



**A Guest Lecture Report**  
**On**  
**“ORGANIZATIONAL BEHAVIOUR & ETHICS”**  
**Organised by**  
**Department of Electrical and Electronics Engineering**  
**05 -06-2021**

**Organized in association with: ISTE Students Chapter and MITSAWA**

**Submitted by: Dr Pratap Ranjan Mohanty, Sr. Assistant Professor., Dept. of EEE**

**Resource Person: Mr Digavinti Harinath, Salesforce Developer (E-Commerce), Publicis Sapient (Alumni, 2015-19)**

**Attended: 79 Participants**

**Mode: Microsoft Team**

The guest lecture was started at 1 PM. The webinar was initiated by Dr. A V Pavan Kumar, HOD-EEE Department. The resource person **Mr Digavinti Harinath**, was introduced by Dr. Pratap Ranjan Mohanty, Sr. Asst. Prof., Dept. of EEE. The guest speaker addressed the significant of Organizational Behaviour & Ethical Corporate Culture. The focus of organizational behaviour & ethics is to motivate and get aware of the organization and corporate values.

1. The “Organizational behaviour and ethical corporate culture” was presented with multiple case studies.
2. The value of an organization is being reflected by the “Organizational behaviour & ethics”.
3. An organization may have very good technical skills, engineering resources, financial ability along with the machinery infrastructure. However, the base, foundation or the root of every skill, resources and infrastructure is the Organizational Behaviour and Ethics. It was well explained in the webinar.
4. Corporate culture has great impact on decision making; it was explained during the presentation.
5. The eminent resource person explained that the long-term sustainability of an organization depends on the ethical corporate culture as well.
6. The possible problems along with the corporate instability that will be faced in future by ignoring the “Ethical Corporate Culture” was well described during the presentation.
7. The prominent speaker explained that a corporate culture sets the expectations and norms which determine the decisions, get made.
8. The resource expert said that an ethical culture would be one in which employees are empowered and expected to acts in ethically responsible ways even when the law doesn't require it.
9. The definitions and role of corporate leadership was explained in the presentation.
10. The significant of communication to maintain ethical corporate values was being explained by the guest speaker.



# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS)



Affiliated to JNTUA, Anantapuramu & Approved by AICTE, New Delhi  
Recognised Research Center, Accredited by NBA for CE, CSE, ECE, EEE, ME, MBA &  
MCA, Recognised by UGC under the sections 2(f) and 12(B) of the UGC act 1956

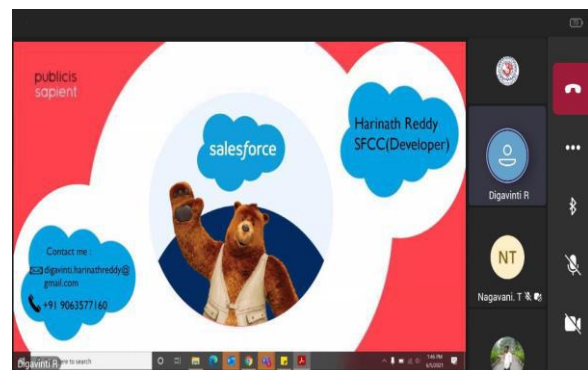
## Department of Electrical & Electronics Engineering

11. The relation between organizational goal and employee goal was also presented.
12. An overview on Salesforce and career was highlighted by the guest speaker.
13. The distinguished speaker shared his experiences and awareness regarding “Salesforce” with the students at the end of the session.
14. Basic knowledge regarding “Salesforce” and the minimal required preparation for the fresher to get opportunity was shared during the webinar.

**Feedback:** The students were too enthusiastic to know about the Organizational Behaviour & Ethical Corporate Culture and its value for both an employee and organization. Also, they participated to learn regarding basic of “Salesforce” and required criteria at their level.

The session was concluded followed by a vote of thanks which was given by Dr. Pratap Ranjan Mohanty, Sr. Asst. Prof., EEE Dept.

### Photos:





# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS)



Affiliated to JNTUA, Anantapuramu & Approved by AICTE, New Delhi  
Recognised Research Center, Accredited by NBA for CE, CSE, ECE, EEE, ME, MBA & MCA, Recognised by UGC under the sections 2(f) and 12(B) of the UGC act 1956

## Department of Electrical & Electronics Engineering

**AN ETHICAL CORPORATE CULTURE OR CULTURE CHANGE ...**

- If ignored . . . .
- Creates presumption that "anything goes"
- Reinforces "every person for him/herself"
- Destroys long-term sustainability
- (Examples? Andersen, Enron, but also Boeing & WorldCom)

Participants: Digavinti, R; Hari K; Nagavani, T

**SALESFORCE OVERVIEW**

Participants: Hari K; Nagavani, T

**SALESFORCE #1 IN CRM**

WORLDWIDE CRM APPLICATIONS 2018 REVENUE MARKET SHARE BY IDC

Company	Market Share (%)
Salesforce	16.8%
Oracle	8.7%
SAP	5.6%
Adobe	3.5%
Microsoft	3.4%

Participants: Hari K; Nagavani, T

**CONTINUED ENVIRONMENTAL LEADERSHIP**

COMMITTED TO CREATING A SUSTAINABLE FUTURE FOR ALL

- Net-Zero Emissions & Carbon Neutral Cloud**  
Delivering an eco-friendly outdoor Luceo platform
- Global Green Real Estate Strategy**  
Aligning with LEED and NGA's Net-Zero Carbon Buildings Commitment
- Step Up Declaration Leader**  
Collaborating with leading global HR companies
- Partner with Suppliers to Reduce Emissions**  
Setting base emissions reduction targets by 2025

Participants: Hari K; Nagavani, T

**THE Trailblazer ADVANTAGE**

CUSTOMERS AND OUR ECOSYSTEM AS EVANGELISTS

**Trailblazers**

- CUSTOMER INNOVATORS
- TECHNOLOGY DESUPPORTERS
- COMMUNITY SHAPERS

Participants: Hari K; Nagavani, T



# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS)



Affiliated to JNTUA, Anantapuramu & Approved by AICTE, New Delhi  
Recognised Research Center, Accredited by NBA for CE, CSE, ECE, EEE, ME, MBA &  
MCA, Recognised by UGC under the sections 2(f) and 12(B) of the UGC act 1956

## Department of Electrical & Electronics Engineering

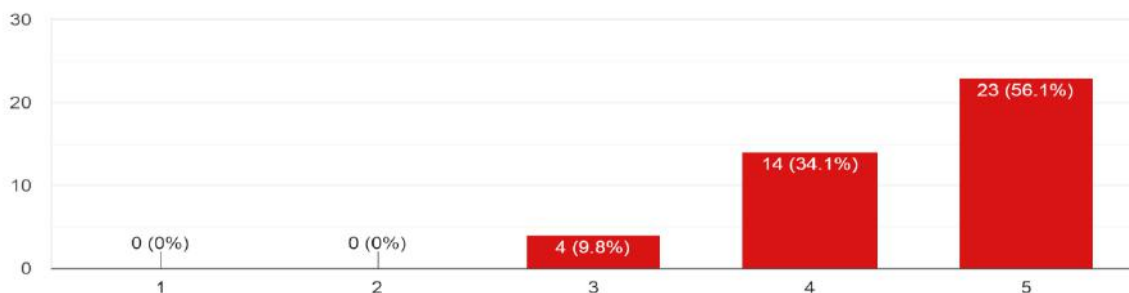
Feedback Analysis for Guest lecture on "**Organizational Behavior & Ethics**" by Mr.  
Digavavinti Harinath Reddy (alumni) working as **Salesforce Developer (E-Commerce)** at  
**Publicis Sapient.**

### Feedback link:

[https://docs.google.com/forms/d/e/1FAIpQLSds9MnECBVwk9TpbDqi5KrcY9EBNRVfexBabZQomBKsDw0eLA/viewform?usp=pp\\_url](https://docs.google.com/forms/d/e/1FAIpQLSds9MnECBVwk9TpbDqi5KrcY9EBNRVfexBabZQomBKsDw0eLA/viewform?usp=pp_url)

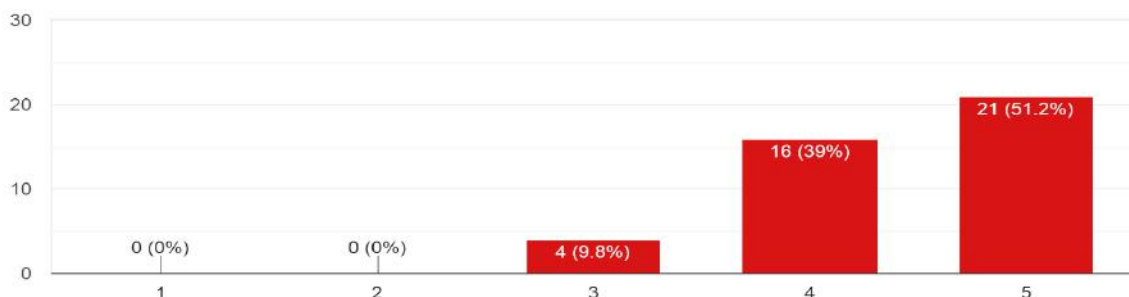
1. The interactive session was scheduled at a suitable time

41 responses



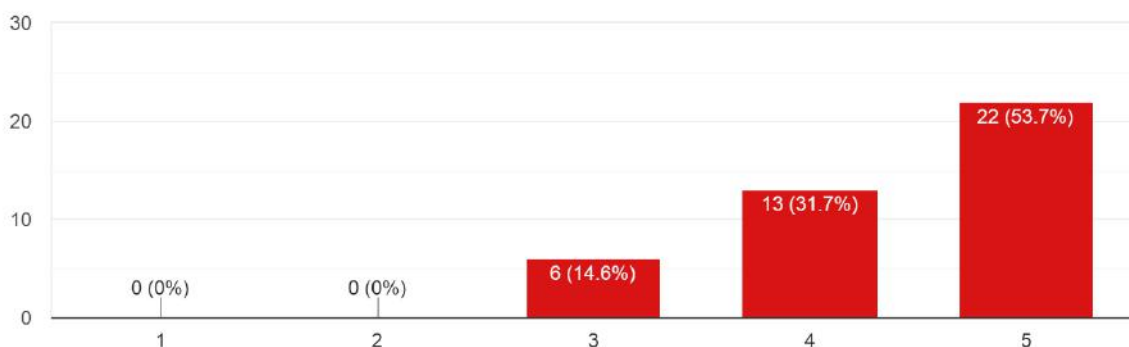
2. The interaction was useful and resource person explanation.

41 responses



3. The information in the interaction was presented in a clear and organized manner.

41 responses



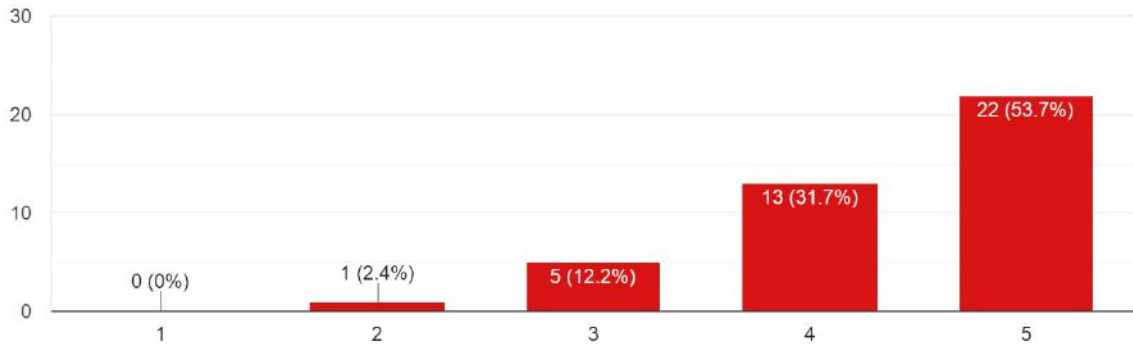




**Department of Electrical & Electronics Engineering**

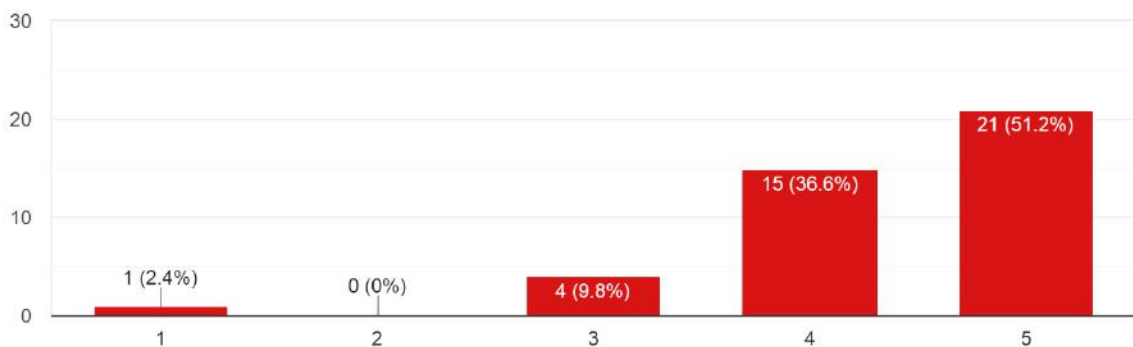
4. The presenter responded to questions in an informative, appropriate and satisfactory manner.

41 responses



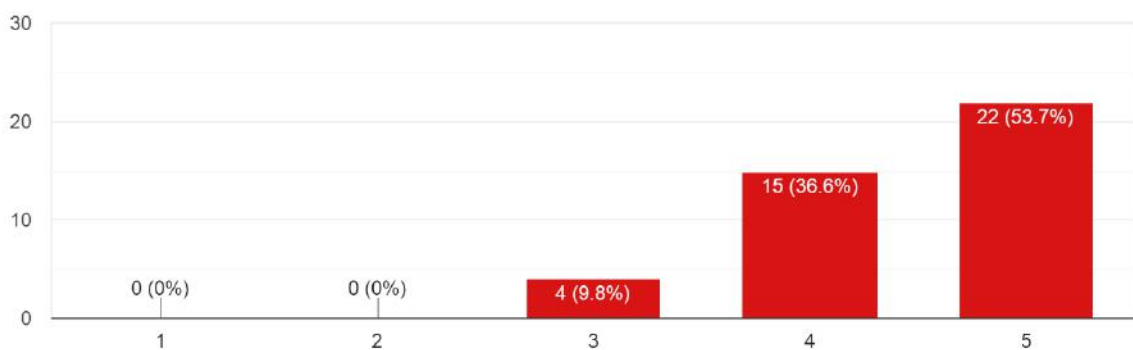
5. your impression of facilities provided by the institute for interaction.

41 responses



6. Overall, the session was informative and valuable.

41 responses





# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS)



Affiliated to JNTUA, Anantapuramu & Approved by AICTE, New Delhi  
Recognised Research Center, Accredited by NBA for CE, CSE, ECE, EEE, ME, MBA &  
MCA, Recognised by UGC under the sections 2(f) and 12(B) of the UGC act 1956

## Department of Electrical & Electronics Engineering

7. In what ways could this interaction have been improved to better suit your needs? 17 responses

Yes
In Good way
No need
Yes, This interaction is useful to know about sales force
All good
By this interaction i have gained that need to work smarter 😊. And mostly get to try selection in campus placements.
About Salesforce.
Should keep for long time like 2 hours
How to work
No
Nothing to improve sir
Learning
It gave a better knowledge for career
Knows about job description
this is better how you spoken keep it up

8. Any Other Comments 12 responses

No
Good
Nothing
None
Session is nice sir.
It is informative and we want training for this sales force
I have learned new things about Salesforce and clarified my doubts.. Thank you for the valuable interactive session
No
no



# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS)



Affiliated to JNTUA, Anantapuramu & Approved by AICTE, New Delhi  
Recognised Research Center, Accredited by NBA for CE, CSE, ECE, EEE, ME, MBA &  
MCA, Recognised by UGC under the sections 2(f) and 12(B) of the UGC act 1956

## Department of Electrical & Electronics Engineering

### List of Participants:

Meeting Summary	
Total Number of Participants	79
Meeting Title	Guest Lecture on Organizational Behavior & Ethics
Meeting Start Time	6/5/2021, 12:51:38 PM
Meeting End Time	6/5/2021, 3:38:39 PM

Full Name	Join Time	Leave Time	Email
HOD- EEE	6/5/2021, 12:51:38 PM	6/5/2021, 2:15:09 PM	eeehod@mits.ac.in
HOD- EEE	6/5/2021, 3:38:04 PM	6/5/2021, 3:38:39 PM	eeehod@mits.ac.in
Veera Shekar. G	6/5/2021, 12:53:06 PM	6/5/2021, 12:56:36 PM	18691A0291@mits.ac.in
Veera Shekar. G	6/5/2021, 1:04:17 PM	6/5/2021, 1:57:21 PM	18691A0291@mits.ac.in
Pavan Kumar AV	6/5/2021, 12:53:12 PM	6/5/2021, 12:55:04 PM	pavankumarav@mits.ac.in
Pavan Kumar AV	6/5/2021, 1:05:12 PM	6/5/2021, 1:06:34 PM	pavankumarav@mits.ac.in
Pavan Kumar AV	6/5/2021, 1:12:26 PM	6/5/2021, 1:30:24 PM	pavankumarav@mits.ac.in
Pratap Ranjan M	6/5/2021, 12:57:41 PM	6/5/2021, 2:14:26 PM	pratapranjanm@mits.ac.in
O.Mohith	6/5/2021, 12:58:14 PM	6/5/2021, 12:58:24 PM	19695A0221@mits.ac.in
O.Mohith	6/5/2021, 1:07:40 PM	6/5/2021, 1:23:40 PM	19695A0221@mits.ac.in
O.Mohith	6/5/2021, 1:27:00 PM	6/5/2021, 2:01:40 PM	19695A0221@mits.ac.in
Bhavya Sree. P	6/5/2021, 12:59:00 PM	6/5/2021, 2:14:28 PM	18691A0215@mits.ac.in
Satheesh Kumar. A	6/5/2021, 12:59:42 PM	6/5/2021, 12:59:58 PM	17691A0284@mits.ac.in
Satheesh Kumar. A	6/5/2021, 2:04:06 PM	6/5/2021, 2:04:41 PM	17691A0284@mits.ac.in
Digavinti Reddy	6/5/2021, 1:00:33 PM	6/5/2021, 2:14:16 PM	digreddy@publicisgroupe.net
Hari Krishna. K	6/5/2021, 1:01:27 PM	6/5/2021, 2:14:50 PM	17691A0224@mits.ac.in
Vunnur Basha.D	6/5/2021, 1:02:22 PM	6/5/2021, 2:16:09 PM	19695A0215@mits.ac.in
Balaji. R	6/5/2021, 1:03:00 PM	6/5/2021, 1:20:45 PM	18691A0211@mits.ac.in
Chandra Sekhar. K	6/5/2021, 1:03:03 PM	6/5/2021, 2:14:28 PM	18691A0218@mits.ac.in
Nagavani. T	6/5/2021, 1:03:03 PM	6/5/2021, 2:14:50 PM	18691A0252@mits.ac.in
Sai Deepika. G	6/5/2021, 1:03:28 PM	6/5/2021, 1:08:59 PM	18691A0261@mits.ac.in
Leela Murali. S	6/5/2021, 1:03:30 PM	6/5/2021, 1:05:45 PM	17691A0241@mits.ac.in
Vamsinath Reddy. Y	6/5/2021, 1:03:42 PM	6/5/2021, 2:14:27 PM	18691A0289@mits.ac.in
Rajendra Prasad N	6/5/2021, 1:03:58 PM	6/5/2021, 2:14:24 PM	rajendraprasadn@mits.ac.in
Hemanthi.p	6/5/2021, 1:04:02 PM	6/5/2021, 1:15:43 PM	19695A0202@mits.ac.in
Hemanthi.p	6/5/2021, 1:19:00 PM	6/5/2021, 2:20:03 PM	19695A0202@mits.ac.in
Ganesh Kumar. S	6/5/2021, 1:04:04 PM	6/5/2021, 2:15:33 PM	18691A0228@mits.ac.in
B.Badrinath	6/5/2021, 1:04:08 PM	6/5/2021, 1:16:50 PM	19695A0233@mits.ac.in
B.Badrinath	6/5/2021, 1:32:08 PM	6/5/2021, 1:36:52 PM	19695A0233@mits.ac.in
B.Badrinath	6/5/2021, 1:43:17 PM	6/5/2021, 1:43:27 PM	19695A0233@mits.ac.in



# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS)



Affiliated to JNTUA, Anantapuramu & Approved by AICTE, New Delhi  
Recognised Research Center, Accredited by NBA for CE, CSE, ECE, EEE, ME, MBA &  
MCA, Recognised by UGC under the sections 2(f) and 12(B) of the UGC act 1956

## Department of Electrical & Electronics Engineering

Pavan Kalyan Rao. G	6/5/2021, 1:04:37 PM	6/5/2021, 1:15:29 PM	18691A0255@mits.ac.in
Madhusudhan.S	6/5/2021, 1:04:50 PM	6/5/2021, 2:16:11 PM	19695A0206@mits.ac.in
Aravind Naidu. G	6/5/2021, 1:05:34 PM	6/5/2021, 1:50:45 PM	18691A0207@mits.ac.in
Aravind Naidu. G	6/5/2021, 2:38:43 PM	6/5/2021, 2:38:47 PM	18691A0207@mits.ac.in
Vamsi. H	6/5/2021, 1:05:49 PM	6/5/2021, 2:14:00 PM	18691A0288@mits.ac.in
Venkata Karthik.M	6/5/2021, 1:05:51 PM	6/5/2021, 2:14:09 PM	19695A0213@mits.ac.in
Harish Vinay. G	6/5/2021, 1:05:52 PM	6/5/2021, 3:38:31 PM	18691A0234@mits.ac.in
Mohammad Shoyab. S	6/5/2021, 1:05:59 PM	6/5/2021, 2:16:31 PM	18691A0244@mits.ac.in
G.Thulasi	6/5/2021, 1:06:04 PM	6/5/2021, 2:17:24 PM	19695A0231@mits.ac.in
M.Saiteja	6/5/2021, 1:06:16 PM	6/5/2021, 1:10:52 PM	19695A0217@mits.ac.in
Leelasundar. J S	6/5/2021, 1:07:00 PM	6/5/2021, 2:14:22 PM	18691A0240@mits.ac.in
Bhargavi. T	6/5/2021, 1:07:23 PM	6/5/2021, 2:14:25 PM	18691A0214@mits.ac.in
Sushmitha. Y	6/5/2021, 1:07:24 PM	6/5/2021, 1:10:41 PM	18691A0283@mits.ac.in
Sushmitha. Y	6/5/2021, 1:22:16 PM	6/5/2021, 1:23:01 PM	18691A0283@mits.ac.in
P.Sathish Kumar	6/5/2021, 1:07:29 PM	6/5/2021, 2:20:46 PM	19695A0226@mits.ac.in
Praneeth Guptha K	6/5/2021, 1:07:38 PM	6/5/2021, 2:10:49 PM	18691A0257@mits.ac.in
Dinesh Reddy. D	6/5/2021, 1:07:39 PM	6/5/2021, 2:14:38 PM	18691A0225@mits.ac.in
Mohammad Saqib Khan. P	6/5/2021, 1:07:41 PM	6/5/2021, 2:16:37 PM	18691A0243@mits.ac.in
V.Damodar Reddy	6/5/2021, 1:09:44 PM	6/5/2021, 1:16:19 PM	18695A0215@mits.ac.in
Ravindra Babu.JM	6/5/2021, 1:10:07 PM	6/5/2021, 2:17:17 PM	19695A0209@mits.ac.in
Chandana. K	6/5/2021, 1:10:18 PM	6/5/2021, 2:14:46 PM	18691A0217@mits.ac.in
Santhosh Kumar.B	6/5/2021, 1:10:52 PM	6/5/2021, 1:34:44 PM	19695A0210@mits.ac.in
Shyamsundar N	6/5/2021, 1:10:54 PM	6/5/2021, 1:16:11 PM	shyamsundarn@mits.ac.in
Shaik Afzal Ali	6/5/2021, 1:10:54 PM	6/5/2021, 2:16:04 PM	19695A0237@mits.ac.in
Arijit Bardhan Roy	6/5/2021, 1:11:16 PM	6/5/2021, 1:24:06 PM	arijitbardhanroy@mits.ac.in
Arijit Bardhan Roy	6/5/2021, 1:26:34 PM	6/5/2021, 1:28:40 PM	arijitbardhanroy@mits.ac.in
Ganesh. M	6/5/2021, 1:11:39 PM	6/5/2021, 1:14:02 PM	18691A0229@mits.ac.in
Ganesh. M	6/5/2021, 1:17:12 PM	6/5/2021, 2:14:29 PM	18691A0229@mits.ac.in
Jyothi. M G	6/5/2021, 1:12:07 PM	6/5/2021, 1:23:04 PM	18691A0238@mits.ac.in
Jyothi. M G	6/5/2021, 1:25:50 PM	6/5/2021, 2:16:33 PM	18691A0238@mits.ac.in
Chenchu Venkata Kalyan Kumar. V	6/5/2021, 1:13:11 PM	6/5/2021, 1:25:08 PM	17691A0212@mits.ac.in
Divya. B	6/5/2021, 1:13:18 PM	6/5/2021, 1:27:49 PM	20691A2831@mits.ac.in
P.Achuth Venkateswara	6/5/2021, 1:13:48 PM	6/5/2021, 1:15:03 PM	19695A0218@mits.ac.in
Kranthi.S	6/5/2021, 1:14:11 PM	6/5/2021, 2:14:18 PM	19695A0205@mits.ac.in
Devan Dilip. M	6/5/2021, 1:14:57 PM	6/5/2021, 2:15:32 PM	18691A0221@mits.ac.in
Mahesh Babu. N	6/5/2021, 1:14:57 PM	6/5/2021, 2:17:02 PM	18691A0242@mits.ac.in
Lokesh Babu. A	6/5/2021, 1:15:48 PM	6/5/2021, 1:16:02 PM	17691A0242@mits.ac.in
HARINATH. C	6/5/2021, 1:16:26 PM	6/5/2021, 1:17:36 PM	18695A0203@mits.ac.in
Sarafi Ahamed. M J	6/5/2021, 1:17:23 PM	6/5/2021, 2:19:48 PM	18691A0251@mits.ac.in





# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS)



Affiliated to JNTUA, Anantapuramu & Approved by AICTE, New Delhi  
Recognised Research Center, Accredited by NBA for CE, CSE, ECE, EEE, ME, MBA &  
MCA, Recognised by UGC under the sections 2(f) and 12(B) of the UGC act 1956

## Department of Electrical & Electronics Engineering

Nasar. S	6/5/2021, 1:20:07 PM	6/5/2021, 2:14:32 PM	18691A0254@mits.ac.in
Bala Chaithanya Krushna.P	6/5/2021, 1:20:10 PM	6/5/2021, 1:53:23 PM	18691A0210@mits.ac.in
Bala Chaithanya Krushna.P	6/5/2021, 2:09:17 PM	6/5/2021, 2:14:33 PM	18691A0210@mits.ac.in
Sandhya. G	6/5/2021, 1:20:48 PM	6/5/2021, 1:21:53 PM	18691A0270@mits.ac.in
18695A0220	6/5/2021, 1:23:15 PM	6/5/2021, 1:43:00 PM	18695A0220@mits.ac.in
Neelakanteswar Rao. K	6/5/2021, 1:23:24 PM	6/5/2021, 2:12:14 PM	17691A0260@mits.ac.in
Venkatesh. B	6/5/2021, 1:24:43 PM	6/5/2021, 1:27:53 PM	18691A0293@mits.ac.in
Sowmya. N	6/5/2021, 1:25:02 PM	6/5/2021, 1:25:50 PM	18691A0275@mits.ac.in
S.Poojitha	6/5/2021, 1:25:10 PM	6/5/2021, 2:18:43 PM	19695A0220@mits.ac.in
Meghana. M	6/5/2021, 1:26:47 PM	6/5/2021, 3:38:36 PM	18691A0245@mits.ac.in
B.vennala	6/5/2021, 1:28:24 PM	6/5/2021, 2:15:12 PM	19695A0216@mits.ac.in
Kranthikumar. T	6/5/2021, 1:28:46 PM	6/5/2021, 3:01:59 PM	17691A0240@mits.ac.in
Rajani. K	6/5/2021, 1:30:38 PM	6/5/2021, 1:37:21 PM	17691A0271@mits.ac.in
Rajani. K	6/5/2021, 1:38:52 PM	6/5/2021, 2:13:05 PM	17691A0271@mits.ac.in
18691A0299	6/5/2021, 1:31:12 PM	6/5/2021, 2:17:25 PM	18691A0299@mits.ac.in
Sateesh D Y	6/5/2021, 1:32:29 PM	6/5/2021, 1:40:17 PM	sateeshdy@mits.ac.in
Shiva shankar Naik.D	6/5/2021, 1:34:23 PM	6/5/2021, 2:15:35 PM	19695A0211@mits.ac.in
Avinash. K	6/5/2021, 1:35:19 PM	6/5/2021, 1:39:31 PM	17691A0207@mits.ac.in
Vani. G	6/5/2021, 1:35:44 PM	6/5/2021, 1:38:11 PM	17691A02A4@mits.ac.in
Sumanth. S	6/5/2021, 1:37:26 PM	6/5/2021, 1:45:40 PM	18691A0279@mits.ac.in
Akbar. S	6/5/2021, 1:40:59 PM	6/5/2021, 1:41:49 PM	17691A0202@mits.ac.in
Sumatha K	6/5/2021, 1:42:00 PM	6/5/2021, 2:14:22 PM	18691A0278@mits.ac.in
Hari Brahmendra. O	6/5/2021, 1:47:13 PM	6/5/2021, 1:56:48 PM	18691A0230@mits.ac.in
Hari Brahmendra. O	6/5/2021, 2:06:23 PM	6/5/2021, 2:20:14 PM	18691A0230@mits.ac.in
Monalisa. M	6/5/2021, 1:47:23 PM	6/5/2021, 1:48:33 PM	18691A0248@mits.ac.in
Anil Kumar. J	6/5/2021, 1:53:26 PM	6/5/2021, 2:35:06 PM	18691A0204@mits.ac.in
Vinay Kumar.C	6/5/2021, 2:00:22 PM	6/5/2021, 2:14:36 PM	19695A0214@mits.ac.in
Vinay Kumar.C	6/5/2021, 2:15:37 PM	6/5/2021, 2:16:14 PM	19695A0214@mits.ac.in
Sridhar N	6/5/2021, 2:16:35 PM	6/5/2021, 2:17:15 PM	sridharn@mits.ac.in