

## **DEPARTMENT OF COMMERCE ANNUAL REPORT 2017-18**

### **Faculty Profile :**

Ms. S. Latha Subramaniam (Head of Department)  
Ms. Deepa Samuel  
Ms. A. Padmaja  
Dr. Vanisree T  
Ms. Hari Kalyani  
Dr. R. Shiny (PG Coordinator)  
Dr. G.V.Sharada  
Dr. Savitha Sukumar  
Dr. S. Sunita  
Ms. Vijayakumari K  
Ms. Vijayalakshmi R  
Ms. Kalyani Y  
Ms. Manisha Kulkarni  
Ms. Lily Kansal  
Ms. K. Sree Jyothi  
Ms. Latha G  
Dr. Richa Mehta  
Ms. Nida Suleman  
Ms. CA Ramya  
Ms. Madhura Ayachit  
Ms. P N Prashanti  
Ms. Mary Jasmine James  
Dr. CA Shobana  
Ms. Neelam  
Ms. Harshita Singh  
Dr. Swathi

### **Workshops conducted:**

- Department of Commerce organized a Workshop on “Excel for Business Analytics” on 7 February, 2018.
- Department of Commerce organized National Workshop - Kairos 2018 on “Leadership team building & accepting failure” by Acumen Connect on 16 – 17 February, 2018.

## **Guest Lectures conducted:**

1. Department of Commerce organized Srujanasree Memorial lecture on “Menstrual Problems & Solutions” by Dr. Deepa Agarwal, Consultant Nutritionist, Omini Apollo Cradle Tanvir Hospital on 17 August 2017.
2. Department of Commerce organized a lecture on “GST – Practical issues” by Mr. N.A. Sarma, Ex-Manager, Bank of India on 31 August, 2017.
3. Department of Commerce organized a lecture on “Opportunity in the Retail Sector” by Mr. Ned Modi & Mr. Peter Samuel, Berkadia Limited on 31 August, 2017.
4. Department of Commerce & B.Voc organized a lecture on “Goods & Service Tax” by C A Varun Jakkinapalli, on 11 September 2017
5. Department of Commerce organized a lecture on Research Methodology by Dr. A Patrick, Asst. Prof., Dept. of Commerce, Osmania University on 14 September, 2017.
6. Department of Commerce organized a lecture on “Right Approach towards Business Law by Ms. A Padmaja, Lecturer, Department of Commerce on 12 September 2017.
7. Department of Commerce organized a lecture on “Right Approach towards Business Law by Ms. A Padmaja, Lecturer, Department of Commerce on 18 September 2017.
8. Department of Commerce organized a lecture on “Trading Process of Equity, Futures and Options” by Mr. Atish Gupta, Chief Branch Manager, India Bulls Securities Pvt. Ltd. on 22 September 2017.
9. Department of Commerce organized a lecture on “Monetary Policies of RBI” by Ms. Upasana deputed by the Reserve Bank of India on 8 December 2017
10. Department of Commerce organized a lecture on Excel for Business Analysis by Mr. Alok Singh, Head Business Development, Impact Education Academy on 7 February, 2018.
11. Department of Commerce organized a lecture on International Marketing – Promotion Decisions by Dr. Naga Malliswari, on 16 February, 2018.
12. Department of Commerce organized a lecture on Role of CS in Meeting by Mr. CS Pavan Kumar on 20 February, 2018.
13. Department of Commerce organized a lecture on Financial Modeling by Mr. Mallikarjun Gaddam on 8 March, 2018.

## **Books published**

- Ms. A Padmaja wrote chapter on Consumer Behaviour in Principles of marketing for B.Com Final year in Telugu Academy.
- Dr. T Vanisree has written Advanced Accountancy in Telugu Academy.

## **Faculty achievements**

On Teachers day the Management recognized the services of each and every staff both teaching and non-teaching. Special recognition prizes were conferred for the outstanding contributions made by the staff :

- Ms. Deepa James, Assistant HOD Commerce was awarded the Maximum Contribution to Alumnae

- On the occasion of Library Day – 16<sup>th</sup> August, 2017, competitions were organized: Ms. Deepa Samuel Asst. HOD Commerce and Ms. Usha Praveena HOD of Physics received the best paper awards in the Essay writing competition on “E-Resources and their impact on Academics”

## **Consultancy**

Dr. Richa Mehta visited Kathmandu University School of Management (KUSOM) on 27th June 2017 and delivered a session on Importance of Accounting for Managers to the first trimester students.

## **Faculty completed Ph.D.**

Dr. S Sunitha

## **NET/SLET/APSET/TSSET completed**

- Ms.Nida Suleman
- Ms.Harikalyani
- Ms.Madhura

## **Minor Research Projects completed**

- Dr. Shiny R - Department of Commerce
- Ms. Sharada - Department of Commerce
- Dr. S. Sunitha - Department of Commerce
- Ms. Vijaya Lakshmi - Department of Commerce
- Ms. A Padmaja – Department of Commerce
- Ms. Manisha K - Department of Commerce

## **Publications**

1. Ms.Deepa James - Rural Tourism – The Challenge of Sustainability, Sankalpa – Journal of Multidisciplinary Research, Vol 1, Issue 1, March 2018.
2. Dr. T Vansree – The Real and Ethereal – A Study on the Ethical issues in Accounting in Educational Institutions, pg 69-79, Indian Journal of Accounting, Global Impact Factor 0.782, No. 43333, Vol. XLIX(1) June 2017, ISSN 2395-6127.
3. Dr. T Vanisree – Serving the Deserving – An Empirical Study on Women Empowerment in Healthcare Administration through Vijay Marie Hospital, Ease of Doing Business, ISBN 978-93-85101-12.0
4. Ms. Sharada – A Study on Engagement levels of Employees working for Public, Private and Foreign Banks in Hyderabad, International Journal Economics Challenge No.19, vol.75
5. Dr. Richa Mehta – Role of Women in family Finanacal Management in Urban Karnataka, in Galaxy Link UGC Journal No. 47023.
6. Ms. Hari Kalyani – International Tax Disputes – Factors Responsible & Remedies, IOSR Journal ISSN 2319-7668.

7. Ms. Nida suleman – A Study on the Demographic Factors Affecting Consumer buying Behaviour towards Four Wheelers in Hyderabad, International Multi Disciplinary Journal Galaxy Link, ISSN 2319-8508.
8. Ms. Sangeetha – Contemporary Impact of Bitcoin, Elk Asia Pacific Journal of Marketing & Retail Management, ISSN 2349-2317.
9. Ms. Vijayalakshmi – An insight into the Critical Factors that affect the status of start ups in SME Sector, International Journal of Business Studies, ISSN 2251-1555.
10. Dr.Shiny - Crop Insurance-Measuring its performance in Farmers Perspective, Global Insurance: Practices and Outlook
11. Dr.Savitha Sukumar - Restoring financial health of Indian Public Sector Banks: A review of Prompt Corrective Action Plan, Research Journal of Commerce and Behavioural Science, ISSN 2251-1547 Vol 7,No5(2018) 1 March 2018.
12. Dr.Savitha Sukumar - The Impact of Rising Non Performing Assets in Indian Public Sector Banks, Research Journal of Social Science and Management, ISSN 2251-1571,Vol 7 No 8(2017) 1 Dec 2017.
13. Dr. Savitha Sukumar – Digitalization and Transformation of the Indian Banking Industry, Research Journal of Social Science and Management, ISSN 2251-1571,Vol 7 No 4 (2017) 1 Aug 2017
14. Ms.Manisha Kulkarni - Sources of Finance preferred by Women Entrepreneurs, ISBN-978-93-85101-12
15. CA Sangeeta Shankar - Crypto Assets-The New Entrant on Dalal Street, Sankalpa – National Journal of Multidisciplinary Research, Vol 1, Issue 1, March 2018
16. Ms.Madhura - ICT Innovation in Indian Banking Sector, Trends and Challenges, IOSR-JBM, ISSN 2319-7668
17. Ms.Padmaja - Neuro Marketing: An Effective Tool of Consumer Behaviour, Sankalpa - National Journal of Inter Disciplinary Research, Vol 1, Issue 1, March 2018
18. Dr.Shobana - Role of Behavioural Finance in Stock Market Investment by Retail Indian Investors, E-Journal IJCEM, ISSN 2230-7893 Vol 20,Issue 6 Nov 2017
19. Ms.Sharada – A study on Engagement levels of employees working for Public,Private and Foreign banks, An International Journal –Indexed at Websco, Journal No.19 Vol 75 April-June 2017,Pg.59-66
20. Ms.Sharada - A study on relationship between Employee Engagement practices and Employee Engagement levels(specific reference to banking sector), ISSN-0973-1628 Issue161,vol 16 August 2017 Pg.12-16.
21. Ms.Sharada - A study on relationship between Employee Engagement and High Performance work practices (special reference to banking sector), An International Peer reviewed Referred Research Journal ISSN-0976-6650,vol 8,No.5 July 2017 Pg.150-154
22. Ms.Sharada - A study on High performance work practices in Banking sector, Business Vision, ISSN-2231-5497,Vol 13,No.3 and 4,July-Dec 2017,Pg.18-22
23. Dr. Sunitha - A study on Whistle blowing mechanism in Corporate India, ISSN-2319-7668

## Student Achievements

1. Harshita & Anjali M.Com got the Best Paper award and a cash of 5,000/- at the National level Paper Presentation on “Goods and Services organized by Bhavan’s Vivekananda College on 26<sup>th</sup> August 2017.
2. Kavya & Aleesha B.Com III (F) won 2<sup>nd</sup> Prize at the prestigious ‘Dr. Saroj Gupta Memorial Paper Presentation Competition’ on 20<sup>th</sup> January 2018, organized by Lady Shri Ram College, New Delhi.
3. Students of B.Com II H won 1<sup>st</sup> Prize in Business Plan at the Inter college Management Fest, organized by Bhavan’s Vivekananda College, Secunderabad
4. Kanak B.Com III (F) won Gold Medal for her presentation on ‘Boom of Patanjali’, held at Anwar Ul Uloom College.
5. 42 1<sup>st</sup> year B.Com IPP students cleared the foundation level of the Professional Programmes. The achievers include:
  - ❖ Sanjana B.Com II IPP secured 18th rank in the CA IPCC examination
  - ❖ Sruthi B.Com I IPP secured All India 15<sup>th</sup> rank in CS Foundation programme
  - ❖ Kirti B.Com I IPP cleared CPT and CMA Foundation
6. Kanak Agarwal – B.Com III P, presented posters in the National Seminar and won Gold Medal for “Boom of Patanjali”.
7. Aleesha Christopher - B.Com III P (F) participated in Conference Make in India Initiative at Lady Shriram College, Delhi on 16 – 19 January, 2018 and won Silver Medal .
8. B.Com students won 2<sup>nd</sup> prize and Consolation prize at IIMC Commerce Talent Test.
9. B.Com students won 2<sup>nd</sup> prize and Consolation prize at Bhavans Vivekananda College, Sainkपुरi.
10. Kanak Agarwal - B.Com II P (F) won Gold Medal for Poster Presentation at Anwar-ul-loom College.
11. C Lakshmi Sahithi, Diksha Surana, Gouthami Ponnada, Nanditha Chaganla - B.Com II P (F) participated in the Poster Presentation at Anwar-ul-loom College.

## COFEE Activities

Commemorating the 15 years of its establishment, COFEE the Commerce club widened its scope beyond Commerce for the holistic development of the students. Five new clubs were initiated to encourage students to venture into diversified activities for their all-round development.

Page Turners – Book Review club

Speech Weavers – Debate club

Trade Wizards – Entrepreneurial club

Brainia – Quiz club

Samaritan club – Social Outreach club

## **Paper Presentation by Staff**

1. Dr. Savitha Sukumar, Dept. of Commerce presented paper on “Changing Business Models : A critical review of the Indian Banking system” at the International Conference by Sri Padmavathi Mahila Visvaridyalayam, Tirupathi from 29 – 31 March, 2017.
2. Dr. Savitha Sukumar – presented paper on “Empowering Women through Entrepreneurship - Role of Indian Higher Educational Institutions” and has been accepted for Poster Presentation at Centenary International Congress for Women organized by Women Alumni Centenary Celebration Committee, OU.
3. Dr. Richa, Dept. of Commerce presented paper on “Train the Trainer” at the Workshop on “Consumer go Safely digital” organized by the Dept. of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution, Govt. of India. It was awarded the Best Paper.
4. Dr. Richa Mehta received for Best Presenter at a Conference held at GOOGLE, Hyderabad in 2017.
5. Ms. Manisha, Dept. of Commerce presented paper at the National Seminar on “Key Indicators of Success of Business run by Women Entrepreneurs” at IIMC and has received best paper with Cash award of Rs. 10,000/-.

## **Paper Presentation by Students**

1. Anjali & Harshita – M.Com Applied Finance have won the Paper Presentation at the National Level on “GST – A Revolutionary Change in India” at Bhavan’s Vivekananda College.
2. Aleesha & Kavya – B.Com III (P) F won 2<sup>nd</sup> Prize at the “Dr. Saroj Gupta Memorial Paper Presentation competition” organized by the Lady Shri Ram College, Delhi.

## **Seminars / Workshop / Conference attended by Staff**

1. Ms.Latha.S, Ms. A Padmaja attended Faculty Development Program at IBS on 22 July, 2017. Dr. Shiny attended an International Conference on Global Insurance :
2. Dr. T. Vanisree attended a National Workshop on “Digitization : E-Sensitization & E-Learning” at University College for Women on 7 – 8 September, 2017.
3. Ms.Shree Jyothy attended a Faculty Development Program on Research Methodology at University of Hyderabad on 20 November to 3 December, 2018.
4. CA Sangeetha attended a Workshop on Insolvency and Bankruptcy Code at Jawaharlal Institute of Banking on 5 December, 2018.
5. Ms.Sunitha.S, Ms.Madhura attended an International Conference on Paradigm Shift in Taxation, Accounting, Finance and Insurance at Bhavans Vivekananda College, Sainikpuri on 8 – 9 December, 2018.
6. Ms.Manisha, Dr. Sunitha. S attended a National Seminar on SEM-Start ups and Entrepreneurs in Modern Millennium at IIMC Hyderabad on 10 February, 2018.
7. CA Sangeetha attended a National Seminar on “Indian Financial Services – A Way Ahead” organized by the Dept of Commerce, Osmania University on 16 – 17 February, 2018.
8. Dr.Sunitha S attended a National Seminar on Ease of Doing Business in India at Anwar-ul-loom College, Hyderabad 23 February, 2018.

9. Dr. T Vanisree attended a National Seminar on The Ease of Doing Business in India at Anwar-ul-Uloom College, Hyderabad on 23 – 24 February, 2018.
10. Ms. A Padmaja & Dr. Singam Sunitha attended a Faculty Development Program on “E-resources in Management Education” by St. Ann’s Degree College, Mehdipatnam on 21 March, 2018.
11. Dr.Savitha Sukumar attended Centenary International Congress for Women on Enable and Empower Women - A Way forward : HER Way at Osmania University on 4 – 6 April, 2018.

## **Social Outreach:**

**M.Com Applied Finance-I** focused on spreading awareness about environmental protection by teaching and encouraging youngsters to use paper bags. Underprivileged school children in St. Andrews high School- Somajiguda were met, given simple yet inspiring talk about the possible choices in higher education, the probable careers that are awaiting the learned and why they appeal. The little minds were encouraged to make clear choices. Celebrating “Joy of giving” was with the underprivileged children and the old age home. “College Social Reach out” (CSR) was the most satisfying and fulfilling activity organized in the college and 50% of the total revenue, was donated to a charitable organization for their grocery purchases.

## **Field Trips**

1. Trip to Cherlapally by B.Com I (IB) students on 5 October, 2017.
2. Trip to Raj Classic Food & Sri Sairtri Solar by B.Com I (A&F) on 5 October, 2017.
3. Trip to Industries in Cherlapally by B.Com I (H) on 6 October, 2017.
4. Trip to Aquafina & Thrive Solar by B.Com I (C) & (IPP) students on 7 October, 2017.
5. Visit to Shiv Shivani Institute by B.Com III students on 20 December, 2017.
6. Visit to Pune & Lonavala by B.Com students from 5 – 10 January, 2018, 8 – 13 January, 2018 & 16 – 21 January, 2018.