

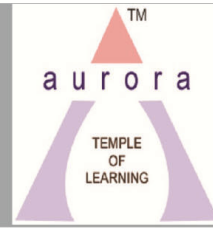


AURORA GAZETTE

VOLUME -1

ISSUE -7

APRIL, 2016



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DIRECTOR'S MESSAGE

Dear Students,

In today's competitive era, the challenge is to keep a step ahead of changing market conditions, new technologies and human resources issues. Companies constantly strive



to increase efficiency, implement best practices and deliver increased shareholder value. We at AURORA act as architect for creating knowledge leaders for world.

The College in this month witnessed a wide range of activities starting from organizing a National Conference on Emerging Strategies for Sustainable Competitive Advantage in 21st Century on April 7, 2016 which saw valuable contributions from academicians, research scholars and people from the Industry. Almost 100 articles were received on the main and sub- theme of the Conference. We take pride in the fact that, Archers and Elevators Publishing House, Bangalore have come forward to print the proceedings of the conference in an edited book form with ISBN number.

Next in line, we had successfully celebrated our Annual Day - AVEKSHAA 2K16. Dignitaries from varied walks of life, Academic, Industry and others graced the occasion. The students were awarded with the Medals, Trophies and Shields in different sports. They also performed many cultural activities like Dances, Skits and Mime to name a few.

We as a college feel very proud to announce that the on-going batch of MBA II semester students secured Summer-internships to the tune of 250 till date in companies like Birla-Sun life, Bajaj-Finserv, Wipro and Karvy to name a few.

I wish you all the best for achieving greater success and scaling newer heights in your education and career ahead.

- Mr. B. Mohan Kumar
Director

EDITORIAL

Dear Readers...

Welcome to the April edition of Aurora Gazette. This month we had two major events in the campus and our students represented our college in various management meets.

The National Conference on "Emerging Trends for Sustainable Competitive Advantage in the 21st Century" was organized on 7th April 2016 which attracted industry and academic experts not only from the two Telugu speaking states but also from the neighboring states. The delegates enthusiastically participated in presentations and several papers came in absentia. Prof. R. Nageswara Rao, Prof. K. Mallikarjuna Reddy and Prof. A Surya Narayana from Osmania University had kindly agreed to grace the conference as guests. Prof. A. Surya Narayana mailed to the Director of the college congratulating him on the success of the event and expressed his happiness on its outcome. The event was also successful owing to the coordination and teamwork of everyone in the college.

The college Annual Day-Avekshaa 2k16 was celebrated on a grand scale in RTC Kalabhavan, RTC Cross Roads, Hyderabad on 28th April 2016. It was a colorful event with the presence of Hon'ble Secretary, Dr. Ramesh B. Nimmatoori; Hon'ble Chairman Shri N. Raja Babu; Director, Training & Placements, Dr. Raghu N. Prabhakar; experts from industry and academics occupying the dais and advising the outgoing MBA students what is expected of them. The students were presented with trophies and certificates for their participation in various competitions conducted by the college throughout the year.

Thank you. We hope you will find Aurora Gazette informative

Please send your articles and other contributions to newsletter.apgm@gmail.com

FACULTY ACHIEVEMENTS

Workshop on Data Mining and Big Data

Mrs. P. Arpitha, HOD-MCA has attended a workshop on Data Mining and Big Data on 12th April 2016 at Nizam College.



Papers contributed in National Conference

In the National Conference conducted by the college on 7th April 2016, all faculty members of Aurora's PG College, Moosarambagh contributed the following papers covering varied fields:

Mr.Satish kumar	HOD-MBA and Associate Professor	An Empirical research of service quality impacting customer satisfaction in banking services
Dr.D Shireesha	HOD-MBA and Associate Professor	Advertising and sales promotion: A study
Mrs.A.Swapna	Asst.professor	Effective role of electronic human resource management towards organization's development
Ms.T.V .Ratnavali	Assc Professor	Evaluation the deciding factors in consumer decision process
C.Deepika	Asst professor	Foreign direct investment in INDIA
P.Arptha	Assc Professor	Improve the performance of data warehouse queries with columnstore indexes
Ms.V. Sri Pavani	Asst professor	Business Intelligence analytics: From BIG data to BIG Impacts
Ms.Sufia	Asst professor	Electronic data interchange
K.Navyatha	Asst professor	Contribution of E-HRM to HRM effectiveness
Mr. P. Ram Prasad	Assco. Professor	DSS role in the organization
Ms. V.Priyanka	Asst.professor	E-Recruitment: Its scope in E-HRM
Ms.A Rajya lashmi	Asst.professor	Green accounting
Ms. N. Prasanna lakshmi	Asst professor	HRD IT Industry
Ms. Vasantha Ch.	Asst. Professor	Role of HR Functions in MNCs
Mrs. Renu bala	Associate Professor	Commercial Paper Market-India
Ms. Neetu Sachdeva	Associate Professor	Fundamental Analysis-An Economic Indicator Analysis of Eurozone
Ms. Jyoti	Associate Professor	Investor Preference towards Equity Shares
Ms. Ambica Ratnakara	Assistant Professor	E- Recruitment:E Human Resource Management
Mr. R. Bhadra Rao	Associate Professor	Service Recovery: A Customer Retention Strategy
Ms. G. Deepika	Associate Professor	Impact of Behavioral Finance In Investment Decisions And Strategies
Mr. R. Nagarjuna Rao	Associate Professor	Consumer Perception about Sales Promotion for Consumer Durables in India
Ms. A. Kalpana	Associate Professor	Competitive Intelligence Approach to Financial Risk Management In Banking
Ms. A. Sirisha	Associate Professor	Risk Management in Banking Sector
Mr. V. Raghavendra	Associate Professor	Behavioral Biases affecting Investor Behavior: A Conceptual Review

STUDENTS ACHIEVEMENTS

Management Meet, Aurora's PG College Ramanthapur

E. Nagaraj and G. Shiva were the runners in Treasure Hunt in Anveshana The Management Meet organized on 1st & 2nd of April 2016.

Management Meet, MVSR College

In the Management Meet organized by MVSR College, second prize in Ad-Mad Show was secured by N. Loukya, Y. Sirisha, Sravanthi A and Priyanka Singh and students won prizes also for ad show, treasure hunt and Brand Rangoli

PLACEMENT & INTERNSHIP ACTIVITIES

Placement details

On 4th April, students of the college attended recruitment drive organized by Thomson Reuters.

On 12th April 2016, C3I Health Care visited the college for campus placement drive for recruiting MBA IV semester students having finance as their major.

Students of MBA IV semester attended HDFC placement drive on 19th April 2016

Aditya Birla Financial Services visited the campus for a second time to recruit students for summer internship program on 23rd April 2016

From students who are undergoing internships

Shivangi Jain

The first Day at Internship 2 nd May'16 ,I had to learn how to take public transportation, the time I entered Wipro for the first time made me feel like an professional. I remember walking in very nervously and taking a seat. I glanced around and saw my expression was mirrored on my friends' faces. Our supervisor welcomed us warmly and informed us about the company, policies, how to interact with coworkers, work with different types of people, and about punctuality and clearly explained what they expected and walked us through the steps. Initially, my first thought was I'd be working in a cubicle entering data in a computer, mostly doing paperwork and barely talking to my coworkers. But I was wrong. To my pleasant surprise, none of my predictions came true.

Down the line, I am sure I will learn real life skills in under 2 months during my Internship. I will never forget my first day of Internship. It will always be a big part of me maturing and becoming a young adult

The first week was very informative. Our supervisors helped us become familiar with what they actually expect from us. It was and going to be an enjoyable experience and I loved and will surely love every step of it. It required us to speak in front of people and be willing to answer questions; over a call conversation too. It is nerve-wracking but our supervisor

Ms. Priyanka is there every step of the way, guiding and correcting our mistakes and; gave us some useful advice on furthering our future careers.

All in all, my internship taught me many beneficial things and will teach in upcoming days too.

To always have an open mind and be willing to work in any type of work environment

To be willing to adapt to fit in a new work place; and to always be respectful and kind to not only my future supervisors, but my coworkers as well. What I have learned or will learn will always be a big part of me growing up. I'm looking forward to taking what I've learned and applying it.

Swetha Dubey

I really feel glad to have grasped such a good opportunity that has enhanced my knowledge which i have gone theoretically in my academics. It has helped me in many aspects and I have got a chance to implement it in my work. The first experience in WIPRO was unforgettable. I learnt the concepts of HR under experienced Recruiters. I'm thankful to Aurora's P.G College for supporting students for internship.

Krupanjali

I am Krupanjali, I want to talk about my experience during my internship in Wipro. At first I was nervous to interact with the unknown people or strangers. After one day I was trained and got familiar with how to interact with the incumbents those who are scheduled for interview. It was good opportunity to me to work with Wipro. Now I am in the environment surrounded by professionals, I am doing paper work and also learned how to file the papers. Our team leader Priyanka had so far given many advices while we are at work. Though the internship has started only a few days ago, I learned many things and hope to learn many more

Venisha

As I entered the office of Wipro along with my friends I felt happy and excited that my learning is going to be novel. Our supervisors guided us so well that we never felt nervous only enthusiastic. My Internship from the very first day has been a very fruitful experience as a fresher would wish to once in his or her life time.

What I learnt in this one week of my internship is

- ❖ How to communicate in an organization.
- ❖ How to present myself in front of a group of people.
- ❖ How to make calls.
- ❖ How to talk to our supervisors.
- ❖ Basics of our Subject.
- ❖ How to overcome challenges.

I am very thankful for this wonderful opportunity to learn many things and to prove myself that I am capable enough for this, where i see myself in the future.. Looking forward to learn a lot more and make this internship a very successful and a fruitful one.

ACTIVITIES IN THE CAMPUS

National Conference

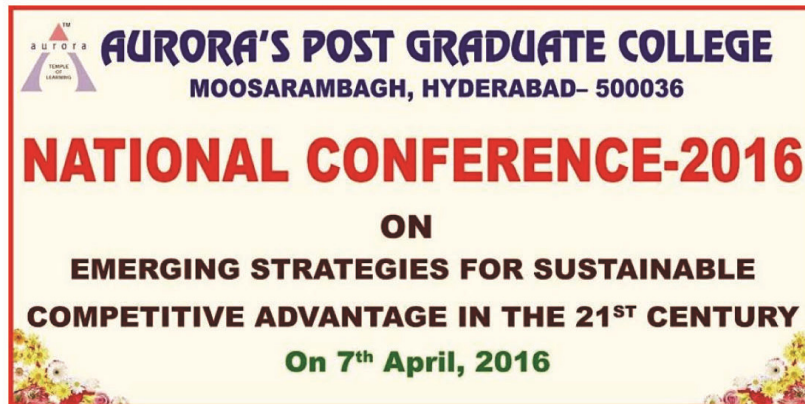
The 21st century is marked by phenomenal changes that have been creating waves in environment and within business organizations. It is essential that organizations adapt to

changes and bring about changes in their systems and practices to suit the modern day requirements. The shift in business practices occurs due to changing preferences of consumers, technology and competitors; there is a necessity to revamp old systems; and old practices have to give way to new practices in almost all the core, functional and peripheral areas. It is essential that academicians, scholars and industry experts be brought onto one platform for getting a better insight into new order of practices and understanding the impact of such transformational changes and the strategies adopted in relevant areas of management.

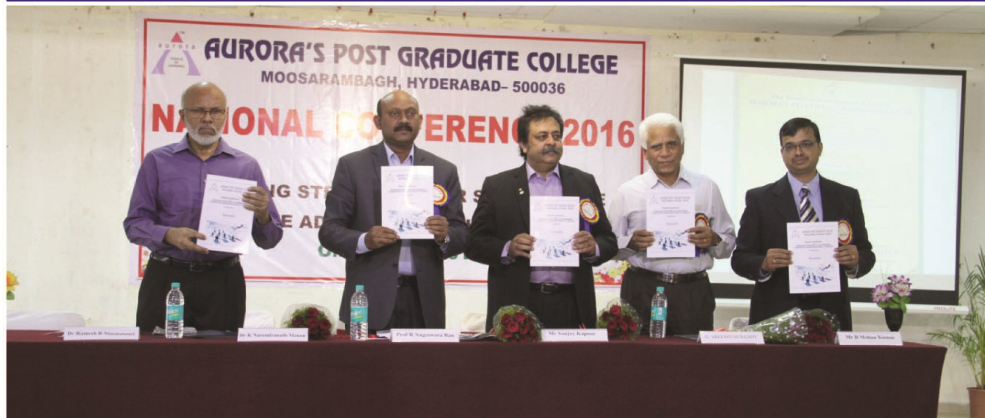
The National Conference on Emerging Strategies for Sustainable Competitive Advantage in the 21st Century that was organized on 7th April 2016 was meant to share such information and knowledge that would prepare academicians, students and executives to brace themselves for the forthcoming changes in the organizational scenario.

The motive behind organizing this conference is to bring together the think tanks to discuss and highlight the issues and redesigned techniques adopted by global organizations in the core functional areas namely Financial Management, Marketing Management, Human Resource Management and Information Technology.

THE POSTER



THE DELEGATES



TEAM-NATIONAL CONFERENCE



The response from the academicians was overwhelming as 85 abstracts have been forwarded for the Conference and 40 members have given presentations. Mr. Leela Chakravarthy A., a IV semester student of MBA from St, Martin's College won cash prize for best presentation.

The sessions were divided into two sessions in which the first session was chaired by:

1. Mr. G.N. Satish Kumar, HOD-MBA, Aurora's PG College, Moosarambagh
2. Dr .D. Shireesha, HOD-MBA, Aurora's PG College, Moosarambagh
3. Mrs. P. Arpita, HOD-MCA, Aurora's PG College, Moosarambagh
4. Dr. G. Vijaya Sree, Professor in Management, ASTRA, Bandlaguda

The session chairs in the second session were

1. Dr. P. Pinaka Pani, Director, Aurora's PG College, Uppal
2. Dr. R. Prasanna Rekha, Professor, RG Kedia College of Management
3. Mrs. Neetu Sachdeva, Associate Professor, Aurora's PG College, Moosarambagh
4. Mrs. Renu Bala, Associate Professor, Aurora's PG College, Moosarambagh

Out of the contributions, 77 full papers have been selected for being published in Conference Proceedings with ISBN No. 978-93-85640-60-5.

The conference began with an Inaugural for which Prof. R. Nageswara Rao, Director, Academic Audit Cell was the Chief Guest; Dr. K. Narendranath Menon, Faculty, IPE agreed to be the Keynote Speaker; and Mr. Sanjay Kapoor, General Manager & Head-Corporate Communications, PR and Advertisement Business, L&T Metro was invited as the Guest of the Day.

The Valedictory function was fulfilled by Special Guest, Prof. A. Suryanarayana, Dean, Faculty of Management, Osmania University and Eminent Guest Prof. K. Mallikarjuna Reddy, Head, Department of Management, Osmania University. The Guests along with the Director, Mr. B.

Mohan Kumar gave away certificates to the presentees. Vote of Thanks was proposed by the Event Coordinator, Mrs. T.V. Ratnavali. The National Conference thus ended eventfully with everyone singing the National Anthem-Jana Gana Mana Adhi Nayaka Jayahe.....

Annual Day-Avekshaa 2k16

The Annual Day of Aurora's PG College Moosarambagh, Avekshaa 2k16 has been grandly celebrated in RTC Kala Bhavan on 28th April 2016. The event began with the welcome song, lighting the lamp and invocation song.

The delegates who graced the occasion were:

Sri. Raja Babu, Chairman-Aurora Consortium

Dr. Ramesh B. Nimmatoori, Secretary-Aurora Consortium

Dr. Raghu N. Prabhakar, Director, Training and Placements, Aurora Consortium

Chief Guest of the event-Prof. S. Mallesh, Vice Chairman, Telangana State Council for Higher Education

Guest of Honor-Mr. M. Sravan Kumar, Senior Vice President-Operations; Zintec Software Solutions

Eminent Guest-Mr. Mohd. Yusuf Khan, Managing Partner, Aditya Birla Financial Services

Guest of the Day-Mr. Rasheed, Vice President-HR, Infra Engineering Consulting Company

Special Guest-Shri Komanduri Ramachary, Singer, Trainer and Music Director

The college conducted competitions for students and the winners and runners were given away prizes by the delegates on the dais. The college also gave certificates to students of MBA IV semester for excellent performances in placements, consistency in attendance, project work, participation in events and so on. The vote of thanks was proposed by Mr. G.N. Satish Kumar, HOD-MBA which was followed by informal events.



IMPORTANT DATES IN APRIL

11th and 12th April: I internals for MBA II semester

25th and 26th April: II Internals for MBA IV semester

Realty Bytes

NATIONAL CONFERENCE

THE ORGANIZERS



AVEKSHAA- THE ANNUAL DAY





IN NEWS

NATIONAL CONFERENCE

వ్యాపార రంగంలో రాణించాలంటే మార్కెట్ పై అవగాహన అవసరం

మలక్ పేట: మూసారంబాగ్ లోని ఆరోరా పీజీ కళాశాలలో గురువారం పోటీ ప్రపంచంలో వ్యాపార నిర్వహణపై జాతీయ సదస్సు -2016ను నిర్వహించారు. ఈ సదస్సుకు ఉస్మానియా యూనివర్సిటీ ఆకాడమీ అడిట్ సెల్ డైరెక్టర్ ప్రొఫెసర్ ఆర్. నాగేశ్వరరావు ముఖ్య అతిథిగా హాజరై జ్యోతి ప్రజల్యన చేసి కార్యక్రమాన్ని ప్రారంభించారు. అనంతరం ఆయన మాట్లాడుతూ వ్యాపార రంగంలో రాణించాలంటే మార్కెట్,

వ్యాపార మెతుకులపై అవగాహన కలిగి ఉండాలన్నారు. పోటీని తట్టుకుని నిలబడటానికి అవసరమైన సలహాలు, సూచనలు ఇచ్చారు. ఇన్ స్టిట్యూట్ ఆఫ్ పబ్లిక్ ఎంటర్ ప్రైజీస్ నియర్ ఫ్యాకల్టీ మెంబర్ డాక్టర్ సరోజనాథ్ మీనన్, మెట్రో రైల్ జీఎం సంజయ్ కపూర్, ఆరోరా బిజినెస్ స్కూల్ డీన్ ప్రొఫెసర్ శ్రీనివాస్ రెడ్డిలు ప్రసంగించారు. పీజీ విద్యార్థులు పరిశోధన పత్రాలను సభకు ప్రజెంట్ చేశారు.



సదస్సులో మాట్లాడుతున్న ప్రొఫెసర్ నాగేశ్వరరావు

ఆరోరా కళాశాల ప్రెసిడెంట్, డైరెక్టర్ బి. మోహన్ అధ్యక్షతన జరిగిన సదస్సులో కళాశాల సెక్రటరీ నిమ్మటూరి రమేష్, ప్రొఫెసర్ పినాకహాణి, మాధవ్, విశ్వనాథం, ప్రోగ్రామ్ కోర్డినేటర్లు సతీషకుమార్, శీరిష, రత్నవాలి, 150 మంది ప్రతినిధులు పాల్గొన్నారు.

నాక్కి Fri, 08 April 2016
epaper.sakshi.com/c/9564406



AVEKSHAA 2K16



పరిశోధన రంగంలో రాణించాలి



బహుమతులను ప్రధానం చేస్తున్న అతిథులు

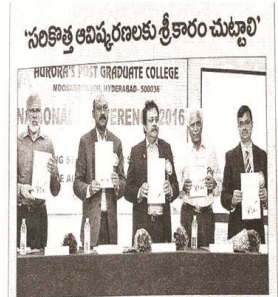


మాట్లాడుతున్న ప్రొఫెసర్ శంకలం

కోలాహలంగా ఆరోరా అవేక్షా-2016

వికృతపల్లి: ఆరోరా పీజీ కళాశాల (మూసారంబాగ్) వార్షికోత్సవాన్ని అవేక్షా-2016 పేరిట గురువారం బాగ్ లింగంపల్లిలోని ఆర్టీసీ కల్యాణముండంపల్లిలో కోలాహలంగా జరిగింది. ఈ సందర్భంగా కళాశాల విద్యార్థులు ప్రదర్శించిన ఆధునిక, పాశ్చాత్య నృత్యాలు ఉద్బుతంగా ఉన్నాయి. అనంతరం జరిగిన సమావేశంలో తెలంగాణ ఉన్నత విద్యామండలి వైస్ చైర్మన్ ప్రొఫెసర్ మల్లేష్ శంకలం, జింటిక్ సాఫ్ట్ వేర్ సొల్యూషన్స్ సీనియర్ వైస్ చైర్మన్ జి. శ్రీనివాస్ రెడ్డి, అధికారికంగా సైన్స్ మేనేజింగ్ ఫాకల్టీ మహర్షి యూసేబియా, గాయకుడు కొమాండారి రామాచారి, ఇన్ ప్రా బంజురింగ్ కంపెనీ కంపెనీ ఉపాధ్యక్షుడు రమేష్, ఆరోరా విద్యా సంస్థల కార్యదర్శి డాక్టర్ నిమ్మటూరి రమేష్ బాబు, చైర్మన్ రాజబాబు ప్రసంగించారు. ఆటుపోట్లను తట్టుకుంటూ విజయవంతం సాగాలన్నారు. అనంతరం సబ్జెక్టులో ప్రతిభ కనబరిచిన విద్యార్థులకు బహుమతులు, సర్టిఫికేట్లు ప్రధానం చేశారు.

బాగ్ లింగంపల్లి విద్యార్థులు పరిశోధన రంగంలో బాగా రాణించాలని తెలంగాణ రాష్ట్ర ఉన్నత విద్యామండలి వైస్ చైర్మన్ ప్రొఫెసర్ శంకలం సూచించారు. ఆరోరా పీజీ కళాశాల (మూసారంబాగ్) వార్షికోత్సవం గురువారం ఆర్టీసీ కళాశాలలో జరిగింది. ముఖ్య అతిథిగా హాజరైన ప్రొఫెసర్ శంకలం మాట్లాడుతూ విద్యార్థులు విద్యకోసాటు అన్ని రంగాల్లో రాణించాలన్నారు. ప్రతి విద్యార్థి ఉన్నత విద్యను అభివృద్ధి చేసుకోవాలన్నారు. సామాజిక స్పృహను కలిగి ఉండాలన్నారు. ఈ సందర్భంగా విద్యార్థులు ప్రదర్శించిన పలు సాంస్కృతిక ప్రదర్శనలు ఆకట్టుకున్నాయి. అనంతరం ఉత్తమ ప్రతిభ కనబరిచిన విద్యార్థులకు జ్ఞాపకంపత్రం అందజేశారు. కార్యక్రమంలో జింటిక్ సాఫ్ట్ వేర్ సొల్యూషన్స్ సీనియర్ వైస్ చైర్మన్ జి. శ్రీనివాస్ రెడ్డి, అధికారికంగా సైన్స్ మేనేజింగ్ ఫాకల్టీ మహర్షి యూసేబియా, గాయకులు రామాచారి, ఇన్ ప్రా బంజురింగ్ కంపెనీ ఉపాధ్యక్షుడు రమేష్, ఆరోరా విద్యా సంస్థల కార్యదర్శి డాక్టర్ రాజబాబు, రమేష్ బాబు ప్రధానం చేశారు. అధ్యక్షులు తదితరులు పాల్గొన్నారు.



కాంపిటీటివ్ సావరీరమ్ అవిష్కరణకు వాగ్ శ్రీకారం చుట్టాలి

మలక్ పేట, ఏప్రిల్ 7: వ్యాపార రంగంలో పోటీని తట్టుకొని నిలబెట్టుకునేందుకు పరిశోధన అవసరం అని ప్రొఫెసర్ నాగేశ్వరరావు అన్నారు. గురువారం మూసారంబాగ్ లోని ఆరోరా పీజీ కళాశాలలో 'ఎవెక్షన్ 2016' ప్రోగ్రామ్ కింద కాంపిటీటివ్ అవార్డులను వాగ్ శ్రీకారం చుట్టారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ వ్యాపార రంగం కొత్తంతలు కొత్తను సేవకుంట్లో పోటీని నిలబెట్టుకోవడానికి పరిశోధన అవసరం అని ప్రస్తావించారు. వ్యాపార రంగం అతి ఖచ్చితమైనది, వెచ్చుకోవడానికి ముందుకు వెళ్లినప్పుడు అభివృద్ధి చెందాలంటారు అన్నారు. ఈ సందర్భంగా ఆయన కాన్వెన్షన్ సావరీరమ్ విషయం తెలిపారు. విజ్ఞానం అభివృద్ధి కోసం పాఠశాలల్లో ప్రాథమికంగా ప్రాజెక్టులు చేపట్టాలి, ఎల్ ఆర్ డీ జింటిక్ మేనేజింగ్ సంజయ్ కపూర్, ఆరోరా బిజినెస్ స్కూల్ డీన్ శ్రీనివాస్ రెడ్డి, ఆరోరా పీజీ కళాశాల డైరెక్టర్ బి. మోహన్, ఆరోరా పీజీ కళాశాల కార్యదర్శి నిమ్మటూరి రమేష్, అవార్డు పినాకహాణి, అవార్డు మాధవ్, అవార్డు బి. విశ్వనాథం, అవార్డులు పాల్గొన్నారు.

