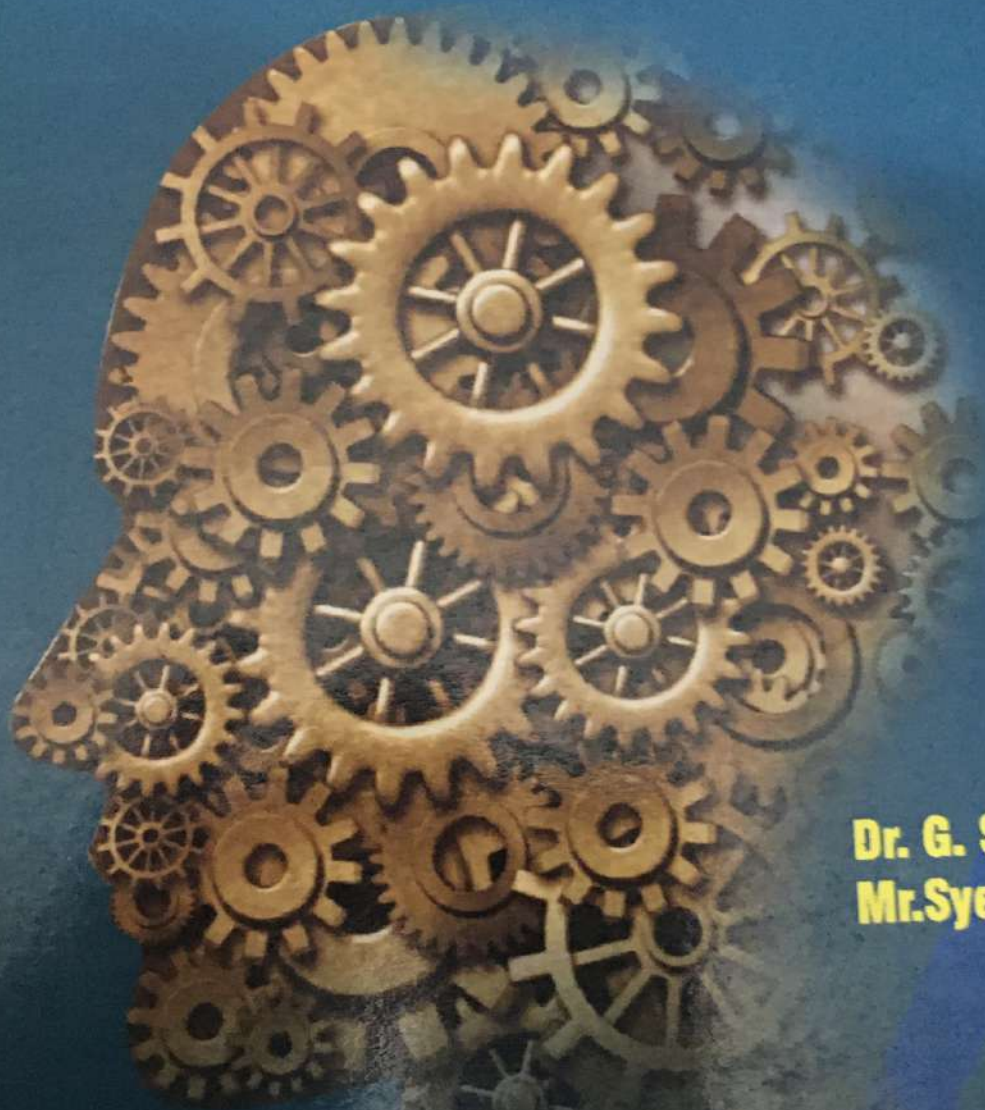


# **Innovative Management Applications in Global Context**



**Dr. G. Sabitha  
Mr. Syed Mansoor Pasha**

**ANURAG GROUP OF INSTITUTIONS**

(Formerly CVSR College of Engineering)  
Accredited by NBA & Permanently Affiliated to JNTU (H)  
Venkatapur (V), Ghatkesar (M), Nalgonda Dist., Telangana State  
[www.cvsrcollege.edu](http://www.cvsrcollege.edu)

All the papers published in this proceedings have been reviewed.

Copyright @ 2014 by School of Business Management Anurag Group of Institutions.

All rights reserved. No part of this publication may be reproduced, distributed or transmitted in any form or by any means, including photo copying, recording or other electronic or mechanical methods without the prior written permission of the under mentioned.

The authors are solely responsible for the contents of the papers compiled in this volume. The publishers or editors don't take any responsibility for the same in any manner. Error if any are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

ISBN : 978 93 83038 23 7

Published by :



In Pursuit of  
Knowledge

**SIRI PUBLISHERS AND DISTRIBUTORS PVT. LTD.**

(Publishers of School & Higher Academic Books)

Hyderabad.

E-mail : [siripublications@gmail.com](mailto:siripublications@gmail.com), [vba2020@gmail.com](mailto:vba2020@gmail.com).

Ph : +91 9949999585, +919949999582

## CONTENTS

1.	A Study on Emotional Intelligence with Relate to Leadership - <i>T. Sanjeev Kumar &amp; P. Sujana</i>	1-5
2.	A Study on Equity Market by using Technical Analysis with respect to TATA Motors Ltd. - <i>V.Ramanjineyulu, K. Rehana Begum, R.Lavanya</i>	6-11
3.	A Study on Non-Performing Assets-A Comparative Study - <i>G.Thirupathi</i>	12-23
4.	A Study on Talent Management Strategies in Indian Software Sector with Special Reference to Infosys Ltd. - <i>K.Ajitha, P.Aswini, Dr. S.Md.Ghouse</i>	24-31
✓ 5.	Digital Media and HRM in the Global - <i>Dr. Badiuddin Ahmed, Syed Hamid Mohiuddin Quadri</i>	32-44
6.	Digital-Marketing: Issues and Challenges - <i>B.Ismail zabivullah, M.Ghouse basha, S.Govardhan Reddy</i>	45-49
7.	Foreign Direct Investment in India- The Losers and Gainers - <i>Narender Miryala</i>	50-58
8.	Forward Market Commission and its Development in India - <i>Jaya Lakshmi Vaki</i>	59-66
9.	A study on Management Style of Mumbai Dabbawalas - <i>Saleha Hameed, Arshnoor Kaur, Ekroop Singh</i>	67-71
10.	A Study on Mergers With Respect to Google and Motorola Mobility - <i>Dr. S. Md. Ghouse, B. K. Bharath, G. Pavani</i>	72-78
11.	Mergers and Acquisitions in Indian Banking Sector Regulatory issues and Challenges - <i>Y. Padmavathi, B.Vinod Kumar, K.Pavan Kumar</i>	79-84
12.	An Analysis of Marketing of Organic Products – A study of NESARA and NISARGA Retail outlets in Mysore city, Karnataka - <i>Dr. H. M. Chandrashekar, Mrs. Manu V K</i>	85-105
✓ 13.	Strategic Human Resource Management: An Innoative Management Application - <i>Dr. Badiuddin Ahmed, Mr. Rambabu Pentyala</i>	106-111
14.	Social Advertising for a Better Tomorrow - <i>Mrs. T.V. Ratnavali</i>	112-117
✓ 15.	Strategies for Gaining Competitive Advantages with Reference to Self Service Technologies – An Innovative Management Practice - <i>Dr. Badiuddin Ahmed, AbdulRub Bin Mohsin</i>	118-129
16.	Talent Management - <i>P. Kamalnathan</i>	130-138
17.	Impact of CSR and Sustainability in Society to Make a Difference - <i>Dr. G. Sabitha</i>	139-143
18.	Performance Management- Impact on Organization success - <i>Syed Mansoor Pasha</i>	144-150