



Estd: 1853

An Autonomous Institution  
since 2000

**GOVERNMENT COLLEGE (A)**  
**RAJAHMUNDRY**  
**DEPARTMENT OF COMMERCE**

**NATIONAL SEMINAR ON**  
**STRATEGIC TRENDS IN HUMAN**  
**RESOURCE MANAGEMENT**

**23rd December 2024**









**GOVERNMENT COLLEGE**

RAJAHMUNDRY, ANDHRA PRADESH | **AUTONOMOUS**  
ISO - 21001 : 2018, ACCREDITED BY - NAAC - A+  
**AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY**

**One Day  
National Seminar on  
“Emerging Trends in Strategic  
Human Resource Management”  
On 23<sup>rd</sup> December 2024**

One Day National Seminar on  
“EMERGING TRENDS IN STRATEGIC HUMAN RESOURCE  
MANAGEMENT”

23-12-2024

Programme Sheet

Inauguration

**WELCOMING THE GUESTS AND ANNOUNCEMENTS (09:30 - 09:35)**

**Dr. B Prathima**, Lecturer in Commerce

**ORDER OF INVITATIONS TO DAIS**

**1. Chairperson**

Dr. Ramachandra R.K  
Principal, GC(A), Rajamahendravaram.

**2. Co- Patron, Chief Guest**

Dr. S.Sobha Rani, RJDCE, ZONE-2

**3. Guest of Honour**

Prof.G.Sudhakar.  
Registrar, Adikavi Nannaya University, Rajamahendravaram,

**4. Resource Person**

Dr.Muralidhar Panchagnula(h.c),  
Senior Advisory Consultant Health Care Management Hyderabad

**5. Resource Person**

Prof.N.Uday Bhaskar,  
Head and Chairman BoS Department of Commerce and Management Studies.  
ADIKAVI NANNAYA UNIVERSITY RAJAHMUNDRY

**6. Co-Chairperson**

K.Sri Ram Murthy Vice principal, GC(A), RJY.

**7. Academic Co-ordinator**

Dr. A.Rajeswari , Lecturer in English

**8. Co-ordinator**

Dr. P.V.V.Satyanarayana  
HOD - Department of Commerce & Management

**9. Convenor**

Dr. A.A.Annapurna, Lecturer in Commerce , IQAC Coordinator

**10. Organizing Secretary**

Dr.P.Shanmukha rao, Lecturer in Commerce

**LIGHTING THE LAMP** (09:35 - 09:37)

Distinguished guests on Dais

**PRAYER SONG** (09:37 - 09:40)

by \_\_\_\_\_

**PRESIDENTIAL REMARKS** (09:40 - 09:45)

**Dr. Ramachandra R.K**

Principal

**DEPARTMENT REPORT** (09:45 - 09:50)

**Dr. P. V. V. Satyanarayana**

HOD - Department of Commerce & Management  
Coordinator of Workshop

**OVERVIEW OF THE WORKSHOP** (09:50-09:55)

**Dr. A.A. Annapurna**

Lecturer in commerce  
Convenor of Workshop

**ADDRESS BY CHIEF GUEST** (09:55-10:00)

**Dr. S.Sobha Rani,**

Honourable RJDCE, Zone-II.

Invitation and reading of profile by -----, Lecturer in  
Commerce

**ADDRESS BY GUEST OF HONOUR** (10:00-10:05)

**Prof.G.Sudhakar.**

Registrar,  
Adikavi Nannaya University  
Rajamahendravaram, Andhra Pradesh.

Invitation and reading of profile by -----, Lecturer in  
Commerce

## **Technical Sessions By Resource persons**

**Session 1.** Dr.Muralidhar Panchagnula (h.c) (10.05 - 11.05)

**Topic:** Importance of Early Career Planning

Invitation and reading of profile by Smt. -----  
Lecturer in Commerce

**TEA & SNACKS BREAK** (11:05-11:15)

**Session 2.** Paper Presentations by Participants (11.15- 01.00)

**LUNCH BREAK** (01.00 - 02:00)

**Session 3.** Prof.N.Uday Bhaskar (02.00 – 03.00 )

**Topic:** Issues and Challenges in SHRM

Invitation and reading of profile by ----- Lecturer in  
Commerce

**Session 4.** Paper Presentations by Participants (03.00 - 04.00)

**TEA & SNACKS BREAK** (04.00- 04.10)

**Valedictory**

**FEEDBACK FROM PARTICIPANTS** (04.10- 04.25)

**Felicitation to Guests, Resource Persons** (04.25 – 04.40)

**DISTRIBUTION OF CERTIFICATES TO PARTICIPANTS** (4.40 – 4.50)

**VOTE OF THANKS (4.50 – 4.59)**

**by Dr. P Shanmukaha Rao Lecturer in commerce, Organizing Secretary**

**NATIONAL ANTHEM. (At 4.59)**

# REPORT ON NATIONAL SEMINAR

## ORGANISED BY

## DEPARTMENT OF COMMERCE

23 December,2024

The program started with an inaugural session. **Dr.B.Prathima**, lecturer in commerce welcomed all the Dignitaries onto the Dias. After that, the Program was followed by lighting the lamp by distinguished guests on Dias. Prayer song sung by **R. Vamsi Krishna(II M.Com)**. After that presidential remarks were given by principal **Dr.Ramachandra. R.K.** Followed by department report by the in charge of the Department of Commerce **Sri.P.V.V.Satyanarayana**. After that, an overview of the seminar was given by **Dr. A. A. Annapurna** convener of the seminar. Afterwards, the keynote address was given by **Dr.Muralidhar.Panchangula(h.c)**, **Senior Advisory Consultant, Health Care Management, Hyd.**

After the Tea Break, Profile of **Dr.Muralidhar.Panchangula** read by **T.Ratna Beena(III BBA Gen)**

### Session-1

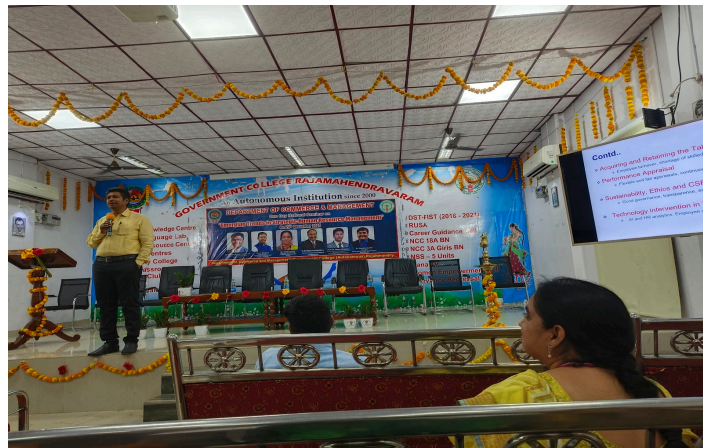


Session starts with **Dr.Muralidhar.Panchangula(h.c), Senior Advisory Consultant, Health Care Management, Hyd.** He explained about

- Focus on creative positive employee experience to boost satisfaction, retention and productivity
- Use of surveys, feedback tools, and pulse checks to understand employee needs.
- Flexible work arrangements, wellness programmes and career development opportunities.
- Personalised training programmes with business goals and technological changes.
- Partnerships with educational Institutions and Online learning platforms.
- Latest HR action plans in the Corporate world.
- Outcomes of the latest strategic trends of HRM
- Students academic & professional career Progression.

## **Session -2**

Profile of **Prof. N. Udaya Bhaskar** read by **K.Amrutha(II B.Com-FS)**



## **Session -2**

After the Lunch Break Next Session by **Prof. N. Udaya Bhaskar, Head & chairman BOS, Department of Commerce and Management Studies, Adikavi Nannaya University, Rajahmundry.** He explained about **Issues and Challenges in HRM.**

- Learning and development
- Change Management.
- Workforce diversity in globalization.
- Employee engagement, flexibility and satisfaction.
- Conflict Management and Negotiation
- creating and sustaining positive organizational culture
- compensation Management
- Joyful workplace environment, safety.
- Continue Professional development.



**After the tea break paper presentations were given by the participants.**

### **Valedictory Remarks**

Valedictory remarks by Dr.A.A.Annapurna , Government Degree (A) College, Rajahmundry. The Principal Sir appreciated all the faculty of Commerce Department for organizing such a great event. He told that it's a great chance to listen from an Efficient Resource Persons. He also expressed that this seminar is not only informative but also motivational.

**Felicitation to the speakers by the Principal and the Department of Commerce.**

**Felicitation to the Principal, Seminar Convener, Coordinator and Organizing Secretary.**

### **Feedback by students**

Feedback has been given by the following students

1. P.Mounika—I MBA, Aditya Degree and PG College.
2. Prasanna –II B.Com(EMC) sec—II
3. Yashoda – II M.Com

**Certificates Distribution to the paper presenters and Faculty Participants:**

1. Dr.B.P.Narasa Reddy
2. Ch.Appa Rao
3. S.CH.Sivaji
4. C.Brahmaiah
5. J.Vijay Praksh
6. A.Anil Kumar
7. K.V.Rama Murthy
8. D.Rama Krishna

**Certificates Distribution to the student Participants:**

1. P. Mounika I.MBA
2. Yashoda II.M.Com
3. P.Durga Prasad BBA (G)
4. A.Naveen II.B.Com(CA)
5. Ch.Bhavani II.B.Com(CA)

**Vote of thanks by Dr. P.Shanmukh Rao Organising Secretary of the Seminar**

He thanked each and every member namely who involved in this seminar and made it a Grand Success.

# PHOTO GALLERY







## GOVERNMENT COLLEGE (AUTONOMOUS), RAJAHMUNDRY

East Godavari District., Andhra Pradesh - 533 105

(Affiliated to Adikavi Nannaya University)

An Autonomous Institution Since 2000

Accredited by NAAC(RAF-2017) with "A+" Grade(CGPA : 3.38/4.00)

### Department of Commerce and Management Studies



One Day National Seminar on  
**"Emerging Trends in Strategic Human Resource Management"**



This is to Certify that Dr./Mr/Mrs/Miss .....  
has participated/Presented Paper Titled..... in  
One Day National Seminar on **"Emerging Trends in Strategic Human Resource Management"**  
organized by Department of Commerce and Management Studies, Government College (Autonomous), Rajahmundry  
on 23<sup>rd</sup> December 2024.

**Dr. Shanmukha Rao**  
Organizing Secretary

**Dr. A.A.Annapurna**  
Convenor

**Dr. P.V.V. Satyanarayana**  
Coordinator

**Dr. Ramachandra R.K.**  
Chairperson





# Feedback Form

## National Seminar on "Emerging Trends in Strategic Human Resource Management"

monnikaseru@gcrjy.ac.in [Switch account](#)

 Not shared



\* Indicates required question

DESIGNATION \*

- Academician
- Research Scholar
- Student

11	2024/12/	Student	MALLIPL COMME	III Year E GOVT D	Rajahmu	9553288	sanjay20	Excellent	Excellent	Very Good	Excellent	Very Good	No
12	2024/12/	Student	DASU S. Commer	3rd year, GOVERN	Tadithote	9121412	kumar20	Excellent	Excellent	Excellent	Excellent	Excellent	Nil
13	2024/12/	Student	GANTIM DEPART	3rd B.CC GOVERN	1-54 GO	9390245	srinu202	Very Good	Very Good	Good	Excellent	Very Good	Nil
14	2024/12/	Student	K.Avisns Commer	B.com cc Governr	gcrjy ( ra	9032406	kumar20	Excellent	Excellent	Excellent	Excellent	Excellent	No
15	2024/12/	Student	Haridasu Commer	Bcom(C/ Governr	Rajahmu	7032733	prasad2	Excellent	Excellent	Excellent	Excellent	Excellent	No
16	2024/12/	Student	Narsi Vis Commer	B.com ( Govt deg	Rajahmu	6305860	viswanar	Excellent	Very Good	Very Good	Excellent	Very Good	No
17	2024/12/	Student	DONDAI COMME	3rd B.CC GOVERN	23-11-11	8712114	rajesh20	Good	Good	Good	Good	Good	Nil
18	2024/12/	Student	B Teja Commer	BBA eve Governr	Rajahmu	9160568	teja3242	Good	Good	Very Good	Excellent	Good	No
19	2024/12/	Student	ANDALA DEPART	B.Com ( GOVT C	2-9 Anba	9492362	reddy20	Very Good	Excellent	Very Good	Excellent	Excellent	Nil
20	2024/12/	Student	S prame. Commer	Bcom ac Governr	Rajamun	9542282	kumari3	Excellent	Very Good	Very Good	Very Good	Excellent	No
21	2024/12/	Student	M Siva F Commer	B.com cc Govt coll	Kadiyapu	6303930	ramakris	Very Good	Good	Good	Very Good	Good	Nil
22	2024/12/	Student	Manikyal Commer	3rd B.col Governr	Governr	7569781	divya202	Excellent	Excellent	Excellent	Very Good	Very Good	Develop
23	2024/12/	Student	GUNURI Commer	3rd B.col Governr	Rajahmu	8187883	sri20223	Very Good	Excellent	Excellent	Very Good	Very Good	Develop
24	2024/12/	Student	Kodi sek Commer	B.com cc Governr	Rajamun	9154577	sekhar3	Excellent	Excellent	Excellent	Excellent	Excellent	No
25	2024/12/	Student	Penke.P. Commer	3rd B.Co Governr	Rajahmu	7842739	padmini2	Excellent	Good	Very Good	Very Good	Average	Develop
26	2024/12/	Student	Chelluri. Commer	2 ed yea Governr	Rajahmu	9014879	Meghan	Excellent	Good	Average	Good	Very Good	No
27	2024/12/	Student	Rudra Ki Commer	3rd B CC Govt coll	Nidadavu	8019889	Kumar 2	Good	Very Good	Very Good	Very Good	Very Good	Nil
28	2024/12/	Student	Pilli Laks Commer	B.com (C Governr	Rajamah	9959679	gayathri	Excellent	Very Good	Excellent	Good	Excellent	Good
29	2024/12/	Student	M Deepil Commer	2nd Bcor Governr	Rajahmu	7702471	deepika3	Good	Very Good	Good	Good	Very Good	No
30	2024/12/	Student	DADI RA Commer	B.com cc Govt Aut	Rjy	9948746	ratnam2	Excellent	Very Good	Very Good	Very Good	Excellent	Good
31	2024/12/	Student	gangi Siv commerc	B.B.A EV governr	Rajahmu	9908324	Balaji32	Excellent	Very Good	Good	Excellent	Very Good	No
32	2024/12/	Student	M.subrar Commer	1st year Governr	Rajamar	6303802	Matte an	Excellent	Very Good	Good	Good	Excellent	No
33	2024/12/	Student	R.geethil Commer	2024 Rjy gove	Rjy	7995445	mahalak	Good	Good	Good	Good	Good	No
34	2024/12/	Student	Pylachar Commer	B.com cc Governr	Rajahmu	8688859	kala2022	Excellent	Excellent	Excellent	Excellent	Excellent	Good me
35	2024/12/	Student	Terli vijay Commer	Bcom ca Govt coll	Rajahmu	7993141	kumar20	Excellent	Very Good	Excellent	Excellent	Very Good	No
36	2024/12/	Student	Pemmar Commer	B. Com ( Governr	Pemmar	7989219	sangitha	Good	Good	Good	Good	Good	Nil
37	2024/12/	Student	D. Kowsi Commer	B. Com c Governr	2-24/2 of	8184814	kowsaly	Very Good	Good	Very Good	Excellent	Very Good	No
38	2024/12/	Student	Lakkoju I Departm	B. Com c Governr	Sriramne	9014228	mounika	Good	Good	Good	Good	Good	No
39	2024/12/	Student	Ch.Laksh Commer	B.com (C Govt Aut	Rajamah	8977461	chintapa	Very Good	Good	Very Good	Good	Excellent	Thank yo
40	2024/12/	Student	D.Sai Du Commer	B.com C. Governr	Rajmend	9381620	saidurga	Excellent	Very Good	Good	Very Good	Excellent	Thank yo
41	2024/12/	Student	Konda. S Commer	B. Com(C Governr	Rajahmu	9515897	Pavithra	Excellent	Very Good	Good	Very Good	Good	Thank yo
42	2024/12/	Student	Yalla Kris Commer	B.com cc Governr	Rajahmu	7671946	ganga20	Excellent	Excellent	Excellent	Excellent	Excellent	Good me
43	2024/12/	Student	Bonu Na Commer	BBA Eve Governr	Bolleddu	9346651	naveen3	Good	Very Good	Very Good	Excellent	Excellent	No
44	2024/12/	Student	K.sneha Commer	B.com gc Governr	Alcot gar	8500668	durga32	Excellent	Excellent	Excellent	Excellent	Excellent	No
45	2024/12/	Student	SHEIK B Commer	B.com (c Governr	JAGGAN	9346020	msk715	Excellent	Very Good	Very Good	Excellent	Very Good	No
46	2024/12/	Student	KANDEL Commer	B.COM (AUTONC	Rajahmu	9908646	sudhaka	Very Good	Very Good	Very Good	Very Good	Very Good	Yes
47	2024/12/	Student	Mungara Commer	B.com cc Arts	Rjy	9398643	vennela2	Good	Excellent	Good	Excellent	Very Good	No
48	2024/12/	Student	Sadala v Commer	B.com (C Govt coll	Rajahmu	6303997	sadalavi	Very Good	Good	Excellent	Very Good	Excellent	Thank yo
49	2024/12/	Student	Vegi laks Commer	B. COM GOVERN	RAJAHM	8500315	kumar20	Good	Very Good	Good	Good	Good	Overall g
50	2024/12/	Researc	Ramakri: Management	Aditya D: 2-107, TI		9030233	rkdasiga	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
51	2024/12/	Student	JAKKAM Commer	B.com(fs Arts colle	Rajamar	8074258	sai32322	Excellent	Excellent	Excellent	Excellent	Excellent	No
52	2024/12/	Student	Y.V.V.S Commer	M.Com 1 Governr	LIG II 28	7396011	yvssgar	Excellent	Excellent	Excellent	Excellent	Excellent	Nothing
53	2024/12/	Researc	SHAIK R Management	ADIKAVI DCMS A		9985022	shaikrah	Very Good	Excellent	Very Good	Very Good	Excellent	Nil
54	2024/12/	Student	Mid gous Commerce	Govt coll	Rajahmu	9059273	gousijani	Excellent	Excellent	Excellent	Excellent	Excellent	Na
55	2024/12/	Student	DOPPAS COMME	B. COM Governr	Dubache	9030582	veeranja	Excellent	Excellent	Excellent	Excellent	Excellent	No
56	2024/12/	Student	SIRIKI. K Commer	B. Com f Governr	Dowlaisv	9391862	geetha3	Excellent	Excellent	Excellent	Excellent	Excellent	No
57	2024/12/	Academi	V.Usha F Economics	Governr	Amadala	9441865	dwivedul	Excellent	Very Good	Excellent	Very Good	Excellent	Very use
58	2024/12/	Academi	PNV PR. Mathematics	SWR GC KANCHI		9441039	prasad.p	Very Good	Excellent	Very Good	Very Good	Very Good	No sugg
59	2024/12/	Student	NANDH' Commer	B.com-hc Governr	Kunavar	9705955	lakshmi3	Excellent	Excellent	Excellent	Excellent	Excellent	No
60	2024/12/	Student	Miriyala J Commer	B.com c Governr	Rajamun	9966156	sainadh2	Good	Good	Good	Good	Good	-----
61	2024/12/	Student	Vanapalli Commer	BBA DIG Governr	Velicher	9398377	sankar2	Good	Good	Good	Good	Good	Every sir
62	2024/12/	Student	Kasa Div Commer	3rd year Govt.Arts	Tadithote	9063024	suprathil	Very Good	Good	Good	Very Good	Very Good	Very good
63	2024/12/	Student	Shaik. S Commer	2B.COM GOVERN	Rahamu	9618978	fathima3	Excellent	Very Good	Good	Very Good	Excellent	No
64	2024/12/	Student	TANINKI Commer	B.com-hc GOVERN	Dowleisv	8897400	sree323	Excellent	Excellent	Excellent	Excellent	Excellent	No
65	2024/12/	Student	Podili Sa Commer	III BBA D Governr	10-164, t	9676636	Samyukt	Excellent	Very Good	Very Good	Very Good	Excellent	No
66	2024/12/	Academi	Dr. D. Cf Commerce	SRR & C Vijayawa		9533055	dchappa	Excellent	Very Good	Excellent	Very Good	Excellent	This serr
67	2024/12/	Student	Chodi ch Commer	B.Com o Governr	Addamp	8374974	christap	Excellent	Good	Excellent	Good	Very Good	NO
68	2024/12/	Student	Reddy D Commer	1st year Governr	Labbarth	9398828	reddydu	Excellent	Very Good	Very Good	Good	Excellent	Very good
69	2024/12/	Student	T.Ramkir Commer	1st B.col Governr	Sankara	6281099	balubhai	Excellent	Very Good	Excellent	Very Good	Excellent	Very good
70	2024/12/	Student	Vanacha Commer	1st B.Co Governr	Sankara	7075033	sandeep	Excellent	Very Good	Very Good	Excellent	Very Good	Very good
71	2024/12/	Academi	G.Leela Commerce	Governr	Rajahmu	9398003	madhurj	Good	Good	Excellent	Excellent	Excellent	It is Usef
72	2024/12/	Student	Gokavar: Commer	3 BBA D Governr	Mandapa	7659952	kumar20	Very Good	Very Good	Excellent	Very Good	Excellent	No
73	2024/12/	Student	Pulapalli Commer	B.com cc Autonon	Gajjaran	9381917	venkates	Excellent	Excellent	Very Good	Good	Excellent	No
74	2024/12/	Student	J.Naga s Commer	BBA [Dig Govt aut	Narayan	9381927	satish32	Very Good	Very Good	Excellent	Very Good	Excellent	No
75	2024/12/	Student	R. Prade Commer	2. B.col Arts colle	Velicher	9347155	relangipr	Excellent	Excellent	Excellent	Excellent	Excellent	Good
76	2024/12/	Student	Padamal Commer	B.cmi/CA Govt Aut	Rajahmu	7794937	bhavani2	Very Good	Good	Good	Very Good	Good	No

# Commerce National Seminar



Estd: 1853

An Autonomous Institution  
since 2000

**Department of Commerce Organized by**  
**One day National Seminar on**  
**“Emerging Trends in Strategic Human**  
**Resource Management”**  
**on 23rd December, 2024 in Dr. B. R.**  
**Ambedkar seminar hall, Govt. College(A),**  
**Rajahmundry.**



