



SANTHIRAM ENGINEERING COLLEGE:: NANDYAL

NH-40, Nandyal – 518501: Kurnool Dist. A.P.

R&D and IPR Cell

Faculty Publications – Conferences

Sl. No	Author(s)	Dept	Title of the Paper	Name of the Conference & Details	Date, Month and Year	ISBN	Page no
1	Mr.S.MahaboobBasha	MBA	Corporate Social Responsibility: Issues Challenges And Strategies For Indian Corporates	National conference on Emerging Trends In Management In Present Era (NCETMP-2020)	13-June-20	978-81-945588-3-5	2-12
2	Mr.S.MahaboobBasha K.KartheekaLaxmi	MBA	A Study On Cash Flow Statement Analysis	National conference on Emerging Trends In Management In Present Era (NCETMP-2020)	13-June-20	978-81-945588-3-5	13-23
3	Dr.C.Vindya Vasini	MBA	A study on work life balance of women employees	National conference on Emerging Trends In Management In Present Era (NCETMP-2020)	13-June-20	978-81-945588-3-5	24-34
4	Dr.A.K.Neeraja Rani	MBA	An analysis on employee motivation Levels w.r.t. to S.S. Polymers,Koilakuntla	National conference on Emerging Trends In Management In Present Era (NCETMP-2020)	13-June-20	978-81-945588-3-5	35-45
5	S.Md.Ershad	MBA	Employee Retention Techniques to Companies	National conference on Emerging Trends In Management In Present Era (NCETMP-2020)	13-June-20	978-81-945588-3-5	46-56
6	A. ChinnaLingaswamy	BS	Statistical behaviour of ozone over different regions in India	3rd National Conference on Contemporary Trends in Science and Humanities	13-June-20	978-81-945588-0-4	57-62
7	A. ChinnaLingaswamy	BS	Observation of black carbon mass concentration over India	3rd National Conference on Contemporary Trends in Science and Humanities	13-June-20	978-81-945588-0-4	63-68
8	Dr. A. P. Lingaswamy	BS	Analysis of rate of change of surface ozone at distinct regions of India	3rd National Conference on Contemporary Trends in Science and Humanities	13-June-20	978-81-945588-0-4	69-74

3rd National Conference

On

EMERGING TRENDS IN MANAGEMENT IN THE PRESENT ERA

NCETM - 2020

Date: 13th June 2020

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

EDITORS

Dr. A. K. Neeraja Rani | Dr. C. Vindya Vasini



SANTHIRAM ENGINEERING COLLEGE

Approved by AICTE, New Delhi; Permanently Affiliated to JNTUA, Ananthapuramu
An ISO 9001:2015 Certified Institution, 2(f) & 12(B) Recognition by UGC Act, 1956
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Santhiram Engineering College
Nandyal, Kurnool Dist. A.P.

ABOUT SREC

Santhiram Engineering College (SREC) is sponsored by M/s Sri Shirdi Sai Educational Academy, Nandyal. SREC is established under the able guidance of Dr. M. SANTHIRAMUDU, Chairman in the year 2007 with a noble motto "Education for peace and progress". SREC is approved by AICTE, New Delhi: Recognized by UGC under 2(f) and 12 (B): Permanently Affiliated to JNTUA, Ananthapuramu: Certified to an ISO 9001:2015. The college is ranked as one of the Best Engineering Colleges of JNTUA, Ananthapuramu.

SREC is situated on NH-40, 12 KM away from Nandyal, Kurnool Dist. Andhra Pradesh. It is a learning abode for 1600+ Students. The Campus is pollution free and its serene environment is ideally suited for academic activities. Our goal is to produce Engineers and Managers who can contribute to the progress of the Nation and the World through excellent Scientific, Technical Innovations and Research Activities.

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- ✧ SREC received **BEST FASTEST GROWING ENGINEERING COLLEGE IN AP** Award in 2014 from Dr. Smt. NAJMA HEPTULLA, Ministry of Minority Affairs, New Delhi.
- ✧ The **BEST ENGINEERING COLLEGE** in India with "AA" Grade Ranked by Career 3600 Magazine.
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NATIONAL CONFERENCE ON EMERGING TRENDS IN
MANAGEMENT IN PRESENT ERA

**CORPORATE SOCIAL RESPONSIBILITY:
ISSUES CHALLENGES AND STRATEGIES FOR
INDIAN CORPORATES**

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ABSTRACT:

Today Businesses are an integral part of the communities. Michael Sabia, President and Chief Executive Officer of BCE Inc., has said, "Corporations are also social institutions. The role of business, according to this model, is to create value for its shareholders and also creates value for society, manifesting itself as a win-win proposition. Corporate success is highly based on continued good relations with a wide range of individuals, groups and institutions. Corporate Social Responsibility plays vital role in winning the customer confidence that will help growing the business. Many organizations conduct campaigns to create awareness among corporate, civic bodies, and government bodies about the importance of corporate social responsibility. The term corporate responsibility has been captioned under many names including corporate citizenship, social responsibility. CSR as described by Lord Holme and Richard Watts in 'Making Good Business Sense'. Society began to expect business to voluntarily participate in solving societal problems whether they had caused those problems or not. Report on Business Magazine recently noted that "many business leaders now believe that doing good for others means doing good for shareholders as well."

Corporate social responsibility is a process in which all companies come together as one and take part in the welfare of the society

I.INTRODUCTION:

'Our social responsibility is reflected by the variety of the actions we take and by our projects to support safety, education, diversity and the environment.

-Carlos Ghosn, Chairman and CEO of Renault

Today Businesses are an integral part of the communities. It is evident that business build civilizations. Corporate Sectors have a key role in the socio-economic development of any country. There are many instances where corporate have played a dominant role in addressing issues of education, health, environment and livelihoods through their corporate social responsibility interventions across the globe. It is important for the corporate sector to identify, promote and implement successful policies and practices. As per United Nations and the European Commission, Corporate Social Responsibility (CSR) leads to triple bottom-line: profits, protection of environment and fight for social justice.

According to the Indian Corporate, "Sustainable development implies optimizing financial position while not depleting social and environmental aspects and CSR implies

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A STUDY ON CASH FLOW STATEMENT ANALYSIS

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Abstract

An analysis of cash flow of a concern during a specified period, resented in the form of a statement is known as cash flow analysis. The cash flow statement can be for the past or can be a projected for the future. The cash flow in the near future, say for a period of six months or one year, can be prepared based on the past trends and expectations of the concern regarding factors that would affect its cash receipts and payments. Such an estimate of future cash flows is better termed "Cash Budget". Cash flow statements generally refer to the statement showing the receipts (inflows) and payments (outflows) of cash during the period covered by two consecutive Balance Sheets.

The cash implies readily money or its equivalents management accounts defined cash as the most liquid asset needed to carry out the day to day activating of the business. Some authors define cash as "the life blood of the business concern components of cash:

Cash includes the following.

(a) Currency Note (b) Coins (c) Cheques (d) Bank Balance (e) Marketable Securities (f) Bank Time Deposits.

Key words – Cash planning, Cash budgeting, Cash analysis, Cash flows.

I.INTRODUCTION

George phillipatos is of the view that, in its generic sense, a cash flow is the receipt and the payment of amount of money and that implies more than our accrual or a financial obligation., hence cash flow is a movement of cash which is a real one.

Cash flow analysis enables the management to plan and co-operate the financial operations of the enterprises, and furnish the basis for evaluating financing policies. It provides a barometer for ensuring the profitability of the business, and makes the financing problems of the business much more manageable.

Techniques of Analysis and Interpretation:

The following techniques can be used in connection with analysis and interpretation of Financial Statements:

1. Comparative Financial Statements (or Analysis)
2. Common Measurement Statements (or Analysis)
3. Trends Percentages Analysis
4. Funds Flow Statements (or Analysis)
5. Net Working Capital Analysis
6. Ratio Analysis
7. Cash flow statement or analysis

II.CASH FLOW STATEMENT:

3rd National Conference

On

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NCETM - 2020

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- ✧ More than **500 RESEARCH ARTICLES** published in reputed publications
- ✧ Signed MOU with LINCOLN UNIVERSITY, Malaysia for bilateral R&D activities.
- ✧ Signed MOU with NUCLEUS VISION (Eleven 01 Labs) to promote Block chain Technology across Indian college students.
- ✧ Our student won the **GOLD MEDAL** in the 3rd **HEROES TAEKWONDO INTERNATIONAL CHAMPIONSHIP**, Thailand in 2017.
- ✧ Secured 2nd prize in AICTE **CHHATRA VISWAKARMA AWARD**, 2018

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NATIONAL CONFERENCE ON EMERGING TRENDS IN
MANAGEMENT IN PRESENT ERA

A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES

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Abstract

A work life balance have posed several challenges and problems for women.

It is nothing but balance between work and life. The dynamics of the work environment have exerted enormous pressure on working women as they need to cope with virtually two fulltime jobs – one at the office and the other at home. Review of literature related to the subject has revealed that working women experience greater difficulty than men in balancing work and family. It is also found that they experience conflict as there is job spill over into the home more frequently than home spill over into work. Besides to succeed in one environment, working women are often called upon to make sacrifices in another as each of the environments makes different demands on them and have distinct norms to adhere to. This study investigates the factors affecting work life balance among working women and the consequences of poor-work life balance.

1. INTRODUCTION

Twenty first century organisations are characterised by persistent changes, uncertainties and excessive pressure to increase productivity. These changes disturb the balance in the lives of employees causing confusion and stress. This is also fuelled by extreme levels of competitiveness in the work sphere posing new challenges and problems to workers. Technological advancements and new

inventions have impacted the socio-cultural context by introducing multi-cultural life styles in Indian homes. In the midst of all this, the compelling need for growth in all spheres, for individuals as well as for organisations has resulted in imbalance in the lives of the workforce. The incessant demands on their time and effort to enhance productivity have created enormous stress and pressure causing disequilibrium between work life and family life. Most employees either spend long hours at their work place or carry work home thereby compromising on the quality of life.

What is work life balance?

In the words of Jim Bird, CEO of worklifebalance.com, work-life balance does not mean equal balance between professional and personal life. It is careful synchronisation of an individual's varied pursuits that may include family, work, leisure, social obligations, health, career and spirituality. While some of the pursuits need greater attention, others may require lesser focus. Striking a fine balance by prioritising these human quests will result in work-life balance. It is individual specific and keeps changing over time. According to Stewart Friedman, Professor of Management and Founding Director of Wharton School's Leadership Program and of its Work -Life Integration project - "a one size fits all mentality in human resources management perpetuates frustration among employees" not an uncommon problem in many where, for the sake of

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

EDITORS

Dr. A. K. Neeraja Rani | Dr. C. Vindya Vasini



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NH-40, Nandyal-518501: Kurnool Dist. A.P.

ABOUT SREC

Santhiram Engineering College (SREC) is sponsored by M/s Sri Shirdi Sai Educational Academy, Nandyal. SREC is established under the able guidance of Dr. M. SANTHIRAMUDU, Chairman in the year 2007 with a noble motto "Education for peace and progress". SREC is approved by AICTE, New Delhi: Recognized by UGC under 2(f) and 12 (B): Permanently Affiliated to JNTUA, Ananthapuramu: Certified to an ISO 9001:2015. The college is ranked as one of the Best Engineering Colleges of JNTUA, Ananthapuramu.

SREC is situated on NH-40, 12 KM away from Nandyal, Kurnool Dist. Andhra Pradesh. It is a learning abode for 1600+ Students. The Campus is pollution free and its serene environment is ideally suited for academic activities. Our goal is to produce Engineers and Managers who can contribute to the progress of the Nation and the World through excellent Scientific, Technical Innovations and Research Activities.

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NATIONAL CONFERENCE ON EMERGING TRENDS IN
MANAGEMENT IN PRESENT ERA

**An Analysis on Employee Motivation Levels w. r. t
to S.S. Polymers, Koilakuntla**

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Abstract: Employee Motivation is an integral part of human resource management and it plays a crucial role in the long term growth of an organization. Motivation can be defined as the inherent enthusiasm and driving force to accomplish a task. Employee motivation is one of the major issues faced by every organization. It is the major task of every manager to motivate his subordinates or to create the "will to work" among the subordinates.

The Objective of this research is to investigate Employee motivation in one of the Business firm named S.S. Polymers. The study also tries to identify different factors influencing on employee motivation on the firm and also to give appropriate suggestion for performance improvement. Methodology of this research is based on a survey and a Questionnaire based on Human Resource Index (HRI) with a measure of 8 used for the assessment. This paper also deals about the various ways by which one can improve employee motivation levels.

Keywords: Motivation, Employees, importance of Employee motivation

I. INTRODUCTION:

The word motivation has been derived from the Latin word 'motive'

which means any idea, need or emotion that prompts a man in to action. Whatever may be the behavior of man, there is some stimulus behind it. Stimulus is dependent upon the motive of the person concerned. Motive can be known by studying his needs and desires. "A motive is an inner state that energizes, Activates or moves and directs or channels behavior towards goals". There is no universal theory that can explain the factors influencing motives which control man's behavior at any particular point of time. In general, the different motives operate at different times among different people and influence their behaviors. The process of motivation studies the motives of individuals which cause different type of behavior.

Employee Motivation is a process of program where employers will motivate their employees. Employers motivate employees to work effectively and efficiently by increasing performance. Some employers

will offer incentives while others point out the satisfaction

of workmanship.

Motivation is generally defined as the force that compels us to action. It

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NATIONAL CONFERENCE ON EMERGING TRENDS IN MANAGEMENT IN PRESENT ERA

Employee Retention Techniques to Companies

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ABSTRACT:

Employee retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Employee retention is beneficial for the organization as well as the employees. Employees today are different. They are not the ones who don't have good opportunities in hand. As soon as they feel dissatisfied with the current employer or the job, they switch over to the next job. It is the responsibility of the employer to retain their best employees. If they don't they would left with no good employees. A good employer should know how to attract and retain its employees.

Key words: Employee retention, Surveys, Techniques of retention.

1.INTRODUCTION

A strong retention strategy becomes a powerful recruitment tool. Retention of key employees is critical to the long-term health and success of any organization. It is a known fact that retaining your best employees ensures customer satisfaction, increased product sales, satisfied colleagues and reporting staff, effective succession planning and deeply imbedded organizational knowledge and learning. Employee retention matters as organizational issues such as training time and investment; lost knowledge; insecure employees and a costly candidate search

are involved. Hence failing to retain a key employee is a costly proposition for an organization. Various estimates suggest that losing a middle manager in most organizations costs up to five times of his salary. Intelligent employers always realize the importance of retaining the best talent. Retaining talent has never been so important in the Indian scenario; however, things have changed in recent years. In prominent Indian metros at least, there is no dearth of opportunities for the best in best in the business, or even for the second or the third best. Retention of key employees and treating attrition troubles has never been so important to companies.

DEFINITION:

According to **Get les McKeon's** employee retention is defined as "a systematic effort by employers to create and foster an environment that encourages current employees to remain employed by having policies and practices in place that address their diverse needs".

II.TOOLS FOR EMPLOYEE RETENTION:

Few of the tools for employee retention are
I.Employee reward program: Company can make a provision of monthly or quarterly award (depending up on the budget) for the best employees, awarding 2 or 3 best workers each month. The award can be in terms of gifts or money.

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SREC is situated on NH-40, 12 KM away from Nandyal, Kurnool Dist. Andhra Pradesh. It is a learning abode for 1600+ Students. The Campus is pollution free and its serene environment is ideally suited for academic activities. Our goal is to produce Engineers and Managers who can contribute to the progress of the Nation and the World through excellent Scientific, Technical Innovations and Research Activities.

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Statistical behavior of ozone over different regions in India

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Abstract:

In this paper discussed statistical behavior of surface ozone over different regions in India. In Indian region, various groups have vigorously involving to carrying out long term measurements of surface O_3 and its precursors. Surface ozone concentration measured at Anantapur was compared with different locations like urban, semi-urban, rural, semi-arid and costal locations in India. Surface ozone at Anantapur is similar to ozone concentration on Kannur and lower than that measured in other locations like Dayalbagh, an urban site Darjeeling high altitude site and Port Blair a hill area. In India some locations had less surface ozone mixing ratios than Anantapur like Dibrugarh semi-urban location, Kullu, Pantnagar semi-urban, Hyderabad an urban site, Trivendrum costal site, Chennai urban site, and Joharapur rural site.

Keywords: Surface ozone, Photo oxidation, different regions of India

INTRODUCTION:

Ozone is an important constituent of air. Though it mostly resides within the stratosphere, a small amount of it (nearly 10%) is present in the troposphere too. Surface O_3 is one of the important greenhouse gases (GHGs) contributing to global warming and climate change. Surface O_3 is not emitted directly into the air, but is produced by chemical reactions between oxides of nitrogen (NO_x) and volatile organic compounds (VOC). The O_3 precursors CO , CH_4 , VOCs, etc. are generated from biomass burning, fossil fuel combustion, and other anthropogenic activities and are oxidized forming O_3 in NO_x rich environment. Ozone may not be harmful for the environment; slightly higher concentration may have adverse effects on the physiological and biochemical characteristics of crops, their yield. Observations over urban regions have shown high variability of ozone with occasional high concentrations. Ground level ozone is notably exceeding the permissible concentrations in several regions due to increasing emissions of its precursors. An increased level in ozone concentration at

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Observation of black carbon mass concentration over India

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Abstract:

In this paper we elucidated black carbon (BC) mass concentration in different regions of India like rural, semi-urban, urban, and hill stations. It is an important to study BC in India since which plays vital role in atmosphere such as green house effect and a positive radiative forcing and also strongly affect the visibility by serving as Cloud Condensation. The high concentration of black carbon was observed at Hyderabad, an urban site (11857 ng/m^3) and Varanasi (10070 ng/m^3). The high hill stations reported very less BC as Nainital (1521 ng/m^3), Mohal-Kullu (3293 ng/m^3), and Hanle valley (57 ng/m^3).

Keywords: Black carbon, urban site, radiative forcing

INTRODUCTION

Enormous economic growth coupled with rising population and industrialisation in the developing countries has resulted in an increase of aerosol loading into the urban atmosphere. Atmospheric aerosol particles are one of the most variable components of the Earth's atmosphere and affect the Earth's radiative balance directly by absorbing and scattering solar radiation [1]. Also, aerosol particles play a major role in atmospheric chemistry and so affect the densities of other minor atmospheric constituents like ozone [2]. The main sources of aerosols are incomplete combustion processes, vehicular, industrial emissions, and biomass burning. Black carbon aerosols emitted into the atmosphere mainly due to the biomass burning. The prime concern related to rise in BC mass concentration, generally a fine particulate matter, is its potential to absorb the solar radiation in visible and near-infrared wavelengths that might lead to two important events in the atmosphere such as green house effect and a positive radiative forcing [3-4]. The second major cause of concern is its sufficiently more residence time in the atmosphere ranging from several days to weeks

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Analysis of rate of change of surface ozone at distinct regions of India

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Abstract:

Tropospheric ozone is an important constituent of trace gases in the lower atmosphere and play an important role in atmospheric chemistry. Ozone is an important precursor of hydroxyl radical that decides life time of trace gases species and acts as a major role in the lower atmospheric chemistry. Indian Space Research Organization has initiated a network program in India to retrieve the Atmospheric trace gases, Chemistry, Transport and Modeling at various locations in the Indian sub-continent and various groups have been involved in the long-term measurements of surface O_3 and precursors. The diurnal variation of rate of change of O_3 is used to know the different chemical environments of various locations. The rate of change of ozone during morning and evening times resemble the chemical behavior of surface ozone with its precursors. This variation is mainly due to the atmospheric dynamics, photochemical process and meteorology. In the monsoon sky is generally cloudy, so has less solar flux and substantially reduce the photochemical process.

Keywords: Tropospheric ozone, rate of change of O_3 , Photochemical reactions

INTRODUCTION

Surface ozone is important constituent of atmospheric trace gases in troposphere. Trace gases are low in amount in the lower atmosphere but they play a vital role green house effect and atmospheric chemistry. The emission of trace gases (O_3 , NO, NO_2 , CO, SO_2 , CH_4 and NMHCs etc.) in the lower troposphere has been increasing due to the industrialization and globalization during the past decades. Increase of mixing ratios of these trace gases modulates the Earth's climate because of their competence to modify the radiation and energy balance of the earth-atmosphere-system [1]. Surface ozone is a secondary air pollutant, photochemically forms in the atmosphere through a series of complex reactions in