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## **NATIONAL SEMINAR ON “DIGITALIZATION IN BUSINESS MANAGEMENT- IMPACT AND CHALLENGES”**

**Organized By**  
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**KMM Institute of Technology & Science, Ramireddipalli Tirupati, under**  
**University of JNTUA Ananthapuram**



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## ABOUT THE JOURNAL:

International Journal of Exclusive Management Research is a monthly management journal. IJEMR is a peer blind reviewed journal which is available in Print and online. IJEMR provides a unique platform to scholars, academicians, practitioners, and business managers to share their valuable knowledge and experience with each other. IJEMR provides support and promotes education and research. The objective of IJEMR is to bring people from the academia and business world closer so that they can share the latest developments in the fields of Management science. It also aims to establish better understanding among policymakers and other stakeholders.

This special issue of the Journal provides a comprehensive coverage of all the issues relating to accounting, finance, marketing and human resources related issues in VUCA environment. The readers will be benefited immediately through reading out this special issue of the Journal as it provides the latest developments in the related areas of research.

## ABOUT THE SEMINAR:

**Digitalization in Business Management: Impact & Challenges:** Digitalization is a general term used for any activity done through internet, whether it is Personal, Business, Industrial, Agricultural, Medical, Government Social, etc. It is true that there are innumerable activities happening with regard to digitalization, like E-Governance, E-Office, E-Registration, etc. In short, currently in India, 90% of the daily activities are being done through E-services. However, in the context of the MBA curriculum, it is thought prudent to restrict the scope of the Digitilisation for this Seminar, in the three main areas of Marketing, Finance and HR aspects. Current hot topic with regard to Digital India - Aadhaar Card is also included. There will be brain storm sessions on bio-metric, data collection and secrecy of the usage of Aadhaar card data of every citizen.

## ABOUT SEMINAR DIRECTOR



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## PREFACE

With great pleasure we would like to present this special edition of International Journal of Exclusive Management Research on **Digitalisation in Business Management- Impact and Challenges**. we take the opportunity to say that the vision of the Management with their constant and relentless support and inspiration is translated in to hosting one day National Level Seminar on 14<sup>th</sup> March 2018 at KMM Institute of Technology & Science, Tirupati under the auspices of Department of Management Studies, under University of JNTUA Ananthapuram.

A business firm must not only sustain itself but also promote and improve the environment in which it operates so that the world becomes better place for prosperity. Management is the application of strategies, techniques and tools to achieve the world-class performance in business. This Seminar on “Digitalization in Business Management – Impact and Challenges” will pave the way for such excellent performance in various associated spheres of marketing, finance, operations, HRM by keeping abreast with what is happening all over the globe. It would provide a platform for academicians, professors and students to deliberate, exchange and share the latest developments and excellent practices in digitalization in all spheres of management.

The special edition of the Journal focuses on VUCA situation in the areas of marketing, finance, operations, HRM for business excellence in turbulent VUCA environment.

We would like to thank all the faculty members and the staff of Department of Management Studies KMM Institute of Technology & Science, Tirupati, under University of JNTUA Ananthapuram, for their valuable assistance. We express our gratitude towards our esteemed reviewers.

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We would also like to thank God Almighty without His blessings; this achievement would not have been achieved.

**Dr. J. BABU RAO**  
**Dr. B. M. RAJA SEKHAR**

## FINANCE

S.NO.	CONTENTS	PAGE
1	<b>Role of Marketing Information System In Indian Financial Service Sector</b> Dr. B.M.Raja Sekhar	01
2	<b>A Study on Role of Financial Regulatory Bodies in Financial Inclusion</b> Dr. K. Rajendra Prasad , Dr. B. Nagarjuna,	08
3	<b>Impact of Digital Technology over Financial Inclusion with respect to the Indian Economy</b> Chillakuru Eswaramma	14
4	<b>A Study on Mutual Fund as a Resource Mobilizer in Indian Financial Market</b> C.Nirosha, B.Ashok	19
5	<b>Impact of digitalization on financial markets</b> Dr. K.V.S.N. Jawahar Babu, C. Bhupathi	24
6	<b>A Study On Digital Services Of LIC Of India</b> Mr.C.Manoj Kumar, Prof.S.Raghunatha Reddy	29
7	<b>A Study On Digital Mobilization Of Funds In Private &amp; Public Sector Mutual Funds In India</b> Dr. N. Rajendhiran' V.B. Karuna Moorthy	33
8	<b>Fintech – “A Study Of Paytm Payments Bank”</b> Dr.J.Murthy	37
9	<b>A Study One-Payments and Cyber Thefts through Online Banking System</b> B.Ankaiah, S.Chandra sekhar	40
10	<b>Accounting Practices of Small and Medium Enterprises in Guntur City, Andhra Pradesh.</b> Mr. Yadavalli. Srinivasarao, Dr. N. Giri Babu, Dr. T. Narayana Reddy	45
11	<b>Barter System - Digital Payment System – Online Barter System</b> B.Ramija, AP SET,	48
12	<b>Digital Banking – An Indian Perspective</b> Mr. P. Nagaraju, Mr. S. Srinivas	55
13	<b>Digital Finance And Financial Inclusion</b> Dr. Gundupagi Manjunath, Mr. T. MD. Inthiyaz Ahammed	59
14	<b>Digitalization of Financial Inclusion – “Impacts and Challenges”</b> Dr. T. Narayana Reddy, Mr. V. Mohammed Mustafa	62
15	<b>E-Payment Systems</b> D.Radhika, D.Sahithi	64
16	<b>Merger In Banking Sector With Special Reference To State Bank Of India With Associate Banks</b> Premchand Kaila 'Dr. E. Lokanadha Reddy, Dr. T. Narayana Reddy	70
17	<b>A Prologue To Fintech</b> Ms. Dimple Monika, Mr. K. Saravanan	73
18	<b>Performance Of Mutual Fund Schemes In India</b> E.Gnanaprasuna , Dr. P. Balaji Prasad , Nagamoulika	78

19	<b>Digital Financial Inclusion</b> <b>E. Gnanaprasuna, J. Nagamoulika</b>	82
20	<b>Analysis Of Performance Displays Of Mutual Funds</b> <b>Dr. K.V.S.N.Jawahar Babu, K.Giridhar</b>	85
21	<b>Impact Of Goods And Service Tax (GST) On Different Sectors</b> <b>Mrs. D. M. Naga Deepa, K.Giridhar</b>	90
22	<b>A Study Of Green Banking Initiatives In Selected Public And Private Sector Banks In India</b> <b>Ms B.Deepthi, K.Giridhar</b>	93
23	<b>Fund Management of ULIP -A Study In Insurance Companies</b> <b>Ch.Swathi</b>	98
24	<b>An Impact Of Cyber Threats On Banking Sector</b> <b>V. Murali, Bhagyaraj. A</b>	101
25	<b>Digital Pay Ments</b> <b>Y.Dharanim , B.Roopasri</b>	105
26	<b>Digital Transformation for Wealth Management- A Study</b> <b>Dr. G. Suresh Babu</b>	110
27	<b>Financial Performance Analysis Of Selected Public Sector Banks In India</b> <b>Dr. A. Srinivasan</b>	114
28	<b>A Study On Digital Banking In Public And Private Sector Banks</b> <b>Dr. N. Rajendhiran, M. Subramanyiam Reddy</b>	121
29	<b>Financial Inclusion In India-An Overview</b> <b>Dr.G.Malyadri , Dr.T.Hima Bindu</b>	127
30	<b>A Study of Net Resource Mobilization by Mutual Fund Industry in India</b> <b>C.Nirosha Dr.G.Haranath B.Ashok</b>	131
31	<b>A Comparative Study of Home Loans of state Bank of India And Housing development Finance Corporation banks</b> <b>V.Asواني, Dr.Sardar Gugloth</b>	138
32	<b>Impact Of Goods And Services Tax (GST) On Common Man In India</b> <b>Dr. K.V.S.N. Jawahar Babu , Dr. B.M.Raja Sekhar,</b>	141
33	<b>A Study on Impact of GST On Common Man</b> <b>S.Chandrasekhar, Dr. B.M.Raja Sekhar</b>	144
34	<b>A Study On Financial Inclusion In Various Sectors</b> <b>Sujatha Kuncham</b>	147

## MARKETING

S.NO.	CONTENTS	PAGE
1.	<b>Online Purchase and its Impact on Buying Attitude of Customers Towards Vegetables</b> <b>Dr. K. Tharaka Rami Reddy, Jaisimha D S</b>	150
2	<b>Virtual Differences Between E – Marketing And Digital Marketing</b> <b>Dr. Sunil Kumar Esikala, Dr.B.M Raja Sekhar</b>	153
3	<b>Analyzing Consumer Complaints For Improving Quality In Digital Marketing</b> <b>Parveen Roja M, Geethanjali N, Lavanya D, Bhagyalakshmi K</b>	157
4	<b>Impact Of Customer Satisfaction On Brand Loyalty Towards E- Home Appliances In Madurai</b> <b>Dr.P.S.Venkateswaran, Dr.A.Sabarirajan, Dr.B.Arun</b>	160
5	<b>E-Retail Marketing In India</b> <b>Dr Kota. Sreenivasa Murthy, S.Chandra Sekhar,</b>	163
6	<b>Impact of Social Media Advertising On Students Purchase Intention Toward Electronic Goods</b> <b>Dr.B.Ujwala, S.Abdul Waheed, D.Girish,</b>	166
7	<b>An Overview of Online Advertising in India</b> <b>S.Tripura, Dr.B.M.Rajasekhar , Dr. V. Noorzia Nasreen</b>	169
8	<b>A Conceptual Study On E-Marketing Operations</b> <b>With special reference to Firm’s promotion and understanding customer’s response</b> <b>Dr. M. Neeraja, Ms. V. Kalapana,</b>	173
9	<b>A Seminar on “Customer Satisfaction at Digital Marketing”</b> <b>P.Lokesh Muni Kumar S.Rohitha (S) B.Ramya (S)</b>	178
10	<b>A Study on Customer Sensitivity Towards E-Marketing</b> <b>Dr. Nalla Bala Kalyan</b>	180
11	<b>Adoption of virtual shopping: Using smart phones and QR codes</b> <b>Mr.S.Praveen, Mr.A.Naveen</b>	183
12	<b>Advertisement on Fast Moving Consumer Goods</b> <b>Dr. T.Narayana Reddy , Dr. M. Harika, S.Chandini</b>	186
13	<b>An Exploratory Study on The Perception and Effectiveness of Digital Marketing</b> <b>(With Special Reference to the Marketing Professionals at Tirupathi City)</b> <b>Dr. B.M.Raja Sekhar, Dr.B.Sudhir, Mr.B.Pratap</b>	188
14	<b>Building Brands A While Back...!</b> <b>KethanManyam, Dr.N.R Mohan Prakash</b>	192
15	<b>Captivating the digital consumers: Influence of Flipkart Pricing Strategy</b> <b>B S R Murthy, A Venkateswara, C Vanitha Reddy</b>	197
16	<b>CONSUMER Behaviour its impact on Puarchsing DECISION process</b> <b>P.Venugopal Rao, Dr. S. Raghunath Reddy</b>	200
17	<b>DIGITAL ADVERTISING IN INDIA</b> <b>Dr.M.Kumudini</b>	205
18	<b>“Digital Marketing (e-Marketing)”</b> <b>Dr. M.Eswarareddy, Mr.B.Pratap</b>	207

19	<b>Digital Marketing -A Very Diverse Marketing Platform</b> <b>Mr. T.Shyam Sunder</b>	211
20	<b>E-CRM Practices in Insurance Sector.</b> <b>S.Pushpalatha</b>	214
21	<b>Empirical Study on Customer Satisfaction Towards Online Shopping- With Reference To Amazon.Com, Customers in Kadapa</b> <b>G.Ramanjaneyulu , Dr. Y. Subbarayudu , Y.Nagaraju</b>	217
22	<b>Growth Of Online Shopping India</b> <b>Dr. S. Asif Alisha, M.Praveen Kumar</b>	222
23	<b>E-Retailing Impact And Challenges In India</b> <b>Dr. J.Nalini, Dr. G.Venkatanarayana</b>	227
24	<b>Launching A New Product - Digital Marketing Strategies</b> <b>Dr. K.Saritha</b>	230
25	<b>Virtual Stores- An Upcoming Era in Indian Retailing</b> <b>S. Irfana Shereen</b>	232
26	<b>Attitude and Behavior of customers towards online cab aggregators</b> <b>Cristina Mary Alexander, Dr. D.H. Malini Srinivasa Rao</b>	234
27	<b>Digitalization - Advertising</b> <b>P.S. Sailaja</b>	238
28	<b>An Empirical Study On Consumers Buying Behaviour Towards Online Shopping</b> <b>Mr.P.Bayya Reddy K.Giridhar</b>	240
29	<b>A Study On Passenger Satisfaction Towards Gannavaram Airport,Vijayawada</b> <b>Dr. B. Kishore Babu , Naidu Mounika , N.Rajeswari</b>	243
30	<b>Consumer Preference towards Purchase of Grocery Online- An Empirical Study in Bangalore</b> <b>Dr N Meena Rani</b>	248
31	<b>Impact of demonetization on apparel retailing- A view from a retailer's window</b> <b>Dr N Meena Rani , Pankaj Rana</b>	252
32	<b>Shifting From Traditional Marketing To Digital Marketing</b> <b>Shaik. Ghousinnisa</b>	257
33	<b>Digital Marketing: A Study On Amazon Marketing Strategies And Challenges</b> <b>M.Nikitha Reddy AND A.Chethana</b>	260
34	<b>Digital Marketing Of Commodities : A Study On Effectiveness Of Marketing Through Digital Technologies And Its Obligations</b> <b>S.Harika, V.Asha</b>	264
35	<b>Bringing An Eco-Friendly Products To Market Through Digital Marketing</b> <b>P. Lalitha Rani, Prof.J.katyayani</b>	266
36	<b>Customer Perceived Value And Preference Towards Online Retail Websites</b> <b>Dr.K.R.Swaroop, Lalitha P S,</b>	268



## HR

S.NO.	CONTENTS	PAGE
1	<b>A Study On The Attention Of Human Component In Digitalization For Seamless Work Flow, With Respect To Government Departments In Bangalore City.</b> <b>G Rajasekar</b>	272
2	<b>A Study On Quality Of Work Life Of Faculties In Arts And Science Colleges In Dindigul District</b> <b>Mrs.S.Suba, Dr.S.Manimaran, Dr.P.S.Venkateswaran</b>	275
3	<b>E- Recruitment Practices at IT Companies in India</b> <b>Malathi Devi Parne</b>	279
4	<b>Changes In Hr Service Delivery: From Traditional To E-HRM</b> <b>Dr. V. Noorzia Nasreen, Mrs. B. Archana, Mr. K. M. Vidyasagar,</b>	282
5	<b>“A Study On Impact Of E-HRM Activities In The Company’s Growth”</b> <b>C. Rani, M R Manjula, B. Kushbu,</b>	286
6	<b>A Review on The Impact of E-Recruitment on the Traditional Recruitment</b> <b>V.R. Ramakrishna , Asha ,Mounika</b>	291
7	<b>Exploring Outcomes of Electronic Human Resource Management (E-HRM) In Organisations</b> <b>Shaik Rehana Banu, Dr. Shaik Balkhis Banu</b>	295
8	<b>E-HRM: A Conceptual Frame Work</b> <b>Dr.G.Swetha, M.Padmaja</b>	301
9	<b>E-Recruitment: A Boom To The Organizations In The Competitive World</b> <b>P. Shabana BI, Kothapalle Inthiyaz</b>	305
10	<b>Evolving Trends in Global HR Practices 2017</b> <b>V.V.Y.R.Thulasi Dr. Y. Subbarayudu,</b>	308
11	<b>Factors that influence employee job satisfaction in service sector</b> <b>Dr.L.Kuladeep Kumar, Dr. B.M Rajsekhar</b>	311
12	<b>Role Of E-HRM Challenges And Job Satisfaction In Employee Engagement Evolving In Work Places</b> <b>ShaikRehanaBanu, MK Jyothi, , V.V.Y.R Thulasi,</b>	314
13	<b>Importance and Problems Of E- Recruitment</b> <b>V.Suneelkumar, K. Radha Krishna</b>	319
14	<b>Impact and Benefits Of Digitalization On Human Resource Management</b> <b>K . Praveena , D.Suson Sony Supriya,</b>	323
15	<b>Digitalization Of Human Resource Management</b> <b>Dr. S.Jayasree, K.Kameswararao</b>	325
16	<b>Job Satisfaction And Mental Health Of It Professionals</b> <b>MrsA.Usha Rani, K.Giridhar</b>	329
17	<b>Organizational Stressors &amp; Occupational Stress Of Software Professionals In India</b> <b>Ms G.Aiswarya, K.Giridhar</b>	333
18	<b>E-Selection: An Initiative Towards EHRM In Public Sector</b> <b>S. Irfana Shereen</b>	336

19	<b>A Study On E- Hrm Practices In Software Industries In India</b> <b>Dr. Kiran Kumar Thoti, Ms. K Hima Bindu</b>	339
20	<b>E– Recruitment – Role Of E-Recruitment In Software Companies</b> <b>Mrs. T. Kiranmayi,</b>	344
21	<b>E-Recruiting</b> <b>B.Veera Lakshmi , T. Mounika</b>	347
22	<b>Occupational Stress And Coping Strategies</b> <b>Dr.P. Subramanyam</b>	352
23	<b>Problems Faced By The Employees Working In Aadhaar Centres During Aadhaar Enrolments In Bangalore</b> <b>Pranavi Boyalla , Raghu Yadaganti</b>	356
24	<b>A CONCEPTUAL STUDY ON DIGITALISATION IN INTELLIGENT INFORMATION PROCESSING THROUGH E-RECRUITMENT</b> <b>W.R.Sony, Dr.P.Niranjan Reddy, Dr.J.Prakash Reddy</b>	363

## SOCIAL SECTOR

S.NO.	CONTENTS	PAGE
1	<b>A Study On The Evolution Of Agritechnopreneurship – Opportunities Ahead</b> <b>Mahesh Pavan Sathavalli , Dr. B M Rajasekhar</b>	366
2	<b>Review on gst advantages, limitations &amp; problems.</b> <b>DR.M.Subbarao</b>	370
3	<b>A Study On Management Students Awareness And Perception Towards Social Media Recruitment In Guntur Districts Of Andhra Pradesh</b> <b>Dr. B. Kishore Babu , Dr.B.M.Rajasekhar</b>	373
4	<b>Socio economic Impact of Digitization in India</b> <b>P. Ramesh Babu, S. Durga Rao</b>	378
5	<b>A Study On Digitalization In Social Media Marketing Communication: With Reference To Mobile Applications</b> <b>Dr. J.Babu Rao, Dr.B.M.Rajasekhar, S.Chandrasekhar,</b>	383
6	<b>Impact And Benefits Of Digitalization In Rural Development</b> <b>D.Suson Sony Supriya</b>	387
7	<b>Digitalization In Social Sector – Pros And Cons Of Aadhaar Card</b> <b>Mrs. A. Devaki, Dr. A. Malleswari Devi,</b>	394
8	<b>Role Of Digitalization In Empowerment Of Rural Women In Indian Perspective</b> <b>V.R. Ramakrishna, Prof. D.V. Ramana</b>	397
9	<b>A Study of Challenges and Impact on Digital Transformation through Aadhaar Card</b> <b>Dr.G.Haranath</b>	401
10	<b>Corporate Governance And Its Impact And Sustainability In Digitized World</b> <b>S.Abdul Rafi</b>	405