

## ICIMS 2015 SCHEDULE

INNOVATION IN MARKETING STRATEGY / GENERAL MANAGEMENT

**Date: 06.03.2015 Technical Session I Timing: 11:30 AM - 1:30 PM**

SL	Registration No.	Name	Title	Institute
1	ICIMS15MM101	<u>Shubhradeep Nandi</u>	Analytical prescription for unorganized retail in India	Indian Institute of Management Bangalore
2	ICIMS15MM102	Marri Sreenivasulu and Dr. T.L. Narasimha Reddy	TQM critical success factors in Tirupati Hotel Industry and their impact on Customer Loyalty, a innovative Model	<i>Government Degree College, Rayachoty, Kadapa, A.P. India</i>
3	ICIMS15MM104	Aparna Bhirangi and Dr. Apoorva Palkar	UNORGANISED RETAILERS': CREATING VALUE THROUGH SERVICE INNOVATION	-
4	ICIMS15MM106	Gnana Sugirtham, Praveen. A, Deepan Pradeep. K, <b>Ashif Hassan.M.I</b>	Agricultural and Rural Marketing in India	SKASC, Tamil Nadu
5	ICIMS15GEN101	Sushama Bavle and Apoorva Palkar	WOMEN ENTREPRENEURSHIP TOWARDS INCLUSIVE GROWTH: ROLE OF ECONOMIC FACTORS	-
6	ICIMS15FM102	<u>Manjula Shekar</u>	MICROCREDIT: A SUSTAINABLE APPROACH TO INCLUSIVE GROWTH	Commerce Department Maharani Lakshmi Ammanni College for Women Bangalore
7	ICIMS15MM107	K. Rajendra Prasad	CUSTOMER SATISFACTION AND HOUSING FINANCE PRACTICES	-
8	ICIMS15MM108	E. Poorna Chandra Prasad and Dr. Pradeep Kumar. D	Customer Loyalty Programs And Purchasing Behaviour – A Study	-

**INNOVATION IN MARKETING STRATEGY**

**Date: 06.03.2015 Technical Session II Timing: 11:30 AM - 1:30 PM**

<b>SL</b>	<b>Registration No.</b>	<b>Name</b>	<b>Title</b>	<b>Institute</b>
<b>9</b>	ICIMS15MM109	Dr. N Gurunatha Naidu	Understanding Customer Perceptions – A Study with reference to Thomas Cook India Limited, Tirupati	Sree Vidyanikethan Institute of Management A.Rangampet, Tirupati
<b>10</b>	ICIMS15MM110	Poorna Chandra Prasad Erry and Praveen P	Customer Awareness Strategy: A study with reference to Airtel Money	Sree Vidyanikethan Institute of Management A.Rangampet, Tirupati
<b>11</b>	ICIMS15MM111	M.E.Doddaraju, Dr. B.R.MEGHARAJ, Dr. T.NARAYANA REDDY	ROLE OF ADVERTISEMENT- ON EDUCATIONAL LOANS OF PUBLIC AND PRIVATE SECTOR BANKS	<i>Balaji Info Tech Information Technology</i> Hindupur
<b>12</b>	ICIMS15MM112	Dr. A. Hari Haranath Reddy and Dr. A. Amruth Prasad Reddy	IMPACT OF MOTIVATIONAL FACTORS ON SHOPPERS OF GENERAL RETAIL STORES – AN EMPIRICAL STUDY IN HYDERABAD	KLM College of Engineering for Women, Kadapa.
<b>13</b>	ICIMS15MM113	Dr. Myla.Thyagaraju, Dr.T.Vijaya Kumar and Dr.G.Vijay Kumar	EMERGING CONSUMER EDUCATION IN INDIAN INSURANCE MARKET	Vikrama Simhapuri University, Nellore
<b>14</b>	ICIMS15MM114	Venkata Krishna Chodimella	“BRAND NaMo- A CASE STUDY OF INNOVATIVE AND EFFECTIVE BRAND COMMUNICATION PRACTICES”	Department of Management Studies MITS, Madanapalle
<b>15</b>	ICIMS15MM115	Dr. Konda Abraham, Prof. Rajasekhar Mamilla and Sri Venkata Ramana	AN EXPLORATORY STUDY ON LOW-INCOME CONSUMER BEHAVIOUR WITH REFERENCE TO THEIR MARKET PLACE	Department of Commerce S.V. University, Tirupati, A.P
<b>16</b>	ICIMS15MM116	Dr. Thulasi Krishna. K, K.R.Swaroop and Dr. B. Amarnath	GREEN CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS IN CHITTOOR DISTRICT	Department of Management Studies Madanapalle Institute of Technology and Science

**INNOVATION IN MARKETING / HR STRATEGY**

**Date: 06.03.2015 Technical Session II Timing: 2:30 PM – 4:00 PM**

<b>17</b>	ICIMS15MM117	Prof. Arvind W Ubale, Prof. Vandana Agarwal	AN ANALYSIS OF MARKETING MIX OF VARIOUS MANGO PULP BRANDS IN KOKAN REGION OF MAHARAHTRA	Vartak College and Mhatre College, Bhiwandi
<b>18</b>	ICIMS15MM118	Rhythm Singh, Shraddha Deshmukh, Aditi Paithane and Varun Patwardhan	Identifying the Ideal Features of an Integrated Township: A Customers' Perspective	National Institute of Construction Management & Research, Pune
<b>19</b>	ICIMS15HR101	Sumati Sidharth and Dnyaneshwar Gudadhe-Patil	MANAGING WORKFORCE WITH EFFECTIVE TRAINING AND DEVELOPMENT STRATEGIES	-
<b>20</b>	ICIMS15HR102	A Vasudeva Reddy and Gummadi Anjali	SERVANT LEADERSHIP: A DRIVING FORCE FOR SPIRITUALITY AT WORKPLACE	<i>K L University Business School, K L University, Vaddeswaram, Guntur, AP – 522502</i>
<b>21</b>	ICIMS15HR104	Lakshmi Prasanthi Nutakki, M.Sudhir Reddy and Salvarani Balan	Role of workplace emotions in the employee-employer relationship: A study of psychological contract breach	Jawaharlal Nehru Technological University, Hyderabad
<b>22</b>	ICIMS15HR105	Auroshikha Samal	CHALLENGES TO TALENT MANAGEMENT IN THE MODERN BUSINESS ERA	-
<b>23</b>	ICIMS15HR106	Dr K.Sandhya	Work Life Balance – a healthy policy for Employee Retention	Dept. of Humanities and social sciences, JNTUH College of Engineering, Kukatpally, Hyderabad
<b>24</b>	ICIMS15HR107	Sumathy Jayapal	CULTURAL ISSUES	

**INNOVATION IN HR STRATEGY**

**Date: 06.03.2015    Technical Session IV    Timing 2:30 PM - 4:00 PM**

<b>SL</b>	<b>Registration No.</b>	<b>Name</b>	<b>Title</b>	<b>Institute</b>
<b>25</b>	ICIMS15HR108	<u>Venkata Venu Babu Malla</u>	Employee Involvement & Empowerment	Area Sales Officer Chittoor , A.P.
<b>26</b>	ICIMS15HR109	Suresh Babu Bandekar and Dr. B. Murali Krishna	WORK-LIFE BALANCE AND WORKPLACE COERCION	R&D Centre, BharathiyarUniversity, Coimbatore
<b>27</b>	ICIMS15HR110	Anupama.G and Lavanya Kumari.P	Fostering Innovation at work – Managers’ Approach	<i>Department of Business Management, Sri Padmavathi MahilaVisvaVidyalayam, Tirupati, India.</i>
<b>28</b>	ICIMS15HR111	Shoba Rani Bokinala	CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY: REGULATORY AND REPORTING FRAMEWORK	DEPARTMENT OF BUSINESS MANAGEMENT KASTURBA GANDHI COLLEGE FOR WOMEN SECUNDERABAD.
<b>29</b>	ICIMS15HR112	<u>Dr.Ankamreddi Rama Mohan</u> <u>and Dr.K.Kanaka Raju</u>	A Key Success Story of Recent Products for an Amelioration of Human Resources	Dept.of Accounting and Finance, Faculty of Business and Economics, Wolaita Sodo University, ETHIOPIA (E.Africa)
<b>30</b>	ICIMS15HR113	G. Swetha and Dr. D. Pradeep Kumar	Current Level of Employee Engagement among Indian Software Companies: - An Empirical study	JNTU, Ananthapur,
<b>31</b>	ICIMS15HR114	M. Rama Kumari, Dr. Pradeep Kumar, Dr. Narayana Reddy	Influence of Recognition and Reward on Employee Commitment and Performance	JNTUA, Ananthapuramu, <hr/>
<b>32</b>	ICIMS15HR115	<u>Enamala Jalaja</u>	Impact Of Leaders Emotional Stability On The Retention Of Employees	Netaji School of Management, Hyderabad.

**INNOVATION IN HR / GENERAL MANAGEMENT**

**Date: 07.03.2015 Technical Session V - Timing 10:00 AM - 11:30 AM**

<b>SL</b>	<b>Registration No.</b>	<b>Name</b>	<b>Title</b>	<b>Institute</b>
<b>33</b>	ICIMS15HR116	Jayaprakash Jala, Edison Gundabattini and Neethu Mary Mathews	Comprehensive Faculty Training and need for innovative practices	VIT, Vellore
<b>34</b>	ICIMS15HR117	G Krishna Mohan, Uma Devi and Dattatreya Reddy Peram	INNOVATIVE HUMAN RESOURCE MANAGEMENT PRACTICES	KSRMCE, Cuddapah
<b>35</b>	ICIMS15HR118	Ankireddy Sailaja, P Ramesh Reddy, Dr. D.Pradeep Kumar and Dr. T.Narayana Reddy	GENDER DIFFERENCES IN WORK- FAMILY CONFLICTS AMONG SOFTWARE PROFESSIONALS IN BANGALORE CITY : AN EMPIRICAL STUDY	Department of Business Management, Jawaharlal Nehru Technological University Anantapur-515003, A.P, India.
<b>36</b>	ICIMS15HR119	C. Sowbhagya Lakshmi, S. Izaz Ahammed and G. Subhash Chandra Bose	Innovative Management Practices –A study on Human resource auditing & accounting	CBIT, PRODDATUR.
<b>37</b>	ICIMS15HR120	Dr. T. Uma Devi	Six Sigma Approach of HRM for Business Excellence	Dept. of Management. Aurora PG College, Moosarambagh., Hyderabad.
<b>38</b>	ICIMS15HR121	Dr. Anuradha Challa	FACTORS EFFECTING THE PERFORMANCE OF EMPLOYEES AT BANKS IN ANDHRA PRADESH	-
<b>39</b>	ICIMS15HR122	S. Mastan Vali	A Study on Employees Satisfaction and Total Quality Management Practices in Electronics Corporation of India Limited Hyderabad	Acharya Nagarjuna University, Andhra Pradesh
<b>40</b>	ICIMS15GEN102	Soma Sekhar Donthu	“SWAYAM” – New DNA for Indian Higher Education	-

**INNOVATION IN GENERAL MANAGEMENT**

**Date: 07.03.2015 Technical Session VI - Timing 10:00 AM - 11:30 AM**

SL	Registration No.	Name	Title	Institute
41	ICIMS15GEN103	<a href="#">V.Shugufta Yasmeen</a>	Transformation of Maam's Kitchen into Successful Entrepreneurial Venture Through Quality Management - The Case Study of Shri Mahila Griha Udyog Lijjat Papad	-
42	ICIMS15GEN104	Asha Latha and Venkat Rao	INNOVATIVE MANAGEMENT STRATEGIES	Mother Theresa Institute of Management, Palamaneru
43	ICIMS15GEN105	Pratap Selvaraj, Gautham Lakshman and Mohammed Shahzaman S.B	Waste Paper Management	SRI KRISHNA COLLEGE OF ARTS AND SCIENCE, Coimbatore
44	ICIMS15GEN106	<a href="#">Dr. Kiran Kumar Thoti</a>	Visitor and Contractor Management System in Manufacturing Industry	Sree Vidyanikethan Institute of Management, Sree Sainath Nagar, Tirupati- 517102, Andhra Pradesh,
45	ICIMS15GEN107	Santosh Kumar Mahapatra	Corporate Governance in Banks: The Key to Success	-
46	ICIMS15GEN108	Bhagyalakshmi Subramanian	Usage of Cryptography in Cryptographic Currencies	Sri Krishna Arts and Science College Coimbatore, Tamil Nadu
47	ICIMS15GEN111	M Devendra and P Mohan Reddy	Innovative Management Strategies	SV University, Tirupati
48	ICIMS15GEN112	Miss.SK.Mobeena and D. Hanuma Reddy	INNOVATION STRATEGY FOR EDUCATION	-

**INNOVATION IN GENERAL MANAGEMENT**

**Date: 07.03.2015 - Technical Session VII Timing 11:45 AM to 1.30 PM**

<b>49</b>	ICIMS15GEN113	<a href="#">Dr. Kameswari Peddada</a>	RELIABILITY MANAGEMENT IN RESEARCH STUDIES	JBIET, HYDERABAD
<b>50</b>	ICIMS15GEN114	T.Mamata Pradeep and Dr.D.Pradeep Kumar	THE ROLE OF OMBUDSMAN IN INDIAN BANKING	JNTU-Hyderabad.
<b>51</b>	ICIMS15GEN115	KVV. Raju	Corruption Management In India	MITS, Madanapalle
<b>52</b>	ICIMS15GEN116	Dr. Myla.Thyagaraju, Dr.T.Vijaya Kumar and Dr.G.Vijay Kumar	INNOVATIVE MANAGEMENT STRATEGIES IN INDIAN HOSPITALITY INDUSTRY	Department of Tourism Management, Vikrama Simhapuri University, SPSR Nellore. Andhra Pradesh.
<b>53</b>	ICIMS15GEN117	Dr. Sujatha	FACTORS DETERMINING SUCCESS IN BUSINESS OF WOMEN ENTREPRENEURS AT KANCHIPURAM DISTRICT	McGan's Ooty School of Architecture Ooty, The Nilgiris
<b>54</b>	ICIMS15GEN119	Subrata Shil	Managerial Communication through Social Media	Assistant Teacher in English subratau@gmail.com
<b>55</b>	ICIMS15GEN120	Dr. Sreelakshmi. M and <i>K.Venkata Rama Krishna</i>	Managerial Communication through Social Media	<i>Mahatma Gandhi University</i> <i>Nalgonda, Telangana State</i>
<b>56</b>	ICIMS15GEN121	G. Sreenivasa Reddy, Dr. N. Gangisetty, Dr. T. Narayana Reddy	A Study on Socio Economic Conditions of Farmers	MITS, Madanapalle, Department of Management Sciences
<b>57</b>	ICIMS15GEN122	MVSN. Murthy	Approach towards Capability Enhancement of Design House	Hindustan Aeronautics Limited, Bangalore
<b>58</b>	ICIMS15GEN123	Dr. Manisha Shukla	Self Management, the Bhagavad Gita Way: An Essence of Effective Performance by Managers in Organizations	Balaji Institute of International Business, Pune

**INNOVATION IN FINANCIAL STRATEGY**

**Date: 07.03.2015 - Technical Session VIII Timing 11:45 AM to 1.30 PM**

<b>59</b>	ICIMS15FM101	N. Pradeesh Kumar	FINANCIAL INCLUSION: A STRATEGIC TOOL FOR BANKS IN INDIA	-
<b>60</b>	ICIMS15FM103	B.Madhusudhan Naik, Gowari Sowmya K and Prof G.L. Narayanappa	IMPACT OF GLOBAL FINANCIAL CRISIS ON BANKING SECTOR;AN OVER VIEW	School Of Commerce& Management Dravidian University, Srinivasa Vanam, Kuppam
<b>61</b>	ICIMS15FM104	Dr. Kanakaraju	Critical Analysis of Corporate Bond Market and Its Impact on Indian Equity Market	Andhra University Campus,Tadepalligudem,West Godavari-Andhra Pradesh
<b>62</b>	ICIMS15FM106	Rajib Bhattacharya	AN INSIGHT INTO TECHNIQUES OF TIME SERIES MODELING FOR PREDICTION OF STOCK PRICES AND STOCK MARKET INDICES	Army Institute of Management Kolkata – West Bengal
<b>63</b>	ICIMS15FM107	Satyanarayana Rentala, Anand Byram and Phani Kumar Vutukuri	Firm Resources, Institutional Reforms and Determinants of Export Performance: A Transitory-TRIPs and Post-TRIPs Analysis of Indian Pharmaceutical Industry	Department of Management, Pondicherry University, Karaikal Campus, KARAIKAL
<b>64</b>	ICIMS15FM108	Dr. Adi Narayana D, Kesava Rao S N M Nandikatti and Satyanarayana Rentala	Firm resources, institutional changes and multinationality: A comparative analysis of export performance of Indian pharmaceutical and automobile industries	Madanapalle Institute of Technology and Science
<b>65</b>	ICIMS15FM109	CH R S CH MURTHY & DR. DASARAJU SRINIVASA RAO	AN ANALYSIS OF FII FLOWS IMPACT ON INDIAN MARKET VOLATILITY	School of Management Studies, K L University, Andhra Pradesh
<b>66</b>	ICIMS15FM110	B.Madhava, B.Nagarjuna, M.Nagendra Kumar	A Study on Risk and Return of Selected Equity High Grade Mutual Funds	MBA, MITS, Madanapalle
<b>67</b>	ICIMS15FM111	<i>Dr.D.SUDARSANA MURTHY, Prof.P V NARASIAH, Dr.P.Hari Prasad</i>	<i>OPERATIONAL PERFORMANCE OF LAKSHMI VILAS BANK – AN ANALYTICAL REVIEW</i>	Sree Vidyanikethan Institute of Management, A.Rangampet, Tirupati, A.P.