well and got the place in top 10 best performing Indian banks. Private sector banks are posing challenge to the public sector banks by all means. And it is worth mentioning that the public sector banks have performed so admirably in spite of the fact that they operate with many handicaps, such as strong unions and the inability to offer market salaries and incentives and burdened with huge workforce.

The secret of success of any company simply depends on how they treat employees and keep them satisfied. For that they have design their human resource process like recruitment, selection, training and development, performance appraisal and other based on employee perspective in order to benefit them. In India the banking industry becoming more competitive than ever, private and public sector banks are competing with each other to perform well. The executives of the bank are now in the position to modify their traditional customer service practice in to innovative customer service practices in order to meet the challenges from other competitive banks.

BRAND IMAGE AND CUSTOMER PREFERENCE ON FLIPKART ONLINE SHOPPING

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ABSTRACT:

In the digital era, e-commerce has experienced significant growth, transforming the way consumers shop and interact with brands. For Flipkart, one of India's leading e-commerce companies, establishing a favorable brand image among the youth is crucial for sustained success in the competitive market. By understanding the aspects of Flipkart's brand image that resonate with the youth, the company can tailor its marketing strategies and product offerings accordingly. The study employed a mixed-methods approach; utilizing quantitative surveys and qualitative interviews to gather comprehensive data from youth consumers' on Flipkart's brand image and their corresponding preferences. The Findings of this study provides actionable insights to inform Flipkart's strategies and effectively engage and cater to the youth market, ultimately creating a competitive edge in the e-commerce landscape. The survey has conducted for the respondents located in Kurnool and there were 122 customers participated. A structured questionnaire was used and distributed to collect primary data from the respondents. The gathered data was analyzed and interpreted with the help of SPSS 22 by applying Percentage method, ANOVA test, and Coefficients analysis. The findings of the study unveil that a high level of brand loyalty among youth towards Flipkart, with a considerable percentage of respondents indicating their preference for the platform over competitors. This loyalty can be attributed to the brand's consistent delivery of quality products, competitive pricing, and responsive customer service.

Key words: Brand Image, Perception, Consumer Behavior, Brand Awareness.

Introduction:

Brand image encompasses the overall impression consumers have about a brand, including its reputation, perceived quality, brand associations, and values. A positive brand image can foster trust, loyalty, and emotional connections with consumers. For Flipkart, establishing a favorable brand image among the youth demographic is essential for attracting and retaining their patronage in the highly competitive e-commerce landscape. Brand image encapsulates the overall perception and reputation of a brand in the minds of consumers. It encompasses factors such as brand recognition, perceived quality, brand personality, and associations. A favorable brand image not only attracts customers but also cultivates emotional connections, leading to repeat purchases and positive word-of-mouth recommendations. To succeed in a fiercely competitive market, Flipkart must nurture a strong and positive brand image among the youth segment.

Review of Literature:

Gupta, P., & Chauhan, S. (2020). Impact of Brand Image on Customer Preference: A Study of E-commerce Platforms in India. *International Journal of Management, Technology, and Social Sciences*, 6(2), 146-158. This study examined the influence of brand image on customer preference among Indian youth in the context of various e-commerce platforms, including Flipkart. The findings emphasized the significant role of brand image in shaping customer preferences and highlighted the importance of factors such as product quality, pricing, and brand reputation. **Jain, N., & Saini, G. (2019).** Brand Image and Consumer Preferences: A Study of Online Shopping in India. *International Journal of Retailing & Rural Business Perspectives*, 8(3), 181-192. Focusing on the Indian youth, this study investigated

A STUDY ON QUALITY OF CUSTOMER SERVICE IN PUBLIC SECTOR BANKS WITH SPECIAL REFERENCE TO ANANTHAPURAMU DISTRICT OF A.P

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The secret of success of any company simply depends on how they treat employees and keep them satisfied. For that they have design their human resource process like recruitment, selection, training and development, performance appraisal and other based on employee perspective in order to benefit them. In India the banking industry becoming more competitive than ever, private and public sector banks are competing with each other to perform well. The executives of the bank are now in the position to modify their traditional customer service practice in to innovative customer service practices in order to meet the challenges from other competitive banks.