SRINIVAS CENTRE FOR RESEARCH IN HUMAN RESOURCE PLANNING

Dr. Sureka Shenoy  Dr. Suresh Kumar P.M  Prof. Shailashri V. T

A Study to assess feasibility of a macro role for HR in Human Resource Planning. Human Resource Planning is an ongoing process of systematic planning to achieve the optimum use of the most valuable assets of the organizations - the Human Resources. The objective of Human Resource planning is to ensure the best fit between employees and jobs while avoiding surplus or shortage of manpower. The three key elements of the HR planning process are: Forecasting the demand for talent within the organizations, Analysing and forecasting trends in supply of talent, Balancing projected demand and supply of talent.

Publication:

2. Shailashree V. T., UGC Sponsored National Seminar Changing Dimensions Of Commerce And Management Education Amidst Global Competition In Higher Education Sacred Heart College Madanthyar 24 &25 March 2012 Mangalore

3. Shailashree V. T., Nitte international conference on Development Challenges globalaspirations local realities 29 -30 December 2012 NITTE Karnataka India

4. Shailashree V. T., Employee engagement for competitive advantage, A case study of YESBANK 2012 Mangalore university college INNOVATION the key ingredient to be tomorrows tigers (A case study of 3 M) 2012, Manegma


Working Papers
- Retention strategy --- A way towards employee engagement
- Study to identify drivers towards employee engagement
- A conceptual study on Green HRM
- To study the relationship between green HRM and employee engagement
- To study the relationship between HR planning and employee retention
- HR planning in the banking sector
- HR planning in the service sector
- HR Planning and strategies for employee engagement
The opinion of “green business” came forth at the end of the 20th century in the rise of the ever increasing public concern about the sustainability of economic development. It was initiated more by the growing awareness of environmental issues such as the accelerating reduction of natural resources and the deterioration of environmental quality. The substance of the green business concept is rather equivocal as evidenced by the kind of its definitions that could be found in different authors. Furthermore, green business practices are still far from being universally accepted and applied by business organisations around the world. The traditional MBA degree (Masters in Business Administration) requires coursework and other study of business from a primarily financial standpoint through efficient production, effective marketing of products and services with some attention to management of people, to conventional economic theory, and to business ethics. A sustainable business is any organization that participates in environmentally friendly or green activities to ensure that all processes, products, and manufacturing activities adequately address current environmental concerns while maintaining a profit. In other words, it is a business that “meets the needs of the present world without compromising the ability of the future generations to meet their own needs. It is the process of assessing how to design, market, use and dispose products that will take advantage of the current environmental situation and how well a company’s products perform with renewable resources. Unfortunately the present MBA curriculum has not taken care of educating management graduates on the adverse effect of global warming and its consequence of climate change. A sustainable MBA program includes traditional subjects with special emphasis on eliminating those models and processes which directly or indirectly contribute to extend global warming and also study of managing for environmental and social sustainability for long term benefit. Such program can be also called as Green MBA. The research centre discusses the proposed curriculum, pedagogy, businesses processes, new business opportunities and placement opportunities for the proposed sustainable new model in business management education - Green MBA.

Publication:


17. Priti J, Green manufacturing through lean manufacturing- A conceptual framework with a case study, National conference on “Achieving distinctive competence through service and excellence” – Dept of Business Administration, St. Joseph Engineering College, Mangalore, 22nd and 23rd March, 2012


19. Priti J, “Green Management as a part of curriculum in MBA”, National Level conference on MBA curriculam- the need of the hour in St. Aloysius College, Mangalore, 26th October 2010

**Working papers details:**
1. A study on Green Supply chain management of Patanjali Ayurveda Ltd.
2. A Study on the sustainable organisations for the 21st century
3. A Study on green process management
4. A study on green consumption pattern amongst youth
5. A study on green products with reference to mobile brands
Banking is a fast growing sector in India. It has evolved over time, from the ancient banking where all the operations were done manually to the present generation wherein systems & technology has taken over. Name the process and we have a software or an application supporting it. The old age banking has been totally revamped with the modern digitalised banking activities. Let it be Net banking, Mobile Banking, Core Banking or electronic Banking, all are based on technology.

Technology is making banking a more powerful sector. With technology we have a growing risk of frauds too, which brings us to the main aspect of Security in all these technology related transactions or operations. Research is required to find out the impact of technology on banking and at the same time an evaluation has to be done regarding the safety of all these technology related transactions. This research centre basically deals with all these aspects of banking along with any other banking related topics such as Green Banking, Credit related or NPA related aspects.

**Publication:**


Working Papers:

- Impact of technology on banking sector
- Digitalization in banking processes
- Growing reliance on technology with special reference to Banking Industry
- Demonetization and its impact on Banking Industry
- Impact of technology on manpower attrition.
- Emergence of E-payment systems
Branding is the process by which companies distinguish their offerings from competitors. It helps in creating the unique positioning in the minds of consumers. Brand is both abstract and real. A distinctive name design, packaging helps in creating the right brand. It aids in purchase decision to the consumers by reducing the risk. Branding is an Indispensable activity of an organization. Brand promises quality assurance and also in-buils luxury elements in it. Brand management is a crucial and strategic decision in any organization, and hence the continuous marketing research in this area is essential with advent in technology and competition. The companies need to keep their brands always lively among all the segments of the customer’s. Every once in a while a marketer has to keep re-inventing, re-energizing and re-positioning the brands to appeal to the customers. Unless and until the customer is constantly reminded of the brands he will shift elsewhere to what is his immediate recall brand. This research centre attempts to look at how brand value is created. Marketers can use this brand value to extend product portfolio over the years and capture customer attention, loyalty and market share. The sole purpose of Branding is to create the product differentiation. It also gives set of values and attributes, helps in promoting the company’s products. Therefore branding is an intangible asset for an organization. The brand establishes premium positioning in the competitive market. The overall objective is the build brand loyalty and increase relationship marketing than transactional marketing.

**Publications:**


**Working Papers:**
- A Study on Opportunities and Challenges Faced by Hybrid Cars in Indian automobile market.
- A Study on Merger and Acquisitions a strategy in e-commerce Industry in India.
- The Implication and impact of Goods and Service tax (GST) on Indian Economy
- A study on recent trends in branding with special reference to Retail segment.
- Consumer perception towards mobile service provider with special reference to Reliance Jio.
The Centre for Logistics and Supply Chain Management provides advanced research in logistics, supply chain management, procurement and transportation management with the vision to enable organisations to achieve step change across their triple bottom line with the help of Supply chain knowledge, principles and business strategy. This centre focuses on research, development and application of leading edge multi-disciplinary work which impacts on logistics and supply chain management nationally and internationally.

Publications:

Working papers:
- Developing An Efficient Algorithm For Reverse Logistics
- Vehicle Routing Problem with Simultaneous Delivery and Pickups: State Of Art Classification and Review.
- Operations of Logistics and Supply Chain Management: Issues and Challenges.
- Future of Logistics and Supply Chain Management.
- The role of Transportation in Logistics and Supply Chain Management.
The primary business of educational institutions is to facilitate teaching - learning process. If this has to be effective, curriculum design, development and delivery, better and improved ways of pedagogy, competent faculty, support services and infrastructure are important. The teachers should continuously innovate and adopt student centric/learner centric learning methods. Although it is true that the diversity of learners in respect of their background, abilities and other personal attributes influence the pace and extent of learning, learner – centred education calls for appropriate methodologies that can be used by teachers to provide a variety of learning experiences including individual and collaborate learning. Curriculum delivery and pedagogy should incorporate learning experiences based on project based learning, lab. based learning, experiential learning, activity based learning, field based learning, technology based learning, community based learning, analytical learning, observation based learning, team based learning, social service based learning etc. Adequate infrastructure facilities are key for the effective and efficient conduct of the programmes. The supportive facilities on the campus contribute to the effective ambience of curriculum, extra-curriculum and administrative activities. Student support and progression should display the commitment and accountability of the institution through well established and clearly defined mechanisms. Institutional governance should convey inspiring leadership to the students by means of strategy development and deployment. A plethora of innovations and best practices evolve in course of time to make the institution outstanding. This research centre on quality in higher education aims to promote research in all aspects of improving the quality of education in higher educational institutions. A list of the work done already is provided below in the list of publications.

Publications:


37. Suresh Kumar P. M., “Co-operative Action Planning : IGRFP Experience” at International conference on Aqua Culture Development for Participatory Planning organized by GTZ held at
Swakopmund, Namibia (South Africa), 1997.


46. P. S. Aithal, and P. M. Suresh Kumar, Teaching - Learning Process in Higher Education Institution - A Case study of Srinivas Institute of Management Studies, Proceedings of National


57. Suresh Kumar P. M., “Participatory Development: Experience with Fishers in IGRFP” paper presented at Traditional Sciences and Technology Congress held at Anna University, Chennai, 1996.


60. Suresh Kumar P.M., “Capacity Building of NGOs”, paper presented in the National Conference of Association of Third Sector Research in India (ATRI) held at New Delhi, 2002.

61. Suresh Kumar P.M., “Industrialization and its Consequences”, Kerala calling, Vol.6, No.4, 1986


Working papers
- How Teacher quality reflects Overall Quality Management in Higher Education Institutions
- Curriculum Enrichment for Learning Outcomes in Higher Education
Srinivas Center – for Women’s Studies created in the year 2016 is a podium for researchers both academicians and students of the department of Management, Commerce and Social Sciences. This center encourages study that innovates interdisciplinary research in women related areas which is both conceptual and theoretical in nature. Purpose of this research center is to educate both men and women about gender sensitivity to support, help women to focus and rise in leadership roles. The basic fact that developing knowledge and creating awareness is feasible in universities and colleges where people have an access to conduct research is the base for this center. It is an attempt to link the research work associated with the center that can benefit the scholars to quench their thirst for research and in-depth knowledge in the field of women related studies. This interdisciplinary research network on women’s studies is a branch which integrates theory and experience to create awareness and teach people to help and solve problems to rise in the era of global competence.

Publications:


Working papers:
- Work life balance and Glass ceiling – A literature review
- Legal Interventions towards women welfare and work life balance in India
The advancement of technology has radicalized human life in all walks of life. In the recent times, there has been a grave danger of misuse of technology, so has to hamper the intended benefit of success and happiness. One such instance is misuse of cyber application, at a time when computers are governing the information flow all over the world. Instances of piracy and interference with institution of cyber touch at different levels, individual, institutional, national and international has become common. This has reduced trust between nation, communities and ultimately between individuals. Misuse of social networking, mobile banking, online banking-phishing, credit card based cheating, internet fraud, pornography, exploding websites, hacking into the protected information etc, become source of major worry. No matters this is either the handy work of lethargic hackers or well built conspiracy of nations and organisations, the consequences are the same. It is interesting that while hacking is a cyber crime, nations are encouraging, breeding professional hackers to each other and compete in the game. This paper highlights that the misuse of cyber has created loss of trust, breach of privacy, breeding hatred, violation of secrecy, protection and safeguard of vital information and financial stability of nations.

**Publication:**


**Working Paper:**
- A study on the Responsibilities of IT service Providers towards Sustainable Cyber Space Management.
- A need and requirements of *cyber law for the police personnel*.
- Emerging challenges and issues concerning international cyber laws.
- A study on the responsibilities of IT service providers towards sustainable cyber space management.
- A study on legal perspectives of cyber laws in preventing cyber crime.
Srinivascentre for research in Business will provide platform for research in the field of business to enhance the knowledge of researchers. The aim of the centre is creating a research environment with focused themes. It also integrates research by training and developing young researchers and providing a space for corporate to work together and interact with national and international researchers within their focused framework. We encourage research in the area of financial management, Human resource management, Economics, Social Sciences, Marketing, Production, Supply Chain Management and any theme relevant in the area of business.

Publications:


3. Deekshitha, “Role of National Service Scheme (NSS) in creating social responsibility at higher education” International Journal of scientific research and modern Education(IJSRME) ,Volume I, issue 1, 2016,ISSN(online): 2455-5630 (www.rdmodernresearch.com) 1(!),June2016, 756-760


Working Papers

- Changing trends in Retail Marketing Strategies in India
- Why less research takes place in the field of accounting
- A study on the threats on Human Resource Accounting towards the employees
- Financial and economic implication in the field of retail sector.
Smart Skills helps in creating dynamic leaders who are more than just functional managers or supervisors; they become talented individuals that have mastered the skills necessary to build a high-performing team, leverage the collective intelligence of the group, manage it through the process of running a business, and exercise influence with ease and authority to ensure superior results. Smart Skills offers leaders and managers what they need to know and do to make traditional or cross-functional teams perform at the highest levels. It does its work by educating them with the required know-hows and skills required to lead and manage the uncertainty inherent in today’s complex business environment.

Smart Skills are those skills relating to a manager's Emotional and Social Intelligence. These skills are a cluster of personality traits, social graces, communication, personal habits, interpersonal skill sets, soft skills and optimism that characterize relationships with other people, customers, stakeholders, and colleagues. Smart Skills complement hard skills (part of a person's IQ), which are the occupational requirements of a job. A Leader's Smart Skills Quotient (aggregate of this cluster of skills) is an important part of their individual contribution to the success of any team, project or organization. Particularly organizations dealing with customers face-to-face are generally more successful if they train their staff to use these skills. Assessment or training for Smart Skills habits or traits such as emotional intelligence and influencing can yield significant return on investment for an organization.

For this reason, employers, in addition to standard technical qualifications, increasingly seek out leaders and managers with those well skilled in Smart Skills. Current research has shown that a core set of Skills may be more important over the long term than technical or occupational skills. The management profession is one example where the ability to deal effectively with people, provide positive influence, and manage change can determine the true success of the individual and the areas they manage.

To Develop Leadership qualities, oneself should focus on smart skills core competencies such as below:

(1) Emotional Intelligence
(2) Influencing with Impact  
(3) Interest Based Negotiation  
(4) Ability to handle stress and Managing Change  
(5) Appreciative Inquiry  
(6) High Level Communication Skills

Only when essential leadership qualities incorporates the Smart Skills, improved management performance could be obtained recognizing that success requires the use and balance of natural and soft skills. The most effective leaders understand and know how to manage the human dimension of people management and are able to exercise their own power, influence, and authority to ensure the success of organizations. Therefore, Srinivas Centre for Smart Skills and Leadership Development (SCSSLD) works round the clock to identify, conduct research and train the candidates in skilling and equipping them with above new age talent requirements and skills.

Publications:


Working Papers
- Fixing Meetings in Digital Century
- Developing successful agenda for meetings
- Lessons in Leadership & Management: NRN about AzimPremji
- A new PCSP (Possibilities, Challenges, Shortcomings, Practicality) Model to analyze/evaluate Business Idea or Plan
- A new R (Respect) T (Trust) L (Loyalty) H(Honesty) C (Commitment) Model to analyze professional relationships.
SRINIVAS CENTRE FOR RESEARCH IN ENTREPRENEURSHIP

Kavya

Srinivas Centre for Research in Entrepreneurship (SCRE) is founded with a mission of enhancing research on development of Entrepreneurship and to encourage innovative research methods in Entrepreneurship research areas. This Centre relates to the all researchers who are working in the areas of entrepreneurship development. The basic aim of Srinivas Centre for Entrepreneurship are:

- To encourage young Research Scholars for research
- To Encourage college students for research projects.
- To motivate the students to start up their own Business
- To encourage the minor and Major Projects
- To provide education to the students related to Entrepreneurship development
- Skill development programs and Faculty development programs
- Encourage start ups

The Centre Encourages Research In the fields of:

- Entrepreneurship Development
- Micro Financing For SME’s
- Legislative encouragement for entrepreneurship
- Skill India
- Gender studies in entrepreneurship
- Self help groups
- Trade and Business
- E- entrepreneurship
- Women Entrepreneurship
- Financial Institutions for Entrepreneurship
- Small Scale and Cottage Entrepreneurship
- Micro and Macro Funding
- Venture capital
- Start ups
- Innovations and Creativity in entrepreneurship development
- Strategies in development of Entrepreneurship
- Rural development through entrepreneurship

Publications:


**Working Papers:**
1. To study on Schemes Offered By govt for Entrepreneurship Development
2. A Study of E-Entrepreneurship
3. Study about skill India.
4. Rural development and Entrepreneurship
5. Study about Issues and Challenges of Entrepreneurs
SRINIVAS RESEARCH CENTRE FOR STUDENT-CENTERED LEARNING

Shreepathy Ranga Bhatta.B

This research centre would be an attempt to build, define, apply, and share a robust evidence base for student centered learning. To centre will also work in partnership to investigate and evaluate what we know about student-centered learning both in and beyond today’s classrooms, and then leverage that knowledge to affect meaningful improvisation.

Three main activities:
- Conducting new and innovative research on student-centered learning approaches to catalyze development and build coherence within the field
- Serving as the communicator and sense-maker of the works as well as the curator and clearinghouse for all studies related to student-centered learning
- Continuing to build the evidence base of good implementation, and developing tools to help practitioners and policymakers apply research on student-centered learning in their unique settings

Working papers:
- Study on effectiveness of Printed Study Material Distribution Model for UG level students, a case study of Srinivas Institute of management studies.
- A study on students’ attitude towards internal assessment at under graduate level.
- A conceptual study of “flipped classroom model “in undergraduate level.
SRINIVAS RESEARCH CENTRE FOR EMPLOYEE WELFARE STUDIES (SRCEWS)

Mrs. Yashaswi,

SRCEWS is the Research Centre for studying Employee Welfare which is constituted in 2017. The centre aims to conduct research on Employee Welfare, Employees Health, Safety, Remuneration, Employee Recognition and Respect, Performance Appraisal and all such related areas. The centre encourages young researchers, scholars and students for conducting research activities on Employee welfare and Development. SRCEWS also aims to take up Minor and Major projects in Employee Welfare Studies. It also encourages Industrial visits, Workshops and Seminars. The purpose of establishing the Research Centre is to create awareness about the Employee Welfare activities and to make their work life better. Srinivas Research Centre for Employee Welfare Studies (SRCEWS) is an effort to make life worth living for workman.

This centre encourages research in the fields of:

1. Employee Welfare Facilities
2. Health and Safety
3. Training and Development
4. Employee Engagement
5. Wage Administration
6. Employee Recognition
7. Performance Appraisal
8. Work-life balance
9. Employee Satisfaction
10. Industrial Relation
11. Absenteeism
12. Employee Motivation
13. Ministry of Labour and Employment

Publications:


8. Prof. Suresh Kumar P.M., Working from Home – A Transition in the Concept of Workplace. International Journal of Current Research and Modern Education (IJCRME), ISSN (Online): 2455-5428,1(1), 2016, 244-249.


**Working Papers**

- To study about Cloud Based Mobile Training.
- A study on Employee Welfare Measures.
- A study of Employee Welfare in Merchant Ships employing Indian Seafarers.
- Study on Work-life Balance.
- To Analyse the Impact of Leadership and Mentoring of Young Employees.
SRINIVAS CENTER FOR SWOC ANALYSIS UNDER BUSINESS STRATEGY
Raghavendra Holla

Strength, Weakness, Opportunity and Challenges of Different Business area

Publications:
1. A Study on SWOC Analysis of Goods and Service Tax

Working Papers:
• A Study on SWOC Analysis of Jio
• A Study on SWOC Analysis of Paytm

SRINIVAS INSTITUTE OF RESEARCH CENTRE
Nelson Pereira

Fostering social responsibility by organizations and their people

Publications:
1. A survey to have metro trains in Mangalore in the future.

Working papers:
• A survey on the different challenges that students go through the competitive advantage of marketing strategies in the field of building materials