

## Contents

S.No.	Title	Page No.
1.	A Study on Impact of Demonetisation on the Usage of E-Wallets among the Post-Graduation Students with Special Reference to Hyderabad <i>A. Kotishwar and P. Alekhya</i>	1
2.	A Study on Telangana Grameena Bank and Impact of Agriculture Credit on Rural Development <i>N. Dhanraj and J. V. Rangeswara Reddy</i>	8
3.	Financial Services Organizations: A Sustainable Transformation through Digitalisation for Growth Prospects <i>K. Prabhu Sahai</i>	15
4.	A Study of Entrepreneurial Success in Small Enterprises in Chittoor District of Andhra Pradesh <i>N.G.A Prasad and Shaik Mahaboob Syed</i>	20
5.	Customer Satisfaction towards Online Shopping: A Study on Hyderabad Respondents <i>V. Devender and K. Ramesh</i>	27
6.	Digital Transactions Impact on Banking Growth with Reference to SBI and ICICI Bank <i>Nagamani. V.V. and A. Prabhu Kumar</i>	32
7.	Leadership in the Digital Era <i>M. Satya Prakash and Sindhu</i>	38
8.	Change Role of Learning and Development in Digital Age <i>S. Rajeswari, M. Ramakrishna Reddy, D. Raghunatha Reddy, N. Chandrasekhar</i>	42
9.	A Study on Women from Weaker Sections Cling to Jobs (A Case Study on “Corporate Exposure, Role Models, Mentoring Go Long way in Tapping Potential”) Chennakeshi Ganesh, Nagaluti Rama Krishnudu and Ganji Suresh Kumar	49
10.	E- Governance in Digital Era- Issues and Challenges <i>S. Kalyan and Sindhu</i>	53

11.	Opportunities in Online Education to Influence Student Mindsets for Enhanced Learning and Employability in Indian Business Schools Prasad R, Aryasri A.R., and Prabhu Kumar A.	59
12.	Blockchain Technology as a Platform for Digitalisation in Finance <i>Sindhu and G. V. S. Nalini</i>	64
13.	I-Spy? Ethical Perspectives on People's E-Lifestyles and Data Breach by E-Commerce in India <i>Mayuri Chaturvedi</i>	72
14.	EHRM is a Boon or Bane in Digital Era <i>G. Srilakshmi</i>	76
15.	An Empirical Study on Digitalization and the Performance of MSMEs with Special Reference to Hyderabad District <i>Syeda Ikrama and Badiuddin Ahmed</i>	84
16.	Competency Mapping A Significant Dimension in Human Resource Management <i>Syeda Ruksana and Badiuddin Ahmed</i>	89
17.	A Study on Factors Influencing Faculty Attitude towards Integration of ICT in Teaching Learning Process <i>Y. Srinivasa Rao, V. Vishnu Vandana and M Anil Ramesh</i>	95
18.	Supply Chain Management in E-commerce Environment: Issues and Opportunities <i>Katipalli Karthik and V. Mohan Kumar</i>	103
19.	Proficiencies of Visionary Leaders for Effective Change Management in Multivariate Organizations <i>Vahini Reddy</i>	110
20.	Contemporary Business Issues in Digital Era in the Field of Entrepreneurship <i>S.V. Ramana</i>	115
21.	Contemporary Trends of Supply Chain Analytics in Digital Era <i>E. Saraswati Ramani, P. Kameswari and A. Prabhu Kumar</i>	119
22.	Customized Digital Campaigning for Customer Experience <i>K. Sowjanya Reddy and E. Satish Reddy</i>	123
23.	Contemporary Business Management Issues in Adoption of Digitalised E-Commerce Services by Consumers in India: A Case Study Analysis Approach P. Dolly Diana and T. Ananth Narayan	128

24.	Impact of Digitalisation in Investment Markets <i>P. Harika</i>	132
25.	A Study on Current Challenges in Supply Chain in a New Product Development Area of Generic Pharmaceutical Companies <i>V. Vinothkumar and A. Prabhu Kumar</i>	141
26.	Socio-Economic Empowerment of Rural Women Through Digital India Initiatives <i>N. Venkatesh and A. Prabu Kumar</i>	147
27.	Paper Presentation <i>N. Saimounika and M. Suryateja</i>	151
28.	Fin Tech Revolution: Is India Ready? <i>V. Venkateswara Rao and V. Navya Sudha</i>	154
29.	A Journey of Digital Transformation-Role of HR <i>S. Padma</i>	159
30.	Adoptive Leadership: In Turbulent Times of VUCA World Emmanuel DK Meduri and A. Nageswara Rao	162
31.	Wealth Management Issues in Digital Era <i>Sushma Sai A and Sindhu</i>	168
32.	Blockchain Technology to Revolutionize Business Operations <i>Jasti Joel Jay Kumar and V. Mohan Kumar</i>	173
33.	An Empirical Study on Mobile ERP Systems <i>Naveen Kumar Meesala</i>	180
34.	“The Role of Information Technology in HR Practices in Retail Organisations with Respect to Selected Retail Units in Hyderabad” <i>Ramesh Gotte</i>	187
35.	TS-IPASS and T-HUB The Game Changer in Entrepreneurship <i>B. Suresh Kumar and M. Gayatri</i>	192
36.	Fostering Entrepreneurial Education in Digital Era: Role of ICT <i>V.A. Sasi Rekha and K. Suguna (M Com)</i>	196
37.	Contemporary Training and Development Practices in Digital India <i>K. Sandhya</i>	201