

#### INTERNATIONAL ADVISORY COMMITTEE

- **Dr. Jarvis Woods**, Director, Management Studies, Kings Bridge University, Denmark
- **Dr. Jason Smith**, Professor, Business Studies, Queens Land University, Australia
- **Dr. Lawrence Wilson**, Head, Foreign Studies, Queens Land University, Australia
- **Dr. Dennis Wood**, Professor, Kings Bridge University, Denmark
- **Dr. John Thompson**, Dean, Business Studies, University of Oklahoma, U.S.A.
- **Dr. Gary Smith**, Director, Business Statistics, University of Houston, U.S.A.
- **Dr. Jessica Steve**, Professor, Kingston University, U.S.A.
- **Dr. Raymond Heart**, Professor, Stanley University, Pittsburgh, U.S.A.
- **Dr. K. Ravindra**, Associate Professor, School of Management & Accounting, College of Business and Economics, Hawassa University, Hawassa, Ethiopia
- **Dr. Desti Kanniah**, Professor of Management School of Business, James Cooks University, Singapore
- **Dr. N. Nimalathasan**, Professor of Management Studies & Commerce, University of Jaffna, Jaffna, Sri Lanka
- **Dr. Steve Jackson**, Professor, Queensland University, New Zealand
- **Dr. Jerry Cokes**, Professor, Kingsbridge University, Denmark
- **Dr. Raja Mannar Badur**, Professor of Business Management, St. Theresa International Business School, HongKong, Thailand

#### EDITORIAL BOARD MEMBERS

- **Dr. Y. Venkateshwar Rao**, Professor, Dept of MBA, MRECW, Hyderabad
- **Dr. G. Vidya Sagar Rao**, Vice-Principal, School of Management Studies, Osmania University, Hyderabad
- **Dr. P. Neeraja**, Professor, School of Management Studies, MRCET, Hyderabad

#### ORGANIZING COMMITTEE

- **Mr. B. Amarnath Reddy**, Associate Professor, Dept of MBA
- **Mr. P. Sridhar**, Associate Professor, Dept of MBA
- **Mr. G. Mahesh**, Assistant Professor, Dept of MBA
- **Ms. B. Radhika**, Assistant Professor, Dept of MBA

#### NATIONAL ADVISORY COMMITTEE

- **Dr. B.N.Bhandari**, Director Academic & Planning, Professor - ECE, JNTUH, Hyderabad
- **Dr. M.L. Sai Kumar**, Former Dean, Institute of Public Enterprise, Hyderabad
- **Dr. Sindhu**, Professor of Management Studies, Chairperson (BOS), School of Management Studies, JNTUH, Hyderabad
- **Dr. V.S.K. Reddy**, Principal, MRCET
- **Dr. D. Raghurami Reddy**, Dean, Academics, MRECW
- **Mr. P. Raj Shekar**, General Manager, Money n Mobiles, Hyderabad, Telangana
- **Dr. K. Banerjee Rao**, Associate Professor, Amity Global Business School, Hyderabad
- **Dr. A. Sree Ram**, Professor, Hyderabad Business School, Hyderabad
- **Dr. S. Suman Babu**, Professor, Hyderabad Business School, Hyderabad
- **Dr. P. Venkata Rao**, Professor, Simhapani University
- **Dr. J. Suresh Reddy**, Professor, Mahatma Gandhi University, Nalgonda
- **Dr. T. Narayana Reddy**, Professor, JNTUA, Anantapur
- **Dr. N. Sreekanth**, HOD, Dept. of ECE, MRECW
- **Dr. CVPR Prasad**, HOD, Dept. of CSE, MRECW
- **Dr. P. Manikandan**, Director, Dept. of IT, MRECW
- **Dr. S.P. Anandraj**, Director, R&D, MRECW
- **Dr. V. Vijayaraja**, Director, Technology Business Incubation Centre, MRECW
- **Prof. K. S. Sharma**, Director, Realtime Projects, MRECW
- **Prof. S. Babu Rao**, Director, Student Affairs, MRECW
- **Dr. S. Sathish**, Professor, Dept. of ECE, MRECW
- **Dr. Swaminathan Vasantha Sankara Lingam**, Professor, Dept. of ECE, MRECW
- **Dr. TRV. Anandharajan**, Professor, Dept. of ECE, MRECW
- **Dr. U. Satheeshwaran**, Professor, Dept. of ECE, MRECW
- **Dr. R. Murugesan**, Professor, Dept. of ECE, MRECW
- **Dr. Kirubakaran. N.**, Professor, Dept. of CSE, MRECW
- **Dr. L.K. Indumathi**, Professor, Dept. of CSE, MRECW
- **Dr. A. Jayachandran**, Professor, Dept. of CSE, MRECW
- **Dr. U. Naresb**, Professor, Dept. of CSE, MRECW
- **Dr. S. Ramesh**, Professor, Dept. of CSE, MRECW
- **Dr. R. Velmurugan**, Professor, Dept. of EEE, MRECW

Scopus®

ISBN: 978-93-83038-77-0

## 4th INTERNATIONAL CONFERENCE ON EMERGING STRATEGIES FOR BUSINESS ADVANCEMENTS (ICESBA-2019)

IN ASSOCIATION WITH  
Scopus Indexed Journal "International Journal of Supply Chain  
Management (IJSCM)" with ISSN: 2050-7399

February 8-9, 2019



#### Chief Patron

**Sri. CH. Mallu Reddy**

Honorable Member of Parliament, Malajgiri Constituency, India  
Founder Chairman, MRGI

#### Patrons

**Sri. CH. Mahendar Reddy** Secretary, MRGI

**Dr. CH. Bhadra Reddy**, Treasurer, MRGI

#### Organized by



#### Conference Chair

**Dr. Y. Madhavae Latha** - Principal

#### Convener

**Prof. CH.V.L.L. Kusuma Kumari**  
HOD, Dept. of MBA

#### Co-Convenor

**Dr. S. Maniraj** - Professor, Dept. of MBA



## MALLAREDDY ENGINEERING COLLEGE FOR WOMEN (UGC Autonomous)

Permanently Affiliated to JNTUH, Approved by AICTE, ISO 9001:2015 Certified Institution  
Accredited by NBA & NAAC with 'A' Grade.

NRI Indian Ranking 2018, Accepted by MHRD Govt. of India

AAA+ Rated by Careers 360 Magazine, Top Hundred Rank band by Outlook, 7th Rank CSR  
Mainsamagadu, Dhuilapally, Secunderabad-500108, Telangana, India

[www.mallareddyecw.com](http://www.mallareddyecw.com)



## MALLAREDDY ENGINEERING COLLEGE FOR WOMEN (UGC Autonomous)

Permanently Affiliated to JNTUH, Approved by AICTE, ISO 9001:2015 Certified Institution  
Accredited by NBA & NAAC with 'A' Grade.

NRI Indian Ranking 2018, Accepted by MHRD Govt. of India

AAA+ Rated by Careers 360 Magazine, Top Hundred Rank band by Outlook, 7th Rank CSR  
Mainsamagadu, Dhuilapally, Secunderabad-500108, Telangana, India

[www.mallareddyecw.com](http://www.mallareddyecw.com)

## About the City - Hyderabad

Hyderabad, the capital city of Telangana represents the right blend of heritage with modernity. Rich historical heritage, culture and a knowledge hub, Hyderabad is among the fastest growing cities of the world.

## MALLAREDDY ENGINEERING COLLEGE FOR WOMEN

### Vision

- Visualizing a great future for the intelligentsia by imparting state-of-the-art Technologies in the field of Engineering and Technology for the bright future and prosperity of the students.
- To offer world class training to the promising Engineers

### Mission

- To nurture the high level of Decency, Dignity and Discipline in women in attaining high intellectual abilities.
- To produce employable students at National and International levels by effective training programs.
- To create pleasant academic environment for generating high level learning attitudes.



## About MRECW

Malla Reddy Engineering College for Women is a constituent College of Malla Reddy Group of Institutions (MRGI) founded by Sri. Ch. Malla Reddy, an eminent educationist and honourable Member of Parliament from Malkajgiri Constituency, Telangana State, India. The college offers B.Tech Programmes in ECE, CSE, EEE & IT, M.Tech Programmes in Embedded Systems, Computer Science Engineering & MBA and has a strong vision of offering world class training to the promising engineers.

Malla Reddy Engineering College for Women is UGC Autonomous Institution, Accredited by NBA, Accredited by NAAC with 'A' grade, ISO 9001:2015 certified, Permanently Affiliated to JNTUH, (II) & (I2)(B) recognised by UGC, ranked by NIRF Indian Ranking-2018, accepted by MHRD, Govt. of India, AAA+ rated by Careers 360 Magazine, Nationwide 95th Rank by Outlook NewsMagazine, 7th Rank in 'Outstanding Engineering Colleges of Excellence' category by CSR, received 'College of the Year 2017 Award' from Silicon India Education, 'Best Engineering College in Telangana & A.P. Award' from International Education Awards, Time Cyber Media Pvt. Ltd., 'Education Leadership Award' from Dewang Mehta National Education Awards and 'Engineering Educators Award' from University of Bradford, U.K.

The college also publishes the Registered Journal 'International Journal of Research in Signal Processing, Computing and Communication-System design (IJRSCSD)' with an ISSN: 2395-3187.

## Department of

## MASTER OF BUSINESS ADMINISTRATION

The Department of Master of Business Administration has an intake of 60, offering World Class Management Education to students. The Department is well equipped with state of the art laboratories, classrooms with facilities like LCDs, OHP & other Audio-Visual equipment for better transfer of knowledge and well qualified, experienced faculty members. The Department organized 3 International Conferences on "Emerging Strategies for Business Advancements" ICESBA-2015, ICESBA-2016 and ICESBA-2018, Workshop on "Planning Research Methods Leading to Doctoral Level, and Faculty development programmes on "Recent Trends in Business Advancements", "Application oriented Teaching Methodologies" and "Effective Teaching Methodologies". The Department is a member of Hyderabad Management Association (HMA) under which it organizes many student development activities like National Level Management Symposium – ELITE, State Level Business Quiz Competition–BoQuiz, Young Manager Award, Product Launch, Ad-Making, Business Plan competitions, Workshops and Expert Lectures regularly, every academic year.



## CONFERENCE THEME:

The 4th International Conference on Emerging Strategies for Business Advancements (ICESBA-2019) is aimed to explore ongoing research in the streams of Finance, Marketing and Human Resource Management. Research is a pivotal factor in the sphere of academics and rapid business advancements. Finance, Marketing and Human Resource Management comprise wide range of state of the art areas like Derivatives Market, Investment Avenues, Innovative Financial Strategies, Mergers, Acquisitions and Corporate Restructuring, Privatization and Disinvestment – Impact, Consumer Customization, E-Tailing, Innovative Marketing, Emerging Trends in Marketing Research, Work Life Balance, Conflict Management Strategies, Service Industry - HR Challenges and Women Entrepreneurship in Global Scenario, which have exhibited rapid growth and have numerous and widespread applications. Sensing the need to interact with researchers working internationally in these areas, this International Conference is being organized to host the interchange of information, knowledge and ideas by bringing together innovative academicians, researchers and industry experts to join hands for research development.

## Paper Format:

Authors are requested to submit the research paper based on their original work in IEEE format. An abstract of the paper not exceeding 150 words and full paper not exceeding 4 pages should be sent to the organizing secretary indicating the names and address of the authors. Email your full paper to [icesba4@gmail.com](mailto:icesba4@gmail.com).

Papers accepted for Conference will be published in Conference Proceedings with ISBN: 978-93-83038-77-0

Paper accepted for Conference & Scopus Indexed Journal Publication will be published in International Journal of Supply Chain Management with ISSN: 2050-7399

Paper accepted for Conference & UGC Indexed Journal Publication will be published in International Journal of Management & Social Science (IJMSS) with ISSN: 2349-9761

## Registration Fee:

Registration Fee includes Proceedings, Kit, Lunch, Tea, Conference Dinner and Certificate

Category	Conference Fee	Scopus Indexed Publication Fee*	UGC Indexed Publication Fee	Participant
Foreign Delegates	1005	3005	1005	505
Academicians / Research Scholars	Rs. 2000	Rs. 14000	Rs. 4000	Rs. 1000
Industry	Rs. 2500	Rs. 14000	Rs. 4000	Rs. 1750
PG Students	Rs. 1500	Rs. 14000	Rs. 4000	Rs. 750

\*For Scopus indexed publication/ UGC indexed publication, at least one author should register for conference. Participation certificates will be given to participants.

## Bank Details for Online Transfer:

Account No	: 711401010050947
AC Holder Name	: MRECW Technical Student Fund
Bank Name	: Union Bank of India
IFSC Code	: UBIN0571148
Branch	: Maisamma, Dhalapally

## Conference Topics:

- Democratization
- GST
- Derivatives Market
- Investment Avenues
- Innovative Financial Strategies
- Mergers, Acquisitions and Corporate Restructuring
- Privatization and Disinvestment – Impact
- Consumer Customization
- E-Tailing
- Innovative Marketing
- Emerging Trends in Marketing Research
- Work Life Balance
- Conflict Management Strategies
- Service Industry - HR Challenges
- Women Entrepreneurship in Global Scenario

## Accommodation & Transportation

Accommodation can be provided to outstation delegates on payment basis on prior request in Hotels/Guest Houses situated at a convenient distance from Malla Reddy Engineering College for Women.

## Important Dates for the Conference

Full Paper Submission last date:

December 15th, 2018

Paper Acceptance for Conference / Conference & Scopus Indexed Journal Publication:

January 1st, 2019

Registration on or before

January 16th, 2019

Conference Dates

February 8th & 9th, 2019

## Address for Correspondence

Prof. CH.V.L.L. Kusuma Kumari, HOD, Dept of MBA (Convener, ICESBA-2019)

## MALLA REDDY ENGINEERING

COLLEGE FOR WOMEN (UGC Autonomous)

Maisamma, Dhalapally,

Saundrabad - 500100

Mobile: 91 - 7799639977 / 9985824458

Email ID: [icesba4@gmail.com](mailto:icesba4@gmail.com)

College Website: [www.mallareddyecw.com](http://www.mallareddyecw.com)

Conference Website: [www.icesba.com](http://www.icesba.com)