



## International Conference On Engineering, Arts, Science and Management (ICEASM – 2019).

On 29th September 2019 Guwahati, Assam, India.

### Conference Overview:

Welcome to the **International Conference On Engineering, Arts, Science and Management (ICEASM – 2019)**. The conference held on 29<sup>th</sup> September, 2019 at Hotel Atithi, Guwahati, Assam, India. **ICEASM – 2019** is being organized by the **IJAMSR Research Foundation** to bring together leading academicians, Researchers and industrial experts in the area of Engineering, Arts, Science and Management from around the cosmos to a usual meeting place.

Research Scholars, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical Sciences**, Sehore, M.P., India.

**CERTIFICATE NOS: ICEASM /2019/C0919121 to ICEASM /2019/C0919148**

Sl. No.	CERTIFICATE NO	NAME OF THE SCHOLAR	PH.D in Management
01	ICEASM/2019/C0919121	NAMPALLI SRISHYLAM	
02	ICEASM/2019/C0919122	PADMAKAR AELPULA	
03	ICEASM/2019/C0919123	RAMAKRISHNA REDDY KATLA	
04	ICEASM/2019/C0919124	VIJAYPRAVEEN RAJ D	
05	ICEASM/2019/C0919125	AMIT KUMAR LAHOTI	
06	ICEASM/2019/C0919126	SAYYED MOHD ARIF	
07	ICEASM/2019/C0919127	Veena.V	
08	ICEASM/2019/C0919128	SANDEEP KUMAR BHALLA	
09	ICEASM/2019/C0919129	ASHWATHA REDDY G	
10	ICEASM/2019/C0919130	MOHAMMAD JAVED SHAIKH	
11	ICEASM/2019/C0919131	PRAVEEN RAI	
12	ICEASM/2019/C0919132	KALYAN KUMAR HALDER	
13	ICEASM/2019/C0919133	GEOLLY SYLVIA R	
14	ICEASM/2019/C0919134	ARUNJYOTI GUCHAIT	
15	ICEASM/2019/C0919135	DIPENDRA NARAYAN ROY	
16	ICEASM/2019/C0919136	SOOFI ANWAR	
17	ICEASM/2019/C0919137	GUNNAM VENKATAREDDY	
18	ICEASM/2019/C0919138	ABHIMANYU NAYAK	
19	ICEASM/2019/C0919139	MEENAKSHI	
20	ICEASM/2019/C0919140	ANAND KUMAR RAI	
21	ICEASM/2019/C0919141	SANJOY KUMAR MUKHOPADHYAY	
22	ICEASM/2019/C0919142	K. LAVANYA	
23	ICEASM/2019/C0919143	RAGHUNATHA PANICKER T	
24	ICEASM/2019/C0919144	SANDIP KUMAR MITRA	
25	ICEASM/2019/C0919145	RAJA BOSE	
26	ICEASM/2019/C0919146	SUJOY KUMAR DAS	
27	ICEASM/2019/C0919147	DHARMVEER VISHWAKARMA	
28	ICEASM/2019/C0919148	B SAVITHRI	



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**CERTIFICATE NO : ICEASM/2019/C0919121**

**Performance Comparision Of Indian Nationalised Banks With  
Reference To Warangal Urban District Of Telangana**

**NAMPALLI SRISHYLAM**

**Research Scholar, Ph. D. in Management, Sri Satya Sai University of Technology & Medical  
Sciences, Sehore, M.P., India**

**CERTIFICATE NO : ICEASM/2019/C0919122**

**Finacial Performance Evaluation Of Smallscale Industry In Telangana**

**PADMAKAR AELPULA**

**Research Scholar, Ph. D. in Management, Sri Satya Sai University of Technology & Medical  
Sciences, Sehore, M.P., India**

**CERTIFICATE NO : ICEASM/2019/C0919123**

**Impact Of Behavioral Finance In Investment Process**

**RAMAKRISHNA REDDY KATLA**

**Research Scholar, Ph. D. in Management, Sri Satya Sai University of Technology & Medical  
Sciences, Sehore, M.P., India**

**CERTIFICATE NO : ICEASM/2019/C0919124**

**Exploring Knowledge And Learning In New Technology-Based Firms  
In An Early-Stage Entrepreneurial Ecosystem**

**VIJAYPRAVEEN RAJ D**

**Research Scholar, Ph. D. in Management, Sri Satya Sai University of Technology & Medical  
Sciences, Sehore, M.P., India**



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**CERTIFICATE NO : ICEASM/2019/C0919125**

**Investigation Of Organizational Resilience Through Team Operations  
In Challenging Conditions**

**AMIT KUMAR LAHOTI**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehore, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919126**

**Investigation Of The Characteristics Of Production Management  
Concepts For Civil Projects In Mumbai**

**SAYYED MOHD ARIF**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehore, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919127**

**Effects Of Online Marketing On Consumer Behavior:With Reference  
To Bangalore City**

**VEENA.V**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehore, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919128**

**Exploring Middle Managers Sensemaking Processes During The  
Adoption And Practice Of Sustainability Strategies In Organisations**

**SANDEEP KUMAR BHALLA**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehore, M.P., India



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**CERTIFICATE NO : ICEASM/2019/C0919129**

**Marketing Analysis Of Zero Budget Natural Farming In Draught  
Prone Aerea Of Rayalaseema Region Of Andhra Pradesh**

**ASHWATHA REDDY G**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehare, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919130**

**An Analysis Of Employee Retention Policy Of Auto-Part  
Manufactrures In Ahemdabad-Gujrat.**

**MOHAMMAD JAVED SHAIKH**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehare, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919131**

**Impact Analysis Of Extreme Climate Variation On Poverty: With  
Reference To Kangra District HP**

**PRAVEEN RAI**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehare, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919132**

**Effectiveness Of HR Professionals In Maintaining Industrial Peace  
And Harmony With Special Reference To Kolkata**

**KALYAN KUMAR HALDER**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehare, M.P., India



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**CERTIFICATE NO : ICEASM/2019/C0919133**

**Knowledge Transition In International Mergers**

**GEOLLY SYLVIA R**

**Research Scholar, Ph. D. in Management, Sri Satya Sai University of Technology & Medical  
Sciences, Sehore, M.P., India**

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**CERTIFICATE NO : ICEASM/2019/C0919134**

**Globalization And Its Impact On Business Strategies**

**ARUNJYOTI GUCHAIT**

**Research Scholar, Ph. D. in Management, Sri Satya Sai University of Technology & Medical  
Sciences, Sehore, M.P., India**

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**CERTIFICATE NO : ICEASM/2019/C0919135**

**The Role Of Ethics In Advertising And The Effects Of Social Media  
On Marketing**

**DIPENDRA NARAYAN ROY**

**Research Scholar, Ph. D. in Management, Sri Satya Sai University of Technology & Medical  
Sciences, Sehore, M.P., India**

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**CERTIFICATE NO : ICEASM/2019/C0919136**

**Students' Perspective On Determinants Of University Brand Equity  
An Empirical Investigation In United Arab Emirates**

**SOOFI ANWAR**

**Research Scholar, Ph. D. in Management, Sri Satya Sai University of Technology & Medical  
Sciences, Sehore, M.P., India**

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**CERTIFICATE NO : ICEASM/2019/C0919137**

**An Investigation On Employees Perception In Training &  
Development In IT Sector With Reference To Hyderabad.**

**GUNNAM VENKATAREDDY**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehore, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919138**

**Managing The Performance Of Supply Chain In Indian Retail Industry**

**ABHIMANYU NAYAK**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehore, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919139**

**Bio Residue Based Energy Intervention And Capability Approach**

**MEENAKSHI**

Research Scholars, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehore, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919140**

**Globalization And Its Impact On Business Strategies**

**ANAND KUMAR RAI**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehore, M.P., India



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**CERTIFICATE NO : ICEASM/2019/C0919141**

**The Importance Of Motivational Strategies Embraced By Companies:  
Are They Effective Or Just Plain Simple Orientation Programs For  
The Employees**

**SANJOY KUMAR MUKHOPADHYAY**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehare, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919142**

**Performance Analysis Of Leadership Attributes In Andhra Bank With  
Special Reference To Mehdipatnam**

**K. LAVANYA**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehare, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919143**

**Training And Its Psychological Influence For Better Productivity And  
Job Involvement**

**RAGHUNATHA PANICKER T**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehare, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919144**

**Exhilaration Of Human Safety And Productivity By Invigorating Their  
Emotional Intelligence**

**SANDIP KUMAR MITRA**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehare, M.P., India



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**CERTIFICATE NO : ICEASM/2019/C0919145**

**Impact Of Customer Relationship Management On Brand Equity In  
Tourism Industry & Telecom Industry**

**RAJA BOSE**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehore, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919146**

**Investigation Into Internal And External Influences On Consumers  
Purchasing Decisions On Cosmetic Products In West Bengal**

**SUJOY KUMAR DAS**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehore, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919147**

**Analysis Of Employee Motivation To Improve Their Performance**

**DHARMVEER VISHWAKARMA**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehore, M.P., India

**CERTIFICATE NO : ICEASM/2019/C0919148**

**Impact Of Non Performing Assets On Performance Of Retail Credit  
Officers In Select SBI Branches**

**B SAVITHRI**

Research Scholar, Ph. D. in Management, **Sri Satya Sai University of Technology & Medical  
Sciences**, Sehore, M.P., India