

8/12/2017

The department of Commerce conducted a meeting to discuss about organising of National Seminars. In this meeting following topics are given priority.

- 1) Innovation in Commerce and Business in the digital Age
- 2) Emerging Trends in Commerce and Business in India
- 3) Emerging Trends in Commerce a digital prospective
- 4) Paradigm Shift in Commerce and Business in the digital Age

These topics are discussed with our College principal Sri Rama Subba Reddy and Sri Giridhar Appal Rao in library Science and received some suggestions how to conduct seminars.

### Participants

- 1) Sri D. Rama Subba Reddy
- 2) D. Shreedh Reddy
- 3) G. Sheshwar Rao
- 4) H. Shrinivas
- 5) G. Saikaly

Principal


Incharge

~~Colleg~~

20/03/2018

The Department of Commerce organised a meeting to discuss about the Two day National Seminar arrangements work. In this meeting finalized Inaugural session and Technical session and Valedictory session, agenda notes and reviewed the Completion of syllabus for Sem - II and IV

#### Participants

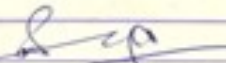
1. B. Shanthi Reddy (Chair)
2. G. Shankar Rao
3. B. Srinivas 
4. G. Sairi
5. G. Sairi

24/04/2018

The Department of Commerce organised a meeting to discuss following Points.

- ① Completion of syllabus for Sem - II & IV
- ② Publishing of Seminar Proceedings
- ③ Admissions for 2018-19
- ④ Sanctioned New Course B-Com (Gen) E/1
- ⑤ Instructions to the students regarding Semester Examinations.

#### Participants

1. B. Shanthi Reddy (Chair)
2. G. Shankar Rao
3. B. Srinivas 
4. G. Sairi
5. G. Sairi

# VĀĀNIJYA - 2018

National Seminar  
( A Collection of Papers )

Innovations in Commerce and Bussiness : A Digital Perspective

Organised On 27<sup>th</sup>, 28<sup>th</sup> - March 2018



Department of Commerce  
**SRNK Government Degree College** (NAAC-B)  
Banswada- Kamareddy Dist.



Inaugural Session



Releasing of Souvenir



August Gathering

# VAANIJYA-2018

TWO DAY NATIONAL SEMINAR

*(A Collection of Papers)*

INNOVATIONS IN COMMERCE AND BUSINESS: A DIGITAL PERSPECTIVE

Organised on 27<sup>th</sup> -28<sup>th</sup> March-2018

(Sponsored by DRC, SBI and IQAC)

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Principal

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**DEPARTMENT OF COMMERCE**  
SRNK GOVERNMENT DEGREE COLLEGE  
BANSWADA (NAAC-B)  
KAMAREDDY Dist. TELANGANA State

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B. SHARATH REDDY

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MINISTER FOR AGRICULTURE &  
COOPERATION, HORTICULTURE  
& SERICULTURE, SEEDS CORPORATION



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### MESSAGE

SRNK Govt. Degree College is one of the finest Colleges among the best Colleges in Telangana State. The Two Day National seminar entitled "Innovations in Commerce and Business: A Digital Perspective" organised by the Department of Commerce, will certainly be beneficial to the Students, Scholars, and the prospective researchers. On this occasion I congratulate Dr. D. Ramasubba Reddy Principal of the college for motivating the Departments to organise such programs in the college. I extend my warm regards to the faculty who help to organise the National Seminar by the Department of Commerce.

It is highly appreciable that the Department of Commerce for rendering the contributions from different sectors of Commerce and bringing the deliberations in the form of a ISBN numbered book.

It will be helpful and an inspiration for the future innovations in the business and even to the departments of the college.

Once again, I congratulate all.

Sd/- xxxxxx  
(Hon'ble P. SRINIVAS REDDY)  
Minister for Agriculture  
Telangana State

**Dr. D. RAMASUBBA REDDY**  
SRNK, Government Degree College  
Banswada-Kamareddy Dist.

### MESSAGE OF THE PRINCIPAL

SRNK, Govt. Degree College has been gaining credit with new and innovative programs quite frequently. It has accredited NAAC "B" grade and it has conducting the extension lectures by the eminent Professors from the different Universities. It has been organising Conferences, Seminars and Workshops.

In the month of March 2018 it has organised a Two Day National Seminar entitled "Innovations in Commerce and Business: A Digital Perspective" organised by the Department of Commerce.

Several authors have contributed their research papers. The Department of Commerce has intended to give a print form to the deliberations, so a Book with ISBN: 978-93-85100-88-8 has come up in print.

The college is indebted to Hon'ble Minister for Agriculture, Sri P. Srinivas Reddy, for his continuous support to the College. On behalf of college we convey our regards to the Hon'ble Minister.

I am very thankful to The Manager SBI, Banswada and District Resource Centre, of GDC, Kamareddy for extending their financial support to organise the National Seminar and extending warm regards to B. Sharath Reddy, Head of the Department, Commerce, Dr. Shankar Rao, B. Srinivas and the Faculty who helped to bring up this Book.

(Dr. D. RAMASUBBA REDDY)

### EDITOR'S Desk

Innovation is the most dominant key to success in every spear of the life. The continuous pace in everyday life and one has to adapt to new situations and face challenges. Academia and Business entities are no exception to this phenomenon.

The continuous pace of business and technology pushed each and every literate and illiterate to run with it and bag the skill to use it. Innovation is the buzz word; the entire world is striving for it. The over bringing new ideas and strategies have to gain much more importance than the prevalence.

The hype was so overwhelming that the leader and the manager lost the track of the real value that innovation would add, by realising it there is a little logic where in the width of traditional models for new and experimental traits in different spears of functional areas.

The unsolved mystical fallacy of the innovation is an adverse perspective to find the fact where its myth or reality. An attempt is made to bring out the real insights. It happens to be positive and states the innovation is the high potential formula of success. Certainly there is a need to change towards innovation. Some of the paradigms discussed are HR, Finance, Marketing, IT, Banking and Accounting.

The main objective of this conference is value addition. It will add to the existing. It will give better results to existing frame work.

The seminar has expanded its light in covering the development of alternative pathways and modalities for developing Business. The traditional practices need the modernisation through innovation. It paves the way towards the Global effective standards.

Several Scholars and faculty are contributed their papers. They presented their papers in the Seminar. For permanency we brought out all the papers in the form of a Book.

The Editorial Team is thankful to Hon'ble Minister for Agriculture P. Srinivas Reddy Telangana State for encouraging us to launch several innovative programs in College. At the same time our indebted thanks to Dr. D. Ramasubba Reddy, Principal of our college for his excellence and eminent guidance to bring out the book. We are blessed

with his continuous, generous, and lovable support in successful completion of the seminar and the publishing of proceedings of the seminar in the form of book.

We extend our warm regards to the Manager SBI, Banswada for his financial support and for his cordial support in designing Vaaniya-2018 and in organising the National Seminar. We are very thankful to one and all, who extended their support in organizing and publishing the book.

Our sincere thanks to Murali the cover page designer and M/s RK Printers Nampally, Hyderabad.

**- B. Sharath Reddy**

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## A STUDY OF PERFORMANCE APPRAISALS PRACTICES WITH REFERENCE TO APSPDCL, ANDHRA PRADESH

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Assistant Professor,

Dept. of Commerce and Business Administration,

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### ABSTRACT

*Performance Appraisal is a concept that started in the early 20th century. It is the process of obtaining, analyzing and recording information about an employee to evaluate and improve their performance. Performance appraisal (PA) is gradually becoming a part of a more strategic move towards integrating HR practices and organizational objectives and might now be seen as a general term covering a range of actions through which organizations seek to measure employees and increase their competence, improve performance and distribute rewards. The study revealed that APSPDCL use 360 Degree Appraisal method for performance appraisal. Furthermore, it was again revealed that employees are satisfied with the current appraisal method and agreed that performance appraisal helps in achieving organization goals, helps in improving motivation & job satisfaction and employees performance.*

### INTRODUCTION

The liberalization and globalization of the Indian economy in 1991 brought substantial changes in the levels of competition, production environment, and cost structure of firms and led to rapid development of advanced technologies. Corporate India was compelled to adopt contemporary management accounting techniques in order to ensure survival and maintain competitive advantages. Performance evaluation is an integral part of management accounting. After 1991, the Indian organizations started to face intensified competition both from domestically and multinational corporations. Even, it has made to the organizations to think inwardly to have high performance with all respects and to evaluate and measure an employee performance in job life. The concept and practice of an employee performance appraisal has undergone many changes especially after liberation and globalization era. The performance improvement process is a critical component of the strategic planning process, call it by name, the process is very vital, and it has always been practiced by many companies worldwide for a long time. The employee performance appraisal is not as simple as it looks. There is no perfect system that can be obtained without modifications. There are many different appear to be successful but in reality, there are not.

Performance Appraisal is necessary to measure performance of the employees and the organization to check the progress towards the desired goals and aims. Performance appraisal includes all formal procedures used to evaluate personalities, contributions potentials of group members in a working organization. It is a continuous process to secure information necessary for making correct and objective decisions on employees. Performance appraisals help to rate the performance of employees and evaluate their contribution towards the organizational goals.