



NEW HORIZON COLLEGE OF ENGINEERING

Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC
Accredited by NAAC with 'A' Grade, Accredited by NBA

The Trust is a Recipient of Prestigious Rajyotsava State Award 2012 Conferred by the Government of Karnataka
Awarded Outstanding Technical Education Institute in Karnataka-2016
Ring Road, Bellandur Post, Near Marathalli, Bangalore -560 103, INDIA

MANAGEMENT, TECHNOLOGY & INNOVATION

Role in Value Creation For Emerging Economies

ISBN: 978-93-5291-714-3



Edited By
Dr. Sheelan Misra
Mrs. Kerena Anand
Mrs. Pavithra S

New Horizon College of Engineering

Presents

Proceedings of National Conference 2017

On the theme

***“Management, Technology &
Innovation: Role in value creation
for Emerging Economies”***

National Conference 2017

“Management, Technology & Innovation Role in value creation for Emerging Economies”

Editorial Board

Editors

Dr. Sheelan Misra,
HOD, Department of Management Studies, NHCE,
Bangalore

Ms. Kerena Anand,
Senior Assistant Professor, NHCE, Bangalore

Ms. Pavithra S,
Assistant Professor, NHCE, Bangalore

Members

Dr. Anil Rao Paila
President-AIMS & Sr. Dean & Director, WeSchool

Dr. Mathew J Manimala
Director – XIME, Bangalore, Professor &
Chairperson- OBHRM, IIM

Mr. Sudarshan. K.N,
CTO, Ascend

Dr. A R Sainath,
Professor, Department of Management Studies,
NHCE, Bangalore

Ms. Baby Niviya Feston,
Senior Assistant Professor, NHCE, Bangalore

Mr. S Santosh Kumar,
Senior Assistant Professor, NHCE, Bangalore

Mr. Tejas B Vyas,
Senior Assistant Professor, NHCE, Bangalore

Dr. Smita Harwani,
Assistant Professor, NHCE, Bangalore

Mr. Arun Raghu Babu,
Program Co-ordinator, Assistant Professor, NHCE,
Bangalore

Ms. Richa Patak,
Assistant Professor, NHCE, Bangalore

Ms. Sreeja. K,
Assistant Professor, NHCE, Bangalore

Ms. Soumi Roy,
Assistant Professor, NHCE, Bangalore

Dr. Sweta Singhal,
Assistant Professor, NHCE, Bangalore

Ms. Jayashree. N
Assistant Professor, NHCE, Bangalore

Mr. Vinumon V S,
Assistant Professor, NHCE, Bangalore

Mr. Sheshu A,
Assistant Professor, NHCE, Bangalore

Editorial Office

Department of Management Studies, New Horizon College of Engineering,
Outer Ring road, Marathalli, Bengaluru – 560103 Ph: 080-66297777/28440666, Mob: 9900911649

Index Page

| Sl. No. | Title | Author | Page No |
|---------|---|---|---------|
| 1 | Technological and Behavioural interventions for enhanced transparency and accountability in justice administration | Vasanth Adithya J | 1 |
| 2 | A Study on Entrepreneurial Challenge faced by Women SHG members with Special reference to Kolar District | K Poornima & Dr Ramanaiah G | 6 |
| 3 | Work, Culture and Organizations | Mrs. Vanitha Senthil Kumar & Mrs. Deepa Krishnamoorthy | 19 |
| 4 | TECHNOLOGICAL IMPACT ON PERFORMANCE MANAGEMENT (Focus on evolving role of universities in innovation system) | Ms Sunidhi Sumedha Bosekar & Dr. Anupama Ghoshal | 23 |
| 5 | THE FUTURE: BLOCK CHAIN TECHNOLOGY | Davis Daniel & Nithin Nair | 35 |
| 6 | HOLACRACY: The New Approach to HIERARCHY | Shurllly Tiwari & Mr. Ramki Musunuru | 50 |
| 7 | Entrepreneurs Challenges and opportunities in India after implementation of GST | Manohara V & Manjunath P | 60 |
| 8 | Supply Chain Risk and Adaptation | Abhilasha Tiwari | 68 |
| 9 | A Study on challenges faced by women entrepreneurs, remedies and future prospects | Mr. Mahdi Safdari, Mr. Raval Dipamkumar M & Mr. Suprith M | 81 |
| 10 | An Overview of Green Marketing and Advertising | Lavanya.K, Asha.N & Grace | 87 |
| 11 | Use of Artificial/Augmented Intelligence to Build Better Marketing Campaigns: Possibility, Industries and Profitability | Chetan Songara & Delin Mary Xavier | 96 |
| 12 | Embedded marketing | Harshini & Dr. Smita Harwani | 105 |
| 13 | A study on Human Resource Policies at MIPOX | Vaishnavi Chidambar & Tejas Vyas | 105 |
| 14 | A study on customer perception towards HDFC credit cards | Shubangi Baburao Patil | 106 |
| 15 | The Performance Evaluation of Selected Mutual Funds In India | Himanth S.P & Tejas | 106 |
| 16 | A study on organizational effectiveness due to intra organizational collaboration with respect to service sectors-Bangalore | Sushma. A & Jayashree. N | 107 |
| 17 | Comparative Study on Performance of Banks | K.Vijaya Shanthi & | 107 |

| | | | |
|----|--|-------------------------------------|-----|
| | Using Camel Model | Baby Niviya Feston | |
| 18 | Study on Ascertaining The Effectiveness of Mentoring And Coaching With Reference To SandharAutomach Ltd | Koushik.D & Kerena Anand | 108 |
| 19 | Factors Influencing Children to Influence Family Buying Behaviour | Ganavi.B.S & Kerena Anand | 108 |
| 20 | Goods and Service Tax (GST) and its impact on Zivame | Hannah Catherin & Dr. Sheelan Misra | 109 |
| 21 | A study on the financial performance of OOS Grafix Company using Comparative statement and Ratio Analysis. | Mahalakshmi R.B | 109 |
| 22 | A study of pre and post market reaction for issue of bonus shares | Leonard Nelson S & Kerena Anand | 110 |
| 23 | The trends in working capital management (WCM) and its impact on the performance | Shalini Gowda & Kerena Anand | 111 |
| 24 | A Study on People's Perception towards Investment with Various Intentions in India | Abhilash Jalageri & Santosh Kumar | 111 |
| 25 | A Study on The Effectiveness Of Quality Circle In Bharath Earth Movers Limited | Sneha & Pavithra S | 112 |
| 26 | Retailing in India | John Anthony | 112 |
| 27 | Work Life of Employees in IT Industry'' | Angelin Sneha & Pavithra S | 113 |
| 28 | Home loans | A.K. Anuradha & Dr. Sainath | 113 |