



Vidya Jyothi Institute of Technology (Autonomous)

(Accredited by NAAC, Approved By A.I.C.T.E., New Delhi, Permanently Affiliated to JNTU, Hyderabad)
(Aziz Nagar, C.B.Post, Hyderabad - 500075.)

DEPARTMENT OF MANAGEMENT STUDIES

ASPIRE

BI ANNUAL NEWSLETTER 2019, ISSUE 2 (JAN – JUNE 2019)

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NATIONAL CONFERENCE ON STRATEGIES FOR BUSINESS POTENTIALITY AND SUSTAINABILITY 2019

DEPARTMENT OF MANAGEMENT STUDIES, VIDYA JYOTHI INSTITUTE OF TECHNOLOGY organized first ever **NATIONAL CONFERENCE** captioned **“STRATEGIES FOR BUSINESS POTENTIALITY AND SUSTAINABILITY”** on February 23rd 2K19. The conference was well attended by research scholars, academicians, industry experts and students from different parts of the country. During the inauguration program **CHIEF GUEST** and **KEY NOTE SPEAKER** Prof. R.K.MISHRA, **DIRECTOR, IPE**, released the Conference Proceedings Souvenir with ISBN & ISSN. In his key note address Prof. R.K.MISHRA highlighted the importance of strategies and explained the entrepreneurial strategies followed by businessmen in countries like South Korea, Sweden etc who are contributing in a multiple times to their countries GDP and helping them to sustain in the cut throat competition that exist in the world.

Dr.P. VENUGOPAL REDDY Director, Dr.A.PADMAJA Principal in their inaugural speech lauded the department for hosting the National Conference NCSBPS 2K19. Dr. P.CHAKRADHAR CONVENER and Head of MBA Department wish that this Conference would provide valuable inputs and offer optimal solutions to business related problems. DEPARTMENT OF MANAGEMENT STUDIES newsletter titled **“ASPIRE”** which consists of all the events, activities and departmental achievements during June- December 2018 is launched by the dignitaries in the inaugural session.

In Two Technical Sessions 67 papers were presented under different categories namely HR Policies – Strategic Tools and Financial Markets & Innovations. The first technical sessions was chaired by Dr. G. Radha Krishna Murthy , Research Director Wollega University, Ethiopia and second technical session was chaired by Dr. Yugandhar Vangaveeti ,Professor, BVRIT.



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During Valedictory programme Chief guest Mr.Abhishek Avala, Managing Director 7 Hills group of companies congratulated the Institute and management for organizing the Conference on Contemporary theme. Dr. K.V.R. Satya Kumar, Co-Convener, in his Conference report proudly said that 67 research papers got selected for ISBN Publications and 60 research papers for ISSN publications out of 125 papers received from states across India after peer review and added that this is achieved because of six months continuous effort and team work of department.

Best paper award and Best presentation award were given, followed by Certificate distribution. A.Krishna Srujana, Asst. Professor has proposed vote of thanks. The Conference was presided over by P. Suneela Bharathi Co-Convener NCSBPS 2K19. All the participants praised the department for hosting the national conference successfully.





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ADVAYA 2019- MANAGEMENT FEST

Department of Management Studies, Vidya Jyothi Institute of Technology has organized a Two Day National Level Management Fest on 1st & 2nd April ,2019 namely Advaya 2K19. Advaya consists of formal events like Young Manager, young Entrepreneur, Business Quiz, Stock game, Paper Presentation and informal events like IPL Bidding, PUBG, Tik Tok Mania, Candid Photography, Singing & Dancing. During inauguration Dr.P.Venu Gopal Reddy, Director VJIT in his address said that management fest imbibe team work, event management decision making skills in students which in turn will help in their future endeavors. Dr.A.Padmaja, Principal VJIT, further added that conducting such events improves student's skills and talents. Dr.P.Chakradhar congratulated the students for organizing the management fest successfully. A total of 200 students from various MBA colleges in & around Hyderabad , Secunderabad have attended the program.PVR Clinics & Diagnostics, VM Wheelz Self Drive, Planet Finance, Fairy dairy, Yummy Bakers, Ansari Restaurant, ET unlimited are sponsors and Saakshi, Namaste Telangana, 92.7 Big FM acted as media partners for Advaya 2K19. Advaya Co-convener A.Krishna Srujana presented Advaya report. Winners & Runners of all events were given Cash prizes, Mementoes & Certificates. T.Rajani, Advaya Co-convener proposed vote of thanks. D.C.S. Mounika, Rohit Reddy, Venkatesh, Aneela are student coordinators for Advaya and received applause from students for conducting Advaya successfully.



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RESEARCH PUBLICATIONS

- 1) Dr.K.V.R.SATYA KUMAR, CUSTOMER PERCEPTION TOWARDS E-INSURANCE SERVICES, UNIVERSAL REVIEW, ISSN 2277-2723 VOL VIII/ISSUE 1 JAN 2019.
- 2) Dr.K.V.R.SATYA KUMAR, FINANCIAL INCLUSION- A PERFORMANCE APPRAISAL OF PMJDY IN TELANGANA STATE IJR, ISSN-2236-6124 VOL VIII, ISSUE II FEB 2019.
- 3) Dr.K.V.R.SATYA KUMAR, ORGANIZATIONAL CLIMATE, ISBN-9789383038737, NCSBPS FEB 2019.
- 4) P.SUNEELA BHARATHI, TRANSFORMING MANAGEMENT FACULTY INTO BEST PERFORMERS, GSI PUBLISHERS, ISBN-978-93-88413-40-4, FEB 2019.
- 5) K.KAVITHA, IMPORTANCE OF NEGOTIATION & COMMUNICATION SKILLS TO FIRST GENERATION SMALL SCALE ENTREPRENEURS IN TELANGANA, ISSN-2249-8762, JAN 2019.
- 6) K.KAVITHA,CUSTOMER AWARENESS & EXPECTATIONS ABOUT GREEN PRODUCTS & GREEN MARKETING, ISSN-2277-2723,JAN 2019.
- 7) G.RAJITHA, CUSTOMER AWARENESS & EXPECTATIONS ABOUT GREEN PRODUCTS & GREEN MARKETING, ISSN-2277-2723,JAN 2019.
- 8) K.JEEVAN KUMAR, QUALITY VS PRICECOMPETITION IN THE DEREGULATED ELECTRICITY MARKETS, IJR, ISSN-2236-6124 VOL VIII, ISSUE II FEB 2019.

FDP's/ WORKSHOP's ATTENDED:-

- 1) K.KAVITHA& A.K.SRUJANA has attended a workshop on PROSPECTS & CHALLENGES IN PRACTICAL APPROACH TOWARDS GST, KESHAV MEMORIAL COLLEGE, JAN 2018.



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CAMPUS PLACEMENTS 2018-19

- 1) M.RAVALI, 17911E0028, PROCESS ANALYST, GENPACT,1.5 L p.a
- 2) D.C. S MOUNIKA, 17911E0015, CUSTOMER SERVICE ASSOCIATE, PERMANENT EMPLOYEE, AMAZON, 2.4 L p.a
- 3) G.SHRUTI, 17911E0020, CUSTOMER SERVICE ASSOCIATE, PERMANENT EMPLOYEE, AMAZON, 2.4 L p.a
- 4) SK. SHAREEF, 17911E0046, APOLLO MUNICH, 3 L p.a
- 5) CH. ROHITH REDDY 17911E0011, APOLLO MUNICH, 3 L p.a
- 6) SIVA KARTHIK, 17911E0021, APOLLO MUNICH, 3 L p.a
- 7) G.SHRUTI, 17911E0020, APOLLO MUNICH, 3 L p.a
- 8) VIGYA SINGH, 17911E0052, TATA AIG, GI SALES ASSOCIATE,2L p.a
- 9) NAVEEN KUMAR REDDY, 17911E0050, IT RECRUITER, WINBOROUGH, 2 L p.a
- 10) C.AKSHARA, 17911E0012, TATA AIG, GI SALES ASSOCIATE,2 L p.a
- 11) C.VAISHNAVI, 17911E0014, TATA AIG, GI SALES ASSOCIATE,2 L p.a
- 12) B.NANDINI, 17911E0010, TATA AIG, GI SALES ASSOCIATE,2 L p.a
- 13) B.NARSING YADAV, 17911E0008, SALES EXECUTIVE, FLIPKARBON, 1.8L p.a
- 14) G.NARENDAR REDDY, UNITED HEALTH GROUP, CLAIMS ASSOCIATE, 2.2 L p.a