

**SRINIVAS INSTITUTE OF MANAGEMENT STUDIES,
PANDESHWAR MANGALORE-575001**

Website: www.srinivasgroup.com



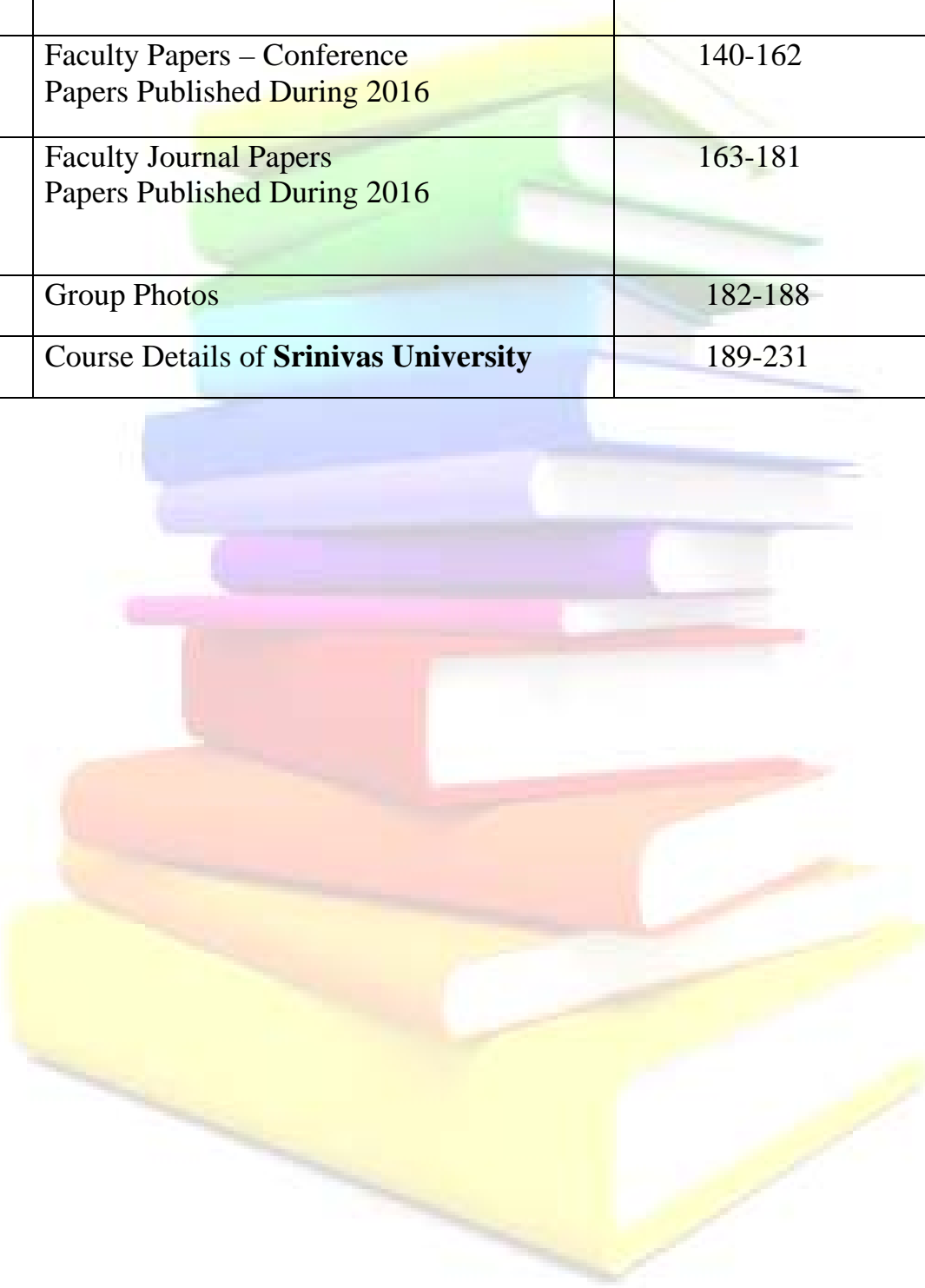
**CONSOLIDATED ANNUAL REPORT FOR
THE ACADEMIC YEAR
2016-2017**

**With
Course Details of**

**SRINIVAS UNIVERSITY
In a Nutshell**

CONTENTS

Sl.No	Title	Page No
1	Introduction	3-4
2	Admission	5
3	Faculty and study books: Course-wise, Sem. wise, name of faculty and title	6-14
4	Certificate Programmes : Course-wise List for both Semesters.	15-16
5	Workshops/Training Programmes : Course-wise List for both Semesters.	17
6	Cultural Programmes/Competitions: Course-wise List for both Semesters.	17
7	Sports/Games List:	18
8	NSS & Red Cross Activities:	19
9	Forum Activities:	20
10	Conferences Organized & Details	20
11	Working Papers in 2016	21-24
12	Faculty Books & Edited Books	25
13	Faculty Reviewed Papers	26-77
14	SIRRA Activities	78-80
15	Industry Visits Organized	81
16	Guest Lectures Organized	82
17	Ranks by Students	83
18	Other Student Achievements	84
19	Library Report	84
20	Computer Lab Report	85-86
21	List of NPTEL Lectures Course-wise	87-90
22	Academic Result Report 2015-16 / 2016-17	91-96
23	MBA Activity Report	97-105
24	M.S.W. Annual Report (Jan-July 2016)	106-107



25	BBM, BCA, B.Com Activity Report	108-139
26	Faculty Papers – Conference Papers Published During 2016	140-162
27	Faculty Journal Papers Papers Published During 2016	163-181
28	Group Photos	182-188
29	Course Details of Srinivas University	189-231

1. Introduction :

Srinivas Institute of Management Studies, Pandeshwar, Mangalore established by A. ShamaRao Foundation in 1999 is offering graduate and post-graduate programs in Management, Computer Applications and Social Work. The institution is offering Two years (4 semester) AICTE approved M.B.A. programme with specialization in Marketing, Finance, Human Resource Management, Production & Systems, and Hospital Administration with an annual intake of 120 students; three years (6 semesters) AICTE approved MCA program with intake of 60 students; two years M.S.W programme with specialization in Medical & Psychiatric social work, Human Resource Development, and Community Development with total intake of 120 students, three years Bachelor of Computer Applications (BCA) with annual intake of 150 students, Bachelor degree in Business Management (BBM) with annual intake of 180 students, and Bachelor in Commerce (B.Com.) with annual intake of 75 students. All these programmes are affiliated to the Mangalore University. The Institution has three state-of-the-art computer labs with 180 networked computers, high speed internet connectivity and adequate software, three comprehensive libraries with about 25,000 textbooks, more than 120 research journals/magazines, and an active training & placement cell. The institution is adopting various teaching & learning methods like case studies, group dynamics, written projects, group discussions, videos, computer-assisted learning packages, role plays, in-basket exercises, and simulation exercises. The college also conducts industry visits and social organization visits for MBA and MSW students respectively to have practical insights.

In order to enhance communication, networking and research ability, every student of MBA program undergoes eight week summer project. The institute arranges monthly workshops and Certificate programs in identified fields to give competitive edge to its students. The institution arranges 10 days foreign industry visit program to UK/USA to its MBA students to provide international exposure. The institution also provides “Earn while Learn” facility to interested students. With the unique facilities like net library, free internet through Wi-Fi, regular classes and student presentations using LCD projectors, regular distribution of Business Standard/Economic Times news paper to each and every student and result oriented co-curricular activities like business case analysis, group discussions, computer based simulation programmes, VCD talks of eminent Management gurus, Business news analysis, Industry visits and interaction with Industry experts, the institution is striving to impart value added education to its students and is committed to provide a learning environment of a high order to its students and qualify them to be competent, skilful professionals in any organization. The College has been identified as one of the few top B-schools in India (Competition World, November 2004 & 2011). The College has registered 100% academic result with abundant distinctions & first classes in University examinations since its inception and the alumni's are well settled in their life in various prestigious positions in the society.

International exposure to MBA students is an innovative way to provide confidence in communication, networking and exposure on international job opportunities. This year the institute

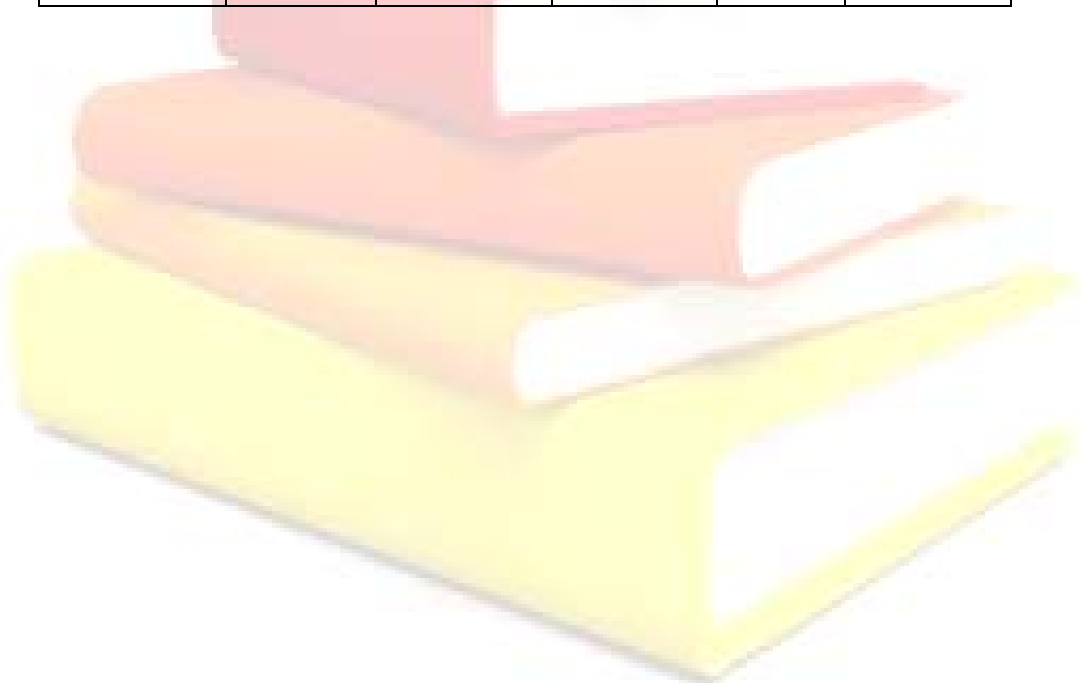
sent its 45 MBA students abroad for 08 days Industry/Business House & Educational Institutions visit to Singapore & Malaysia.

The institution has a separate placement & training cell to train and provide campus placement facility to its students. The institution is providing additional specializations and certification courses to improve the competitive edge of the students. The institution has 22 Faculty members in Business Management, 15 Faculty members in Computer Science and 06 faculties in Social Work Division with ample industry/academic experience and M.Phil./Ph.D. qualifications.



2. Admission:

Course	Seats (Intake)	Admission	Boys	Girls	State/ Other State
MBA	120	111	61	50	44/67
MCA	60	43	21	22	18/25
MSW	60	28	14	14	17/11
BCA	90	70	52	18	18/52
BBA	90	32	26	06	5/27
B.COM.	90	64	59	05	15/49



3. Faculty and study books: Course-wise, Sem. wise, name of faculty and title

MBA I SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Prof. Priti Jeevan	Principles and Practices of Management	Principles and Practices of Management
Prof. Amit Menzes & Prof. Shreepathy.R	Accounting fpr Managers	Accounting fpr Managers
Prof. Varun Shenoy	Organizational Behaviour	Organizational Behaviour
Prof. Shailasri	Business Research Methods	Business Research Methods
Prof. Anumesh	Economics for Managers	Economics for Managers
Dr. P.S.Aithal	Computer Applications in Business	Computer Applications in Business

M.B.A – II SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Prof. Shailasri. V.T	Human Resource Mgt	Human Resource Mgt
Prof. Anumesh Kariappa	Marketing Mgt	Marketing Mgt
Prof. P.S.Aithal & Prof. Amit Menzes	Operations Research	Operations Research
Prof. Varun Shenoy	Soft Skills	Soft Skills
Prof. Preethi Jeevan	Production and Operation Mgt.	Production and Operation Mgt.
Prof. Varun Shenoy	Placement	Placement
Prof. Rodrix	Business Communication	Business Communication

M.B.A. – III SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Prof. Priti Jeevan	Management Concepts & Functions	Management Concepts & Functions
Prof. Amit Menzes	Management Concepts & Functions	Management Concepts & Functions
Prof. Shreepathy R	Management Concepts & Functions	Management Concepts & Functions
Prof. Varun	Management Concepts & Functions	Management Concepts & Functions
Prof. Shailasri. V.T	Management Concepts & Functions	Management Concepts & Functions
Prof. Anumesh	Management Concepts & Functions	Management Concepts & Functions
Dr. P.S.Aithal	Management Concepts & Functions	Management Concepts & Functions
Prof. Amit & Prof. Ramesh Pai	Management Accounting	Management Accounting

Dr. P.S.A ithal	Computer Application in Management	Computer Application in Management
Prof. Ramesh Pai	Strategic Financial Management	Strategic Financial Management
Prof. Shreepathy & Prof. Varun	Security Analysis & portfolio Management	Security Analysis & portfolio Management
Prof. Shailasri V.T	Training and Development	Training and Development
Prof. Keerthan Raj	Employee Relations Management	Employee Relations Management
Prof. Anumesh	Marketing Research and Consumer Behaviour	Marketing Research and Consumer Behaviour
Prof. Priti Jeevan	Promotion and Distribution Mgt	Promotion and Distribution Mgt

M.B.A. – IV SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Prof. Amit Menzes	Strategic Management	Strategic Management
Prof. P.S.Aithal	Operation Research	Operation Research
Prof. Ramesh Pai	Entrepreneurship Development	Entrepreneurship Development
Prof. Amit Menzes	Financial Services	Financial Services
Prof. Varun Kumar S.G.& Prof. Shreepathy R.B	International Financial Management	International Financial Management
Shailasri. V.T	Global Human Resource Management	Global Human Resource Management
Prof. Keerthan Raj	Compensation Management	Compensation Management
Prof. Anumesh Kariappa	International Marketing Management	International Marketing Management
Prof. Preeti Jeevan	Services Management	Services Management
Prof. Varun Shenoy	Placement	Placement
Prof. Rodrix	Business Communication	Business Communication

M.C.A. – III SEMESTER

Name of the Faculty	Subject Taught	Subject Taught
Prof. VaikuntaPai	Database Technologies	Database Technologies
Prof. SubrahmanyaBhat	Linux System Administration	Linux System Administration
Prof. VaikuntaPai	Net Technologies	Net Technologies
Ms. Chaitra& Ms. Poornima	Web Technologies	Web Technologies
Mr. VarunShenoy	Business Communication & Management for IT	Business Communication & Management for IT

M.C.A. – IV SEMESTER

Name of the Faculty	Subject Taught	Subject Taught
Prof. Subrahmanya Bhat	Computer Networks & Routing Technologies	Computer Networks & Routing Technologies
Mrs.Panchajaneshwari	Software testing	Software testing
Prof. SridharaAcharya	Web Programming with PHP	Web Programming with PHP
Prof. VaikuntaPai	Database Programming and Administration	Database Programming and Administration
Prof. SubrahmanyaBhat	Network Management	Network Management
Prof. Vaikunt Pai & Prof. Krishna Prasad	JAVA & J2EE	JAVA & J2EE

M.S.W. – I SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Dr. Suresh Kumar	Social Work History & Philosophy	Social Work History & Philosophy
Dr. I.C.Licyamma	Social Case Work	Social Case Work
Prof. Pradeep M.D	Social Group Work	Social Group Work
Prof. Laveena D'Mello	Organizational Psychology	Organizational Psychology
Ms. Poornima Ghokhale	Basic Computer Skills for Reporting Research	Basic Computer Skills for Reporting Research
-----	Field Practicum	-----
Prof. Varun Shenoy	Communication Skill & Language Proficiency	-----
-----	Seminar& Group Presentation	-----

M.S.W. – II SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Dr. Suresh Kumar	Indian Society- Polity & Economy	Indian Society- Polity & Economy
Prof. Laveena D'Mello	Community Organisation Social Action	Community Organisation Social Action
Dr. I.C Licyamma	Social Welfare Administration	Social Welfare Administration
Prof. Pradeep.M.D	Social Research and Statistics	Social Research and Statistics
Ms. Poornima Ghokhale	Basic Computer Skills for Reporting a Research	-----
Prof. Varun Shenoy	Communication Skill and Language Proficiency	-----

M.S.W. – III SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Dr. Suresh Kumar	Communication Skills and Social Work Practice	Communication Skills and Social Work Practice
Dr. Suresh Kumar	Personnel Management & HRD OR	Personnel Management & HRD OR
Dr. I.C. Licyamma	Medical Media Work	Medical Media Work
Pradeep. M.D	Management Concepts OR Working with Children & adolescents	-----
-----	Field Practicum	-----
-----	Summer Placement	-----
-----	Seminar and Group Presentation	-----

M.S.W. – IV SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Dr. Suresh Kumar Dr. Licyamma	Industrial Relations & Labor Welfare OR Psychiatric Social Work	Industrial Relations & Labor Welfare OR Psychiatric Social Work
Prof. Pradeep. M.D	Labour Legislation	Labour Legislation
Prof. Laveena D'Mello	Therapeutic Counselling	Therapeutic Counselling
-----	Field Practicum	-----
-----	Research Project (External Viva)	-----
-----	Placement Training, Case Study on the Research Topic	-----

B.C.A. – I SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mr. K. P. Vinayaraj	General Proficiency & Communicative English	Current English for Language Skills
Mrs. Rouman	Hindi	Assorted
Mrs. Jeevana Kumari	Kannada	Assorted
Dr. C. K. N. Panicker	Malayalam	Assorted
Ms. Chaitra B. S	Fundamentals of Information Technology	Fundamentals of Information Technology
Mr. Shylesh	Computer Organisation	Computer Organisation
Mrs. Panchajaneshwari Mrs. Ashwini Ms. Chaitra B.S Mrs. Panchajaneshwari	Programming in C General Studies FIT Lab C Programming Lab	Programming in C General Studies ----- -----

B.C.A. – II SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mr. K.P.Vinayaraj	General Proficiency and Communicative English	Current English for Language Skills
Mrs. Rouman	Hindi	Assorted
Mrs. JeevanaKumari	Kannada	Assorted
Dr. C.K.N.Panicker	Malayalam	Assorted
Prof. Sridhar Acharya & Ms. Chaitra. B.S	Basics of Networking	Basics of Networking
Mrs. Lathika.K	Object Oriented Programming using C++	Object Oriented Programming using C++
Mrs. Panchajaneswari	Database Concepts and Oracle	Database Concepts and Oracle
Mrs. Lathika. T	C++Lab	-----
Mrs. Panchajaneswari Mrs. Ashwadini	Oracles Lab Human Rights, Gender Equity & Environmental Studies	-----

B.C.A. – III SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mrs. Renuka	Basic Mathematics	Basic Mathematics
Prof. Sridhara Acharya	Microprocessors	Microprocessors
Mrs. Lathika	Data Structures	Data Structures
Mrs. Panchajaneswari	Operating System	Operating System
Mr. Krishna Prasad	Data Mining	Data Mining
Prof. Sridhara Acharya	Microprocessor Lab	-----
Mrs. Lathika	Data Structure & OS Lab	-----

B.C.A. – IV SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mr. Krishna Prasad	Computer Graphics & Multimedia	Computer Graphics & Multimedia
Ms. Poornima Gokhale	Visual Basic. Net Programming	Visual Basic. Net Programming
Prof. Sridhara Acharya	Principles of TCP/IO.	Principles of TCP/IO.
Ms. Chaitra. B.S	E-Commerce	E-Commerce
Ms. Poornima Gokhale	Computer Oriented Numerical Analysis	Computer Oriented Numerical Analysis
Mr. Shylesh	Structured System Analysis	Structured System Analysis
Mr. Krishna Prasad Mr. Shylesh	Computer Graphics Lab VB. Net Lab	-----

B.C.A. – V SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mrs. PoornimaGokhale	Software Engineering	Software Engineering
Mrs. Lathika	Linux Environment	Linux Environment
Mr. Shylesh	Web Development.Net	Web Development.Net
Mr. Krishna Prasad	Java Programming	Java Programming
Mrs. Lathika	Distributed Computing	Distributed Computing
Prof. SridharaAcharya	Lamp Technology	Lamp Technology
Mr. Shylesh Mr. Krishna Prasad	Web Technology Lab Java & DC Lab	_____

B.B.A – I SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mr. K. P. Vinayaraj	General Proficiency and Communicative English	Current English for Language Skills
Mrs. Rouman	Hindi	Assorted
Dr. C.K.N.Panicker	Malayalam	Assorted
Mrs. SharmilaShetty	Accounting I	Accounting I
MrAkhilesh MrsYashaswini	Principles of Economics Principles of Economics	Principles of Economics Principles of Economics
Mrs. Kavya	Principles of Management	Principles of Management
Prof. Shreepathi Mrs. PavithraKumari	Business Organisation General Studies	Business Organisation Constitution of India

B.B.M– II SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mr. K. P. Vinayaraj	General Proficiency and Communicative English	Current English for Language Sills
Mrs.Rouman	Hindi	Assorted
Dr.C.K.N. Panicker	Malayalam	Assorted
.Mrs. JeevanaKumari	Kannada	
Mrs.PavithraKumari& Mrs.Kavya	Managerial Communication	Managerial Communication
Mrs. SharmilaShetty& Mr. Kesava	Accounting - II	Accounting II
Mr. Kesava	Managerial Economics	Managerial Economics
Deekshita& Nelson Pereira	Business Environment & Entrepreneurship	Business Environment & Entrepreneurship

Mrs. PavithraKumari	General Studies	Human Rights and Gender Equality& Environmental Studies
---------------------	-----------------	---

B.B.M. – III SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mrs. Renuka	Business Maths	Business Maths
Mr.Raghavendra. M	Business Economics	Business Economics
Mrs.PavithraKumari	Commercial Law	Commercial Law
Mrs. SharmilaShetty	Marketing Management	Marketing Management
Ms. Deekshitha	Income Tax	Income Tax
Mr. Keshava	Corporate Accounting	Corporate Accounting

B.B.M. – IV SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mrs. Kavya	Business Statistics	Business Statistics
Mrs. PavithraKumari& Mrs. SharmilaShetty	Modern Banking Mgt	Modern Banking Mgt
Mr. Akhilesh Kumar	Fundamentals of Fin. Mgt.	Fundamentals of Fin. Mgt.
Prof. Sridhar Acharya& Mrs. Lathika	Computer Applications in Management	Computer Applications in Management
Prof. Sonia Ajay	Human Resource Management	Human Resource Management
Ms. Deekshita	Corporate Accounting II	Corporate Accounting II

B.B.M. – V SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
MrKeshava	OrganisationalBehaviour	OrganisationalBehaviur
Mrs. Kavya	Project Management	Project Management
Mr. Kesava& Mrs. Yeshaswini	Export Management	Export Management
Ms. Deekshita	Cost Accounting	Cost Accounting
Nelson Pereira	Marketing Management	Marketing Management
Mrs. SharmilaShetty	Human Resource Management (Elective)	Human Resource Management
Shreepathy. R. Bhatta	Financial Management	Financial Management

B.B.M. – VI SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mer. Keshava	Company Law	Company Law

Shreepathy R. Bhatta & Mr. Raghavendra Holla	Investment Management	Investment Management
Ms. Deekshita	Cost & Management Accounting	Cost & Management Accounting
Mr. Nelson Pereira	Auditing	Auditing
Mrs. Sharmila Shetty	Marketing Management	Marketing Management
Mrs. Pavitra Kumari	Human Resource (Elective)	Human Resource
Mr. Raghavendra Holla	Financial Management	Financial Management

B.COM. – I SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mr. Raghavendra Holla	Business Economics	Business Economics
Ms. Deekshita	Financial Accounting I	Financial Accounting I
Mr. Akhilesh	Business Statistics & Maths	Business Statistics & Maths
Mrs. Sonia Ajay	Principles of Management	Principles of Management
K. P. Vinayaraj	General Proficiency and Communicative English	First Degree Language Studies
Dr. C. K. Narayana Panicker	Malayalam	Assorted
Mrs. Rouman	Hindi	Assorted
Mrs. Jeevana Kumari	Kannada	Assorted
Mrs. Pavithra Kumari	General Studies	General Studies

B.COM. – II SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mrs. Kavya	Money & Public Finance	Money & Public Finance
Mrs. Yeshaswini	Financial Accounting II	Financial Accounting II
Mrs. Sonia Ajay	Modern Banking	Modern Banking
Mr. Akhilesh	Business Statistics & Management	Business Statistics & Management
Mr. K.P. Vinayaraj	General Proficiency and Communicative English	First Degree Language Studies
Dr. C. K. N. Panicker	Malayalam	Assorted
Mrs. Rouman	Hindi	Assorted
Mrs. Jeevana Kumari	Kannada	Assorted
Mrs. Pavithra Kumari	General Studies	General Studies

II B.Com – III SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mr. Shreepathy	International Trade and Finance I	International Trade & Finance I
Mr. Akhilesh	Cost & Mgt. Accounting	Cost & Mgt. Accounting
Mrs. Sonia Ajay	Human Resource Mgt.	Human Resource Mgt.

Mrs. Kavya	Financial Accounting III	Financial Accounting III
Mr. K.P.Vinayaraj	General Proficiency and Communicative English	The Strange Case of Billy Biswas
Dr. C.K.N.Panicker	Malayalam	Assorted
Mrs. Roman	Hindi	Assorted
Mrs. JeevanaKumari	Kannada	Assorted
Mrs. PavithraKumari	General Studies	General Studies
Mrs. Yeshaswini	Business Taxation (Elective)	Business Taxation

B.COM. – IV SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mr. Nelson Pereira	International Trade & Finance	International Trade & Finance
Mr. Raghavendra	Financial Accounting IV	Financial Accounting IV
Mr. Akhilesh Kumar	Cost & Mgt. Accounting II	Cost & Mgt. Accounting II
Mrs. Sonia Ajay	Human Resource Mgt.II (Elective)	Human Resource Mgt.II
Ms. Deekshita	Business Taxation (Elective)	Business Taxation
Mr. K.P.Vinayaraj	General Proficiency & Communicative English	The Importance Of Being Earnest
Dr. C.K.N.Panicker	Malayalam	Assorted
Mrs. Rouman	Hindi	Assorted
Mrs. JeevanaKumari	Kannada	Assorted

B. COM. – V SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mrs. Yeshaswini & Mrs. PavithraKumari	Business Law	Business Law
Mrs. Kavya	Modern Banking	Modern Banking
Mr. RaghavendraHolla	Financial Management I	Financial Management I
Mrs. Sonia Ajay	Human Resource Mgt- Elective	Human Resource Mgt
Mrs. Yeshaswini	Business Taxation- Elective	Business Taxation
Mr. Akhilesh Kumar	Financial Accounting V	Financial Accounting V

B.COM. – VI SEMESTER

Name of the Faculty	Name of the Subject Taught	Title of the Study Material
Mrs. Yeshaswini	Indian Corporate Law	Indian Corporate Law
Mrs. Yeshaswini	Business Taxation(Elective)	Business Taxation
Mrs. SharmilaShetty	Human Resource Mgt	Human Resource Mgt
Mrs. Raghavendra	Financial Accounting V	Financial Accounting V
M. Keshava	Cost & Mgt. Accounting	Cost & Mgt. Accounting

Mrs. Kavya	Financial Management II	Financial Management II
Mr. Nelson Pereira	Auditing	Auditing

4. Certificate Programmes : Course-wise List for both Semesters.

Course	Name of the Certificate Programme	Date	Resource Person
I & III SEM MBA	Case Study-Workshop	20/8/2016	Dr.Amol Gore
I& III SEM MBA	Linux-Open Source	23/09/2016	Prof. Edwin
I& III SEM MBA	Soft Skills	03/11/2016	Mr. Faisal
II & IV SEM MBA	Digitalization & Digital Modes of Payment	6/2/2017	Mr. Sridhar Acharya
II SEM BBA	Digital Marketing	11/3 2017	Mrs. PritiJeevan
II SEM BBA	Tally ERP	21/3 2017	Mr.Keshava
II SEM BBA	Excel (Spread Sheet)	2/2/2017	Mr. Sridhar Acharya
BCA I SEM	Communicative English	12/7/16 - 16/7/2016	Prof. K. P. Vinayaraj
BCA I SEM	Vedic Mathemamatics	16/8/2016 – 20/8/2016	Prof. Krishna Prasad
BCA III SEM	Speed Mathematics	6/9/2016- 10/9/2016	Prof. Krishna Prasad
BCA III SEM	Personality Development and Leadership Training	16/8/2016- 20/8/2016	Prof. Varun Shenoy
BCA V SEM	Placement and Training	2/8/2016- 6/8/2016	Prof. P. Sridhara Acharya
BCA V SEM	Interview Skill Development	20/9/2016- 24/9/2016	Prof. Varun Shenoy

B.Com. I SEMESTER (2016-2019 Batch)

Guest Lectures held

Sl. No.	Guest Lecture Topic	Date	Resource Person
1	Business Communication and Soft Skills	11/04/2016 12/07/2016	Prof. VarunShenoy
2	Linux and Open Source Software	11/09/2016 12/09/2016 13/09/2016	Prof.Edwin

B.Com. II SEMESTER

Sl. No.	Guest Lecture Topic	Date	Resource Person
1	Tally Accounting Software	27/02/2017	Mr.Keshava
2	Tally Accounting Software	28/02/2017 01/03/2017	Mrs. Radhika

3	Computer Application-Spreadsheet Techniques	04/02/2017 01/03/2017 02/03/2017	Prof. ShridharAcharya
---	---	--	--------------------------

BCom II SEMESTER (2015-2018)

Sl. No.	Guest Lecture Topic	Date	Resource Person
1	Corporate Yoga and Mind Control	20/06/2016	Mr.Akhilesh

B. Com IV SEMESTER

Sl. No.	Guest Lecture Topic	Date	Resource Person
1	Tally Accounting Software	20/06/2016	Mr. Keshava
2	Tally Accounting Software	03/03/2017	Mr.Keshava
3	Tally Accounting Software	04/03/2017 05/03/2017	Mrs.Radhika

Sl. No.	Guest Lecture Topic	Date	Resource Person
1	Computer Application-Spreadsheet Techniques	28/01/2017 02/03/2017 06/03/2017	Prof. SridharaAcharya.

5. Workshops/Training Programmes: Course-wise List for both Semesters.

Workshops and Training Programmes were clubbed under the heading Certification Programmes

6. Cultural Programmes/Competitions: Course-wise List for both Semesters.

Sl. No.	Name of the Cultural Event	Date	Course
1	H R Galaxy 4.0	30/3/2017	MBA/MSW/MHRD
2	Manthena 2016	30/4/2016	MSW
3	Vivekodaya	02/4/2016	MSW,Bed
4	Fresher's Day-Blossom 2016	29/9/2017	MSW
5	Swach Bharat	2/10/2016	MSW
6	Health Camp-Vamanjoor	6/11/2016	Community
7	Orientation Programme	18/7/2016	BBA
8	Radio Mirchi Talent Hunt	01/8/2016	BBM
9	Prathibha Cultural Day	01/2/2017	BBM

7. Sports/Games List:

Sl. No.	Sports Event	Course	Date & Venue	Result
1	Carrom- single/double	BBA/BBM/ BCom	9/9/2016	III years won I place II years won II place
2	Volley Ball	BBA&BBM	20/1/2017 21/1/2017	-do-
3	Badminton	BBA&BBM	16/1/2017 19/1/2017	-do-



8. NSS & Red Cross Activities:

Sl. No.	Event	Course	Date & Venue	Convenor/Organisation
1	Swach Bharat- Quadrangle Cleaning	UG	10/1/2017	Keshava
2	National Youth Day	UG	12/1/2017/ Ramakrishna Matt	
3	Contemporary Womens Issues Challenges	UG	13/1/2917/ Ramakrishna Matt	
4	First Aid Video Show	UG	04/3/2017	American Red Cross



9. Forum Activities:

Forum Activities were clubbed with Certificate Programmes

10. Conferences Organized & Details

Sl. No	Title of the Conference	Date	Dept.	Convenor
1	Innovations and Transformations in Banking, Management, IT, Education and Social Sciences	26-27 August, 2016	M.B.A.	Prof. Priti Jeevan Prof. Amith Menezes
2	MANEGMA - 2016, The Changing Perspectives of IT, Management and Social Sciences in the Contemporary Environment	7 th May, 2016	M.B.A.	Prof. Subrahmanya Kumar N.
3	Two Days NAAC Sponsored National Conference on " <i>Curriculum Design and Development for Student-Centric Learning</i> "	25 th & 26 th March, 2016	PG Courses	Prof. Suresh Kumar P.M.
4	Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education	26 th Nov. 2016	M.B.A.	Prof. Subrahmanya Bhat

11. Working Papers in 2016

BCA

(1)P. Sridhar Acharya

- [1] Impact of Green Energy an Global Warming - A Changing Scenario, The Changing Perspectives of Managment, IT and Social Sciences in the Contemporary Environment

(2)Panchajanyeshwari

- [1] Perspectives and challenges in e-learning environment
- [2] Survey on learner and instructor attitude towards e-learning
- [3] Distributed e-learning environment

(3) Lathika K

- [1] Virtual Reality
- [2]Internet of Things

(4) Krishna Prasad

- [1] A comparative study on 4G and 5G Technologies with respect to online financial transactions.
- [2]An online comparative study on 4G technology Service providers in India
- [3]A conceptual study on Why Mobile Banking Services are not accepted by majority of professionals in India
- [4]An online comparative study on mobile banking financial transaction of major nationalized banks in India

(5)Supriya M.K

- [1] Impact of Recent Advances in Information Technology on Collection Development.

(6) Shylesh S

- [1] A Study of E-Learning: Indian Perspective
- [2] Mobile Learning for Education: Benefits and Challenges

BBM &B.Com.

(7)Akhilesh

- [1] “A Study on Implication of green business in India”
- [2] “A Descriptive study on the marketing strategies of home products, in Mangalore”
- [3] “Best marketing trends of MNC’S in India”
- [4] “A study on the customer satisfaction with special reference to Maharashtra bank in Mangalore”
- [5] “A Descriptive study on the Multi Dimensional service utility of Banking Industry

(8)Deekshitha

- [1] Changing trends in Retail Marketing Strategies in India
- [2] Why less research takes place in the field of accounting
- [3] A study on the threats on Human Resource Accounting towards the employees

(9) Keshava

- [1] Obstacles to realizing the uniform legal framework for cyber crimes worldwide.
- [2] Fostering Social and Civic Responsibility by Organizations and Their People.
- [3] Banking reforms as a tool for economic growth and stability in India a study of selected banks.

(10) PavitraKumari

- [1] A study on the Responsibilities of IT service Providers towards Sustainable Cyber Space Management.
- [2] Need for Rapid Economic Reforms and Changed Policies towards Self-reliance.
- [3] Value Based Education as a Change Agent in the Present Times.

(11) Sharmila S. Shetty

- [1] Training and development of faculties a descriptive study in Srinivas Institute of Management Studies at Pandeshwar.
- [2] Recent HR strategies in MNC's in India
- [3] A study on the long term career enriched for college faculties in Managalore
- [4] To study the learning ability of UG student in Account Subject.
- [5] Why people leaning towards Online Marketing in 21st Century.

(12) Sonia Delrose Noronha

- [1] Hitting Two Birds with One Stone: Srinivas University B.Com. Model in Corporate Auditing "A Descriptive study on the marketing strategies of home products ,in Mangalore"
- [2] "Glass Ceiling- A silent barrier for women in highly advanced and Humanistic Society"
- [3] "Study of Glass Ceiling phenomenon in 50 Indian Top Business Schools"
- [4] ABCD Analysis of Glass Ceiling - A silent barrier for women in highly advanced and Humanistic Society

(13) Sripathi R.

- [1] Study of Students' approach towards Online and mobile banking
- [2] Study of effectiveness of Printed Study Material Distribution Model for UG level students, A case study of Srinivas Institute of management studies.

(14) Yashasvi

- [1] Employee Development

MBA

(15) Shailashri V T

- [1] Retention strategy ---A way towards employee engagement
- [2] Study to identify drivers towards employee engagement
- [3] A conceptual study on Green HRM
- [4] To study the relationship between green HRM and employee engagement

(16)Amith Menezes

- [1] Technological innovations in banking sectors.
- [2] A comparative study of private and public sector banks.

(17)Anumesh Kariappa

- [1] A Study on Opportunities and Challenges Faced by Hybrid Cars In India
- [2] A Study on Merger and Acquisitions a strategy in e-commerce Industry in India.

(18)Priti Jeevan

- [1] A Study on “In patient satisfaction” with Reference to Indiana Hospital Mangalore.
- [2] A Conceptual Study on Brand Management Of Louis Philippe, Madhura Fashion And Life Cycle
- [3] A Study on the Effectiveness of Advertisement With reference to FMCG Segment
- [4] A Study on “Non Traditional Outlets” with Reference To Brand Fast Track

(19) VarunShenoy

- [1] FlipKart and IIM: Locked Horns on student joining dates?
Placement Case Study
- [2] Green Placements: An innovative concept and strategy in campus placements
- [3] ABCD Analysis of On-line Placements
- [4] A new REID Model for student pre-placement determination
- [5] ABCD Analysis of Green Placements
- [6] A new TLHC Model to analyze professional relationships
(Consulting & Advisory)
- [7] A new PCSP Model to analyze Business Idea or Plan (Consulting & Advisory)

MSW

(20) Laveena

- [1] A study on the health status of HIV positive Children in Dakshinakannada
- [2] A study on Management of Health, Nutrition and the lively hood among HIV positives.

(21) Pradeep

- [1] Study upon the Swatch Bharath in Mangaluru.
- [2] Women Education in India.
- [3] Health and Safety in Hazardous Industries.
- [4] Performance Management System-A Study.
- [5] ContractLabour System and Management-Pros and Cons
- [6] Information Technology in Banking Industry.
- [7] Empowerment Model for Women.
- [8] Women Political Participation-A Descriptive Study

(22) Suresh Kumar

- [1] Theory A - Managing People and Performance in the 21st Century.
- [2] Comparative Analysis of Theories of Employee Motivation.
- [3] Theory A for enhancing Human Productivity.

(23) VaikunthPai

- [1] Precise and compact modular procedure summaries for heap manipulating programs
- [2] Improving Data-flow Analysis with Path Profiling

(24) SubrahmanyaBhat B.

[1] Directory Structure for Cache Coherency in Multi Processors Systems for better Performance

[2] Localization of data for improving the Cache Coherency in Multi Processors S



12. Faculty Books & Edited Books

Sl. No.	Name of the Faculty	Title of the Book	Title of the Edited books, if any	Year
01	Prof. Pradeep M.D	Women Empowerment	----	2017
02	Mrs. Pavitra Kumari	Business Law (All in One Scanner)	----	2016

13. Faculty Reviewed Papers

Papers Published During 2016

Edited Papers-2016

1. Aithal, P. S., Shailashree, V. T. & Suresh Kumar, P.M. (2016). [ABCD analysis of Stage Model in Higher Education](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 11-24, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI : <http://doi.org/10.5281/zenodo.154233>
2. Aithal, P. S., Shailashree, V. T. & Suresh Kumar, P.M. (2016). [Analysis of NAAC Accreditation System using ABCD framework](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 30 - 44, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI : <http://doi.org/10.5281/zenodo.154272>
3. Aithal, P. S. & Priti Jeevan (2016). [Strategic Rethinking of Management Education : Green MBA Model](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 55-73, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI : <http://doi.org/10.5281/zenodo.154278>
4. Aithal, P.S & Suresh Kumar P.M. (2016). [Opportunities and Challenges for Private Universities in India](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 88-113, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI : <http://doi.org/10.5281/zenodo.161157>
5. Dr. Aithal, P.S, [A Review on Opportunities and Challenges for Mobile Business Activities in India](#), *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 124-148, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI : <http://doi.org/10.5281/zenodo.161154>
6. Dr. P. S. Aithal (2016). [Nanotechnology Innovations & Business Opportunities : A Review](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 182-204, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI : <http://doi.org/10.5281/zenodo.161153>
7. Shubhrajyotsna Aithal, Aithal, P.S. & G.K. Bhat (2016). [A Review on Organic Materials for Optical Phase Conjugation & All-optical Switches](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 222-238, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI : <http://doi.org/10.5281/zenodo.62027>

8. Aithal, P.S, & Suresh Kumar, P.M. (2016). [Innovations in Private Universities : A Case of Srinivas University](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 250-264, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI : <http://doi.org/10.5281/zenodo.161151>
9. Aithal, P.S. (2016). [A Review on various E-business and M-business models & Research Opportunities](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 275-298, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI : <http://doi.org/10.5281/zenodo.161146>
10. Dr. Aithal, P.S. (2016). [Creating Innovators through setting up organizational Vision, Mission and Core Values: a Strategic Model in Higher Education](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 310-324, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI : <http://doi.org/10.5281/zenodo.161147>
11. Sridhar Acharya P. & Aithal, P.S. (2016). [Concepts of Ideal Electric Energy System for production, distribution and utilization](#), *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 367-379, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI : <http://doi.org/10.5281/zenodo.161143>
12. Padmanabha Shenoy, & Aithal, P.S (2016). [A Study on History of Paper and possible Paper Free World](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 337-355, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI : <http://doi.org/10.5281/zenodo.161141>
13. Aithal, P.S. (2016). [Study on ABCD Analysis Technique for Business Models, business strategies, Operating Concepts & Business Systems](#). *International Journal in Management and Social Science*, 4(1), 98-115, 2016, ISSN 2321-1784, I.F. = 5.276,
DOI : <http://doi.org/10.5281/zenodo.161137>
14. Krishna Prasad K. & Dr. Aithal, P.S. (2016). [The Growth of 4G Technologies in India- Challenges and Opportunities](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 543 - 551, (January 2016) ISSN: 2249-0558, I.F. 5. 299.
DOI : <http://doi.org/10.5281/zenodo.161130>
15. Dr. Aithal, P.S. & Shubhrajyotsna Aithal (2016). [Business Strategy for Nanotechnology based Products & Services](#). *International Journal of Management Sciences and Business Research (IJMSBR)*, 5(4), (April 2016), 139-149, I.F. 3.274, ISSN 2226-8235.
DOI : <http://doi.org/10.5281/zenodo.161127>
16. Aithal, P.S & Preethi J. (2016). [How Service Industries can Transform themselves into Green Business Industries](#). *International Journal of Management Sciences and Business Research (IJMSBR)*, 5(4), (April 2016), 150-158, ISSN 2226-8235, I.F. 3.274.
DOI : <http://doi.org/10.5281/zenodo.161114>

17. Aithal, P.S & Shubhrajyotsna Aithal (2016). [Impact of On-line Education on Higher Education System](#). *International Journal of Engineering Research and Modern Education (IJERME)* (www.rdmodernresearch.com), 1(1), (2016), 225-235, ISSN : 2455 – 4200, I.F. 3.035.
DOI : <http://doi.org/10.5281/zenodo.161113>
18. Aithal, P.S, Shailashree, V. T. & Suresh Kumar P.M. (2016). [Application of ABCD Analysis Framework on Private University System in India](#). *International Journal of Management Sciences and Business Research (IJMSBR)*, 5(4), (April 2016), 159-170, ISSN 2226-8235, I.F. 3.274.
DOI : <http://doi.org/10.5281/zenodo.161111>
19. Suresh Kumar P.M. & Dr. Aithal, P.S, (2016). [Working from Home - A Transition in the concept of Workplace](#). *International Journal of Current Research and Modern Education (IJCRME)*, (www.rdmodernresearch.com) 1(1), (2016), 244-249, ISSN: 2455 – 5428, I.F. 3.165.
DOI : <http://doi.org/10.5281/zenodo.161110>
20. Sreeramana Aithal, P. (2016). [The concept of Ideal Strategy & its realization using White Ocean Mixed Strategy](#). *International Journal of Management Sciences and Business Research (IJMSBR)*, 5(4), (April 2016), 171-179, ISSN 2226-8235, I.F. 3.274.
DOI : <http://doi.org/10.5281/zenodo.161108>
21. Aithal, P.S & Dr. Jeevan Pinto (2016). [Innovations in Higher Education - A new model implemented in MCA degree programme of Srinivas University](#). *International Journal of Scientific Research and Modern Education (IJSRME)* (www.rdmodernresearch.com), 1(1), (2016), 275-289. ISSN : 2455 – 5630, I. F. 3.110.
DOI : <http://doi.org/10.5281/zenodo.161107>
22. Aithal, P.S & Acharya R. K. (2016). [Strategic Management Models & Indian Epics](#). *International Journal of Management Sciences and Business Research (IJMSBR)*, 5(4), (April 2016), 180-188, ISSN: 2226-8235, I.F. 3.274.
DOI : <http://doi.org/10.5281/zenodo.161093>
23. Aithal, P.S, and Shubrajyotsna Aithal (2016). [Nanotechnological Innovations & Business Environment for Indian Automobile Sector : A Futuristic Approach](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 2016, 296-307. ISSN: 2455 – 5630, I. F. 3.110.
DOI : <http://doi.org/10.5281/zenodo.161090>
24. Laveena D'Mello & Dr. Govindaraju B. M. (2016). [Implication of Academic Stress in Adolescents](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 2016, 320-327. ISSN: 2455 – 5630.
25. Priti Jeevan (2016). [A Study on Marketing and Sustainability -A Case Study Approach with Reference to Hindustan Unilever Limited](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 2016, 264-269. ISSN: 2455 – 5630.

26. Sridhar Acharya P & Krishna Prasad K. (2016). [Modification in The Design of ECU of a Motor Vehicle to Control the Speed Depending on the Density of Vehicle](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 2016, 270-274. ISSN: 2455 – 5630.
27. Varun Shenoy (2016). [Recent Trends in Branding for Ideal Placements](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 2016, 250-253. ISSN: 2455 – 5630.
28. Sridhar Acharya P. & Aithal, P.S, (2016). [Environmental Consciousness in Higher Educational Institutions : A case of SIMS](#). *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 2016, 273-284, ISSN: 2455 – 5428.
29. K. Krishna Prasad (2016). [An Empirical Study on role of Vedic Mathematics in Improving the Speed of Basic Mathematical Operations](#). *International Journal of Management, IT and Engineering*, 6(1), 161-171(January 2016) ISSN: 2249-0558.
30. Varun Shenoy (2016). [Branding Innovations for Ideal Placements](#). *International Journal of Management, IT and Engineering*, 6(1), 380-387 (January 2016) ISSN: 2249-0558.
31. Mr. Amith Donald and Menezes(2016). [Green Banking initiatives and awareness](#). *International Journal of Management*, 6(1), 396-400 (January 2016) ISSN: 2249-0558.
32. Dr. Jeevan L J Pinto, (2016). [A Study on various types of sensor networks](#). *International Journal of Management*, 6(1), 401-409 (January 2016) ISSN: 2249-0558.
33. Dr. Jincy Jacob (2016). [Innovative teaching and teaching improvement](#). *International Journal of Management*, 6(1), 419-423 (January 2016) ISSN: 2249-0558.
34. Pradeep M.D. and Rakshitha Rai R. P (2016). [Women Empowerment through self-help groups-interventions towards Socio-Economic welfare](#). *International Journal of Management*, 6(1), 424-441 (January 2016) ISSN: 2249-0558.
35. Laveena D'Mello & Dr. Govindaraju. B.M. (2016).[A Study on Stigma Management among HIV positive people](#). *International Journal of Management*, 6(1), 442-452 (January 2016) ISSN: 2249-0558.
36. Vaikunth Pai (2016). [Concept to mind map - A best practice In Higher Education Institutions to improve the learning ability of students](#). *International Journal of Management*, 6(1), 453-458 (January 2016) ISSN:2249-0558.
37. Subrahmanya Bhat and Dr. K. R Kamath (2016).[Snoopy Protocol for Cache Coherency in Multi Core Systems for High Performance Computation](#). *International Journal of Management*, 6(1), 459-463 (January 2016) ISSN: 2249-0558.
38. Anumesh Kariappa (2016). [A Study on customer preference and brand awareness of max fashion](#). *International Journal of Management*, 6(1), 464-474 (January 2016) ISSN: 2249-0558.

39. Dr. I.C. Licyamma (2016). The Importance of Peer Support in Fostering Interdisciplinary and Inter-Institutional Collaboration among Post-Graduate and Research Students. *International Journal of Management*, 6(1), 475-480(January 2016) ISSN: 2249-0558.
40. Shailashri V.T. (2016). Study on Employee Engagement among workers at RUBCO in enhancing an innovative organisational culture. *International Journal of Management*, 6(1), 481-494 (January 2016) ISSN: 2249-0558.
41. Priti Jeevan (2016). A Study on awareness and effectiveness of "Guerrilla Marketing Technique" - an innovative means of advertising. *International Journal of Management*, 6(1), 495-507 (January 2016) ISSN: 2249-0558.
42. Amith Donald Menezes & Dr. Prakash Pinto (2016). Banking Frauds and ways to Prevent Them. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 238-243, (May 2016), ISSN : 2455 – 5428.
43. Annette Sonia Chetan & Deekshitha (2016). Human Resource Management Perspectives Towards Global Workplace – Changing Trends And Challenges. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 214-223, (May 2016), ISSN : 2455 – 5428.
44. P. Sridhar Acharya & Aithal, P.S, (2016). Environmental Consciousness in Higher Educational Institutions : A case of SIMS. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), (2016), 273-284, ISSN: 2455 – 5428, I.F. 3.165.
DOI : <http://doi.org/10.5281/zenodo.161083>
45. Subrahmanya Bhat & Dr. K. R. Kamath (2016). Directory Based Cache Coherency Protocol In Multi-Core System For High Performance Computation. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), (2016), 257-261, (May 2016), ISSN : 2455 – 5428.
46. P. Sridhar Acharya & K. Krishna Prasad (2016). Modification in the design of ECU of a Motor Vehicle to Control the Speed Depending on the Density of Vehicle. *International Journal of Scientific Research and Modern Education (IJSRME)*, 270-274 1(1), (may, 2016)ISSN (Online): 2455 –5630
47. Vaikunth Pai (2016). ADO And ADO.Net Database Access Technology Comparisons. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 262-268, (May 2016), ISSN : 2455 – 5428.
48. V. T. Shailashri (2016). Innovation Through Human Capital Management, *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 216-218, (May 2016), ISSN : 2455 – 5428.
49. Dr. Aithal, P.S. (2016). Innovations in Student Centric Learning – A Study of Top Business Schools in India. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 – 4200, 1(1), 2016, 298-306. ISSN **2455 – 4200, I.F. 3.3.**
DOI : <http://doi.org/10.5281/zenodo.161045>

50. Aithal, P.S, & P.M. Suresh Kumar(2016). [Analysis of Choice Based Credit System in Higher Education](#). *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 1(1), 2016, 278-284.**I.F. 3.3.**
DOI : <http://doi.org/10.5281/zenodo.161046>
- 51.Laveena D'Mello & Dr. Meena Monteiro (2016). [The Need And Importance Of Field Practicum For Social Work Students](#), *International Journal of Engineering Research and Modern Education*, 1(1), 292-297, (June 2016) ISSN-2455 – 4200.
- 52.Laveena D'Mello & Dr. Meena Monteiro (2016). [Inclusion of 'Human Rights Education In The Post Graduate Curriculum](#), *International Journal of Engineering Research and Modern Education*, 1(1) 307-312, (June 2016) ISSN-2455 – 4200.
- 53.Varun Shenoy (2016). [Employability Curriculum Design Towards Student Centered Applications](#), *International Journal of Engineering Research and Modern Education*, 1(1), 351-354 (June 2016) ISSN-2455 – 4200.
- 54.Dr. Aithal, P.S. (2016). [Study of Annual Research Productivity in Indian Top Business Schools](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 2016, 402-414.
DOI : <http://doi.org/10.5281/zenodo.161041>
55. Dr. Aithal, P.S. (2016). [A Review on Advanced Security Solutions in Online Banking Models](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 2016, 421-429.
DOI : <http://doi.org/10.5281/zenodo.160971>
56. P. Sreeramana Aithal (2016). [How to Increase Research Productivity in Higher Educational Institutions –SIMS Model](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 2016, 447-458.
DOI : <http://doi.org/10.5281/zenodo.161037>
57. Dr. Aithal, P.S. (2016). [Innovations in Experimental Learning – A Study of World Top Business Schools](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 2016, pp.360-375. DOI : <http://doi.org/10.5281/zenodo.161043>
58. Aithal P. S. & Suresh Kumar P. M.(2016). [Academic Support through Information System : Srinivas Integrated Model](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 2016, pp.376-384.
DOI : <http://doi.org/10.5281/zenodo.160976>

59. Amith Donald Menezes & Dr. Prakash Pinto(2016). [Role Of Industry in Developing The Education System](#). *International journal of Scientific Research and Modern Education*, 1(1), 385-390 (June 2016) ISSN-2455 – 5630.
60. Annette Sonia Chetan (2016). [An Overview of Integrated Programmes in Higher Education](#). *International journal of Scientific Research and Modern Education*, 1(1), 391-396 (June 2016)ISSN-2455 – 5630.
61. K. Krishna Prasad (2016). Blog Based Self Verification And Self Development Curriculum Model-A Novel Approach To Student Centric Learning. *International journal of Scientific Research and Modern Education*, 1(1), 435-441 (June 2016) ISSN-2455 – 5630.
62. Dr. I. C. Licyamma (2016). Incultation Of Research Spirit In Students. *International journal of Scientific Research and Modern Education*, 1(1), 442-446(June 2016) ISSN-2455 – 5630.
63. Panchajanyeswari M Achar (2016). Learner Centered Teaching in Higher Education Using Information Technology. *International journal of Scientific Research and Modern Education*, 1(1), 459-463 (June 2016) ISSN-2455 – 5630.
64. Pavithra Kumari (2016). Effects of Introducing Constitution Of India, Human Rights And Environmental Science To The Undergraduate Programme Students In Indian Universities. *International journal of Scientific Research and Modern Education*, 1(1), 464-467 (June 2016) ISSN-2455 – 5630.
65. Priti K. Rao (2016). Life Skill Education In MBA Curriculum For Better Management In Challenging Environment, *International journal of Scientific Research and Modern Education*, 1(1), 430-434 (June 2016) ISSN-2455 – 5630.
66. Subrahmanya Bhat & Dr. K. R. Kamath (2016). Effective Learning With Usage of Simulators – A Case of Nctuns Simulator In Computer Networks. *International journal of Scientific Research and Modern Education*, 1(1), 415-420 (June 2016) ISSN-2455 – 5630.
67. Aithal, P.S, Shailashree V. T., & Suresh Kumar P.M. (2016). [The Study of New National Institutional Ranking System using ABCD Framework](#), *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455-5428 (www.rdmodernresearch.com) 1(1), 2016, 389 – 402.
DOI : <http://doi.org/10.5281/zenodo.161077>
68. Anumesh Kariappa (2016). Marketing Management – Active Learning By Students Through Research Orientation, *International journal of Current Research and Modern Education*, 1(1), 344-348 (June 2016), ISSN-2455 - 5428
69. Dr. Jincy Jacob (2016). Current Prospects of Social Work in India and Abroad. *International journal of Current Research and Modern Education*, 1(1), 452-456 (June 2016), ISSN-2455 - 5428

70. Dr. Jincy Jacob (2016)., Role Of Social Networking In Medical And Psychiatric Social Work, *International journal of Current Research and Modern Education*, 1(1), 403-408 (June 2016), ISSN-2455 - 5428
71. M. D. Pradeep & K. Krishna Prasad (2016). Modern Paradigm Shift In Social Work Profession Through Technology - New Dimension In Social Work Education, *International journal of Current Research and Modern Education*, 1(1), 433-443 (June 2016), ISSN-2455 - 5428
72. Ramesh Pai, Priti K. Rao & Dr. A. P. Achar (2016). Role of Industry Institute Interaction In Making Of Entrepreneurs, *International journal of Current Research and Modern Education*, 1(1), 357-361 (June 2016), ISSN-2455 - 5428
73. V. T. Shailashri (2016). Student Engagement: A Case Study of Srinivas Institute of Management Studies, *International journal of Current Research and Modern Education*, 1(1), 362-368 (June 2016), ISSN-2455 - 5428
74. B. Shreepathy Ranga Bhatta (2016). Youth Red Cross Unit For Overall Student Development - A Case Study Of Colleges Under Mangalore University, *International journal of Current Research and Modern Education*, 1(1), 369-375 (June 2016), ISSN-2455 - 5428
75. S. Shylesh (2016). Teaching With Moodle In Higher Education, *International journal of Current Research and Modern Education*, 1(1), 381-388 (June 2016), ISSN-2455 - 5428
76. P. Sridhar Acharya (2016). Best Practices of Involving Students In Learning - A Special Model In Computer Networking, *International journal of Current Research and Modern Education*, 1(1), 376-380 (June 2016) ISSN-2455 – 5428
77. Vaikunth Pai & M. Manjula Mallya (2016). Student Centered Learning In Classrooms: A Strategy For Increasing Student Motivation And Achievement. *International journal of Current Research and Modern Education*, 1(1), 409-415 (June 2016) ISSN-2455 – 5428
78. K. P. Vinayaraj (2016). Strategy To Lift The Combative Spirit In English Language In The Competitive Arena. *International journal of Current Research and Modern Education*, 1(1) 463-471 (June 2016) ISSN-2455 – 5428
79. Dr. Aithal, P.S. (2016). [Study of Research Productivity in World Top Business Schools](#). *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(1), 629-644, June 2016.
DOI : <http://doi.org/10.5281/zenodo.160969>
80. Varun Shenoy & Aithal P. S. (2016). [Changing Approaches in Campus Placements - A new futuristic Model](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 766 – 776, June 2016.
DOI : <http://doi.org/10.5281/zenodo.160966>

81. P. Harischandra,, Shylesh S, Aithal, P.S (2016). [Information Technology Innovations in Library Management: A Case of SIMS](#). *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(1), 657-676, June 2016.
DOI : <http://doi.org/10.5281/zenodo.160959>
82. Aithal, P.S, Suresh Kumar P.M. (2016). [Teaching - Learning Process in Higher Education Institutions](#). *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*, ISSN (Online): 2454 - 6119 (www.rdmodernresearch.org) 2(1), June, 2016. 662-676.
DOI : <http://doi.org/10.5281/zenodo.160956>
83. Aithal, P.S, P. M. Suresh Kumar (2016). Maintaining Teacher Quality in Higher Education Institutions. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(1), 701-711, June 2016.
DOI : <http://doi.org/10.5281/zenodo.160946>
84. Aithal, P.S & Suresh Kumar P. M. (2016). [Student performance and Learning Outcomes in Higher Education Institutions](#). *International Journal of Scientific Research and Modern Education (IJSRME)* ISSN (Online): 2455 – 5630, 1(1), 674 – 684, June 2016.
DOI : <http://doi.org/10.5281/zenodo.160944>
85. Aithal, P.S, P. M. Suresh Kumar (2016). [Catering Student Enrollment and Retaining Diversity in Higher Education Institutions](#). *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455- 4200 (www.rdmodernresearch.com) 1(1), 565 - 577, June 2016.
DOI : <http://doi.org/10.5281/zenodo.160939>
86. Aithal, P.S & P. M. Suresh Kumar (2016). [Student Evaluation and Reforms in Higher Education Institutions](#). *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*, ISSN (Online): 2454 - 6119 (www.rdmodernresearch.org) 2(1), 652-661, June, 2016.
DOI : <http://doi.org/10.5281/zenodo.160932>
- 87. Deekshitha (2016). Role of National Service Scheme (NSS) in Creating Social Responsibility at Higher Education.** *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), June 2016, 756-760.
- 88. M. D. Pradeep & Deeksha (2016). Multi-Dimensional Approach for Empowerment – Effective Strategies to Face Problems and Challenges of Women in India.** *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), June 2016, pp.744- 755.
89. M. D. Pradeep & Charan Raj (2016). Recent Trends of Socio-Economic Empowerment of Elderly- Interventions towards Broad Based Benefits in India. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 – 5428, 1(1), June 2016, 692-700.

90. H. Nidhish (2016). Bracing Entrepreneurship Course in Higher Education to Build our Future Entrepreneurs. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(1), June 2016, pp. 681-691.
91. K. Lathika (2016). Student Centred Learning. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455-5428 (www.rdmodernresearch.com) 1(1), June 2016, 677-680.
92. Varun Shenoy (2016). Error Proofing: Effective Tool for Output Efficiency. *International Journal of Engineering Research and Modern Education (IJERME)*. ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(1), June 2016, pp. 504-507.
93. Priti K Rao & Chirag P Thakkar (2016). A study on Customer and Retailer attitude with special reference to “Shri Lakshmi Agro Foods Pvt. Ltd [Udhaiyam]” Chennai, Tamilnadu. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 813-819(2016) ISSN (Online): 2455 – 5630
94. Shailashri VT & Evelyne Mlemba (2016). Impact of National Culture on organization Culture. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), . 820-825(2016) ISSN (Online): 2455 – 5630
95. Prithi Rao and Aithal, P.S. (2016). [Green Education Concepts & Strategies in Higher Education Model](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 563, (www.rdmodernresearch.com) 1(1), (2016), 793-802. DOI : <http://doi.org/10.5281/zenodo.160877>
96. Aithal, P.S & Suresh Kumar P. M. (2016). [Comparative Analysis of Theory X, Theory Y, Theory Z, and Theory A for Managing People and Performance](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com), 1(1), 2016, 803-812. DOI: <http://doi.org/10.5281/zenodo.154600>
97. Aithal, P.S and Sonia D. N. (2016). [Hitting Two Birds with One Stone : Srinivas University B.Com. Model in Corporate Auditing](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(1), 2016, 853-869. DOI : <http://doi.org/10.5281/zenodo.154602>
98. Laveena D'Mello, Manjush H.H. & Dr. Meena Monteiro (2016). A Study on the Green Human Resource Management at Gateway Hotel, Mangalore. *International Journal of Scientific Research and Modern Education (IJSRME)* 1(1), 843-852, (August,2016), ISSN (Online): 2455 – 5630.
99. Aithal, P.S (2016). [Smart Library Model for Future Generations](#). *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com), 1(1), 2016, 693-703. DOI : <http://doi.org/10.5281/zenodo.160904>

100. Dr. Aithal, P.S & Shubhrajyotsna Aithal (2016). Nanotechnology Innovations & Business Opportunities in Renewable Energy Sector. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 674-692, (August, 2016), ISSN (Online): 2455 – 4200
101. Anumesh Kariappa & Maharroof Mahamood AKV, [A Study on Dealer Satisfaction With Special Reference to ACC Cements Limited](#), *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 704-708 (August, 2016), ISSN (Online): 2455 – 4200
102. Dr. Jincy Jacob (2016). [Academic Stress among Children and Parents Responsibilities to Overcome Stress](#). *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 739-742 (August, 2016), ISSN (Online): 2455 – 4200
103. K. Krishna Prasad (2016). [A Conceptual Study on Changing Perspective of Information Technology Enabled Employment Services Through Freelance Jobs](#), *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 709-714 (August, 2016), ISSN (Online): 2455 – 4200
104. K. Lathika, [Recent Trends in IT – Virtualization](#) (2016). *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 715-722 (August, 2016), ISSN (Online): 2455 – 4200
105. Laveena D'Mello & Dr. Meena Monteiro (2016). [Age Related Problems of the elderly and their Coping Mechanisms](#). *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 723-729 (August, 2016), ISSN (Online): 2455 – 4200
106. Panchajanyeswari M Achar (2016). The Changing Perspectives of Management, It and Social Sciences in the Contemporary Environment: Impact of E-Learning on Higher Education in Indian Universities. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 730-738 (August, 2016), ISSN (Online): 2455 – 4200
107. Aithal, P.S and T. Vaikuth Pai (2016). [Concept of Ideal Software and its Realization Scenarios](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmmodernresearch.com) 1(1), (2016), 826-837.
DOI : <http://doi.org/10.5281/zenodo.160908>
108. Dr. Jincy Jacob, The Impact of Behavioural aspects Inteaching Practice. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 870-873, (August, 2016) ISSN (Online): 2455 – 5630.
109. P. Sridhar Acharya & P. S. Aithal, [Impact of Green Energy on Global Warming - A Changing Scenario](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmmodernresearch.com), 1(1), (2016), 838-842. DOI : <http://doi.org/10.5281/zenodo.154575>
<http://ssrn.com/abstract=2823013>

110. Aithal, P.S & Shubhrajyotsna Aithal (2016). [Opportunities & Challenges for Green Technology in 21st Century.](#) *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(1), 818-828, 2016.
DOI : <http://doi.org/10.5281/zenodo.62020>
111. Aithal, P.S and Shubhrajyotsna Aithal, (2016). [Scholarly Publishing : Why Smart Researcher Hesitate to Publish in/with Top Ranking Journals/Publishers.](#) *International Journal of Current Research and Modern Education (IJCRME)* ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com), 1(1), 829-845, 2016,
DOI: <http://doi.org/10.5281/zenodo.62019>
112. Aithal, P.S, Shailashree, V. T & Suresh Kumar, P. M., (2016). [Analysis of ABC Model of Annual Research Productivity using ABCD Framework.](#) *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(1), 846-858, 2016.
DOI : <http://doi.org/10.5281/zenodo.62022>
113. Subrahmanya Bhat & Kamath, K. R. (2016). Directory Organizations in Cache Coherency Systems for High Performance Computation. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 868-871, (August,2016), ISSN (Online): 2455 – 5428
114. Vaikunth Pai (2016). Big Data New Challenges, Tools and Techniques. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 743-750, (August, 2016), ISSN (Online): 2455 – 4200
115. Varun Shenoy (2016). Placement Dilemma: Flipkart's Deferred Joining Dates. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 751-756, (August, 2016), ISSN (Online): 2455 – 4200
116. Shubrajyotsna Aithal & Aithal, P. S., (2016). [Student Centric Learning Through Planned Hardwork - An Innovative Model.](#) *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, 1(1), 2016. 886-898.
DOI: <http://doi.org/10.5281/zenodo.61830>
117. Aithal, P. S. & Suresh Kumar, P.M., (2016). ABC Model of Research Productivity and Higher Educational Institutional Ranking, *International Journal of Education and Management Engineering (IJEME)*, 6(6), 74-84, November 2016. ISSN: 2305-3623, ISSN:2305-8463 (Online)
DOI : <http://doi.org/10.5281/zenodo.161160>.
<http://ssrn.com/abstract=2866361>
118. Aithal, P. S. (2016). Ideal Banking Concept and Characteristics. *International Research Journal of Management, IT and Social Sciences (IRJMIS)*, 3(11), 46-55.
DOI : <http://dx.doi.org/10.21744/irjm.v3i11.311>. ISSN: 2395-7492. 11/11/2016.
Published by International Journal of College and University.
<https://www.academia.edu/30901410>

119. Dr. Aithal, P.S & Shubrajyotsna Aithal, (2016). [Nanotechnology Innovations and Commercialization – Opportunities, Challenges & Reasons for Delay](#). *International Journal of Engineering and Manufacturing (IJEM)*, **IJEM-V6- N6 or V7- N1**, ID-128. 6(6), 1-14, ISSN: **2305-3631**.

DOI : <http://doi.org/10.5281/zenodo.161161>

120. Aithal, P.S & Suresh Kumar P. M. (2016). [Organizational Behaviour in 21st Century – Theory A for Managing People for Performance](#). *IOSR Journal of Business and Management (IOSR-JBM)*, ISSN: 2319-7668, 18(7), 126-134. July 2016.

DOI: <http://doi.org/10.9790/487X-180704126134>

121. Dr. Aithal, P.S & Shubhrajyotsna Aithal (2016). [Nanotechnology Innovations & Business Opportunities in Renewable Energy Sector](#). *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(1), 2016, 674- 692.

DOI : <http://doi.org/10.5281/zenodo.160905>

122. P.S. Aithal, (2016). [Student Centric Curriculum Design and Implementation – Challenges & Opportunities in Business Management & IT Education](#), *IRA International Journal of Education and Multidisciplinary Studies*, (ISSN 2455–2526), 4(3), 423-437.

DOI : <http://dx.doi.org/10.21013/jems.v4.n3.p9>.

123. Shubhrajyotsna Aithal & Aithal P. S., (2016), [ABCD analysis of Dye doped Polymers for Photonic Applications](#), *IRA-International Journal of Applied Sciences*, (ISSN 2455-4499). 4(3), 358-378.

DOI : <http://doi.org/10.5281/zenodo.155103>

DOI : <http://dx.doi.org/10.21013/jas.v4.n3.p1>.

124. Dr. Aithal, P.S & Dr. Suresh Kumar, P. M. (2016). [Theory A for Optimizing Human Productivity](#). *IRA-International Journal of Management & Social Sciences* (ISSN 2455-2267), 4(3), 526-535.

DOI : <http://dx.doi.org/10.21013/jmss.v4.n3.p2>

DOI : <http://doi.org/10.5281/zenodo.158959>

125. Varun Shenoy & Aithal P.S., (2016). [Green Placement – An Innovative Concept & Strategy in Campus Placement Model](#), *IRA- International Journal of Technology & Engineering*, ISSN 2455-4480. 4(3), 151-163.

DOI : <http://dx.doi.org/10.21013/jte.v4.n3.p3>

126. Aithal, P. S., (2016). [Review on Various Ideal System Models Used to Improve the Characteristics of Practical Systems](#). *International Journal of Applied and Advanced Scientific Research*, ISSN (Online): 2456 – 3080, 1(1), 47-56, 2016.

DOI : <http://doi.org/10.5281/zenodo.159749>

127. Pradeep M. D. & Kalicharan M. L. (2016). Social Security Measures for Indian Workforce - A Legal Intervention. *International Journal of Computational Research and Development (IJCRD)*, (www.dvpublication.com) 1(1), 47-57, 2016, ISSN (Online): 2456 – 3137

128. M. D. Pradeep & M. L. Kalicharan (2016). Life Centric Skill Enrichment Framework - An Effective Pedagogy for Empowerment. *International Journal of Computational Research and Development (IJCRD)*, (www.dvpublication.com) 1(1), 40-46 2016, ISSN (Online): 2456 – 3137
129. S. Shylesh & Vaikunt Pai (2016). A Study of E-Learning: Indian Perspective. *International Journal of Engineering Research and Modern Education (IJERME)*, (www.rdmodernresearch.com) 1(2), 155-159, 2016, ISSN (Online): 2455 – 4200
130. Dr. Aithal, P. S. (2016). Realization Ideal Banking Concept using Ubiquitous Banking. *International Journal of Scientific Research and Modern Education (IJSRME)*, (www.rdmodernresearch.com), 1(2), 119-135, 2016, ISSN (Online): 2455 – 5630
131. Dr. Aithal, P. S. & Dr. Suresh Kumar P. M. (2016). CCE Approach through ABCD Analysis of 'Theory A' on Organizational Performance. *International Journal of Current Research and Modern Education (IJCRME)*, (www.rdmodernresearch.com) 1(2), 169-185, 2016, ISSN (Online): 2455 – 5428
132. Varun Shenoy & Aithal P. S., (2016). ABCD Analysis of On-line Campus Placement Model, IRA-International Journal of Management & Social Sciences, (ISSN 2455-2267). 5(1), 52-70.
133. Aithal P.S., (2016). Inspiring through Self-Contribution – An Analysis of How Active the Indian Top Business School Directors in Research & Publications. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(2), 2016, 137 – 154.
DOI: <http://dx.doi.org/10.5281/ZENODO.164690>.
<http://ssrn.com/abstract=2864260>
134. Aithal, P. S. & Shubhrajyotsna Aithal, (2016). A New Model for Commercialization of Nanotechnology Products and Services. *International Journal of Computational Research and Development*, 1(1), pp. 84-93. ISSN (Online): 2456 - 3137 (www.dvpublication.com)
DOI : <http://doi.org/10.5281/zenodo.163536>.
<http://ssrn.com/abstract=2860623>
135. Aithal, P. S. (2016). Research Performance Analysis of Some Indian Top Business Schools Using ABC Model. *International Journal of Computational Research and Development*, 1(1), 70-83, 2016. ISSN (Online): 2456 - 3137 (www.dvpublication.com).
DOI : <http://doi.org/10.5281/zenodo.163532>.
<http://ssrn.com/abstract=2860598>
136. Dr. Aithal, P. S. & Suresh Kumar, P. M. (2016). CCE Approach through ABCD Analysis of 'Theory A' on Organizational Performance. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(2), 2016, 169-185.
DOI: <http://dx.doi.org/10.5281/ZENODO.164704>.
<http://ssrn.com/abstract=2864265>

137. Dr. Aithal, P. S. (2016). Excellence in Individual Research & Publications: Examining The Active Role of Role Models (Deans) of World Top Business Schools. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(2), 2016, 179-199.
138. Dr. Aithal, P. S. & Suresh Kumar, P. M. (2016). Using Six Thinking Hats as A Tool For Lateral Thinking In Organizational Problem Solving. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(2), 2016, 225-234
139. Deekshitha (2016). A Conceptual Study of Booming Retail Sector- Opportunities and Challenges in Indian Scenario. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(2), 2016, 172-178
140. Krishna Prasad K. & Dr. Aithal, P. S. (2016). Changing Perspectives of Mobile Information Communication Technologies Towards Customized And Secured Services Through 5G & 6G. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(2), 2016, 210-224
141. Shubrajyotsna Aithal & Aithal, P. S. & G. K. Bhat (2016).. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com), 1(2), 2016, 200-209.
142. Keshava & Pavithra Kumari (2016). Analysis on Impact of Indradhanush Project in Banking Sector in India. *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(2), 2016, pp.156-159.
143. Lathika K.,(2016). Internet of Things (IoT) - Applications and Challenges. *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(2), 2016, 160-165.
144. Laveena D'Mello, Dr. B. M. Govindaraju & Dr. Meena Monteiro, (2016).The Role of HIV Positive Women In Management of Livelihood, Health and Nutrition. *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(2), 2016, 167-174.
145. Shailashri V. T. & Dr. Surekha Shenoy. (2016). Study to Identify the Relationship Between Recruitment, Selection towards Employee Engagement. *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(2), 2016, 149-155.
146. Dr. Suresh Kumar P. M., (2016). Curriculum Enrichment for Learning Outcomes in Higher Education. *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(2), 2016, 175-183.

147. Dr. P. Sreeramana Aithal, (2016). A Comparison of Ideal Banking Model with Mobile Banking System. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428(www.rdmodernresearch.com) 1(2), 2016, 206-224.
148. Dr. Aithal P. S. & Shubhrajyotsna Aithal, (2016). Ekalavya Model of Higher Education – An Innovation of IBM's Big Data University. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428(www.rdmodernresearch.com) 1(2), 2016, 190-205.
149. Shubrajyotsna Aithal, Aithal, P. S. & Bhat G. K., (2016). Type 1 & Type 2 Optical Limiting Studies in Disperse Orange-25 Dye-Doped PMMA-Ma Polymer Films Using CW Laser. *International Journal of Applied and Advanced Scientific Research (IJAASR)* ISSN (Online): 2456 – 3080 (www.dvpublication.com) 1(1), 2016, 196-208.
150. Annette Sonia Chetan & Deekshitha (2016). Human Resource Management Perspectives Towards Global Workplace By 2020. *International Journal of Computational Research and Development (IJCRD)*, ISSN (Online): 2456 - 3137 (www.dvpublication.com) 1(1), 2016, 154-160
151. 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.
152. Aithal, P. S., Shailashree V. T. & Suresh Kumar P.M. (2016). Factors & Elemental Analysis of Six Thinking Hats Technique using ABCD Framework. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*, Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 85-95.
DOI : <http://doi.org/10.5281/zenodo.240259>.
153. Aithal, P. S. & Suresh Kumar, P. M. (2016). Application of Theory A on ABC Model to enhance Organizational Research Productivity in Higher Education. *International Journal of Advanced Trends in Engineering and Technology (IJATET)* Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 142-150.
DOI : <http://doi.org/10.5281/zenodo.240646>.
<https://www.academia.edu/30894832>.
154. Shubrajyotsna Aithal, Aithal, P. S. & Bhat, G. K. (2016). Literature Review on Organic Materials for Third Harmonic Optical and Photonic Applications. *International Journal of Advanced Trends in Engineering and Technology (IJATET)* Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 151-162.
<http://doi.org/10.5281/zenodo.240647>.
<https://www.academia.edu/30894808/>
155. Sridhar Acharya, P. & Aithal, P. S. (2016). Clean Energy for Poor – A Changing Scenario. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*, Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 129-133
DOI : <http://doi.org/10.5281/zenodo.240287>.

<https://www.academia.edu/30895131>.

156. Shubrajyotsna Aithal, & Aithal, P. S., Bhat, G. K. (2016). Characteristics of Ideal Optical Limiter and Realization Scenarios using Nonlinear Organic Materials – A Review. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*, Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 73-84.
DOI : <http://doi.org/10.5281/zenodo.240254>.
<https://www.academia.edu/30895021>.

157. Krishna Prasad, K. & Aithal, P. S. (2016). An Online Comparative Study on 4G Technologies Service Providers in India. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 96-101.
DOI : <http://doi.org/10.5281/zenodo.240269>.
<https://www.academia.edu/30895106>

158. Kavya, A Conceptual Study on The Impact of Online Shopping Towards Retailers And Consumers. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 25-29.

159. Keshava, Impact of Privatization on Indian Banking Sector. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 105-107.

160. Laveena D'Mello, Dr. B. M. Govindaraju & Dr. Meena, Monteiro. A Study on The Challenges of HIV Positive Children in Dakshina Kannada. . *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 42-48.

161. Laveena D'Mello, Dr. B. M. Govindaraju & Dr. Meena Monteiro, A Study on The Challenges Faced by Single Parent on Teenager Care. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 54-59.

162. Dr. I. C. Licyamma, Motivation and Its Modus Operandi. . *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 60-64.

163. M. D. Pradeep & Akhilesh Suresh A Kuckian, Green Marketing to Meet Consumer Demands And Sustainable Development-Challenges And Opportunities. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 34-41.

164. M. D. Pradeep & B. K. Ravindra, Effective Disbursement of Social Security Benefits to The Labour Through Information Technology In India. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 114-121.

165. V. T. Shailashri & Dr. Sureka Shenoy. Continuous Training and Development for Employee Engagement. . *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456-4664 (www.dvpublication.com), 1(1), 108-113.
166. Sharmila S Shetty, Hr Strategies of Multi-National Companies (Mncs) In India (Top 5 Companies). *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 102-104.
167. S. Shylesh & Vaikunt Pai, Use of Windows Presentation Foundation And Windows Forms In Windows Application Programming. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 138-141.
168. Subrahmanya Bhat & Dr. K. R Kamath. Directory Based Cache Coherency, Organization, Operations And Challenges In Implementation – Study. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 30-33.
169. P. M. Suresh Kumar, Stakeholder Perception And Academic Improvements In Higher Education. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 10-14.
170. Dr. P. M. Suresh Kumar, Leadership Development and Quality Enhancement In Higher Education. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 49-53.
171. S. G. Varun Kumar, Best Practices For Reverse Logistics Management. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 22-24.
172. K. P. Vinayaraj, The Status of Readership The Perfect Past, The Imperfect Present and The Progressive Future A Retrospective Introspection. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 69-72.
173. Yashashwi. A. Ail, A Study on Employee Development Through Fundamental Human Needs: Respect And Recognition At Workplace. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 65-68.
174. Yashashwi. A. Ail, A Study on Modern Methodologies In Performance Appraisals. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 126-128.

175. Sonia D. N. and Aithal, P. S. (2016). Glass Ceiling- A silent barrier for women in highly advanced and Humanistic Society. *IRA-International Journal of Management & Social Sciences*, 5(3), 455-466. ISSN 2455-2267, 2016.
DOI: <http://dx.doi.org/10.21013/jmss.v5.n3.p9>.
<https://www.academia.edu/30676525/>
176. Shubrajyotsna Aithal, Aithal, P. S. and Bhat, G. K. (2016). CW Optical Limiting Study in Disperse Yellow Dye-doped PMMA-MA Polymer Films. *IRA-International Journal of Applied Sciences*, 5(3), 129-146, 2016, ISSN 2455-4499
DOI: <http://dx.doi.org/10.21013/jas.v5.n3.p4>.
<https://www.academia.edu/30676560/>
177. Dr. P. S. Aithal, (2016). Realization of Ideal Banking Concept using Ubiquitous Banking. *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(2), 2016, 119-135.
DOI: <http://dx.doi.org/10.5281/ZENODO.164703>
178. D. R. Pallavi & S. Sai Sachidhananda (2016). Unlocking the Lock- A Mirror Image Effect of Sbi Merger in Indian Banking System. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 864-867 (August,2016) ISSN (Online): 2455 – 5428
179. P. Lajitha & Dr. K. Gangadharan(2016).Impact of Microfinance on Women Empowerment: An Emperical study on Nhgs in Kannur District. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 859-863 (August,2016) ISSN (Online): 2455 – 5428
180. Sumathi & Dr. Mustiary Begum(2016). Impact of Advertisements on Consumer Behaviour of Cosmetic Products – A Study in Mangalore. *International Journal of Scientific Research and Modern Education (IJSRME)*,1(1), 874-879(August,2016) ISSN (Online): 2455 – 5630
181. Gurudath Shenoy & Raghavendra Prabhu(2016). Self-Employed Perception on Mobile Banking a study with Reference to Self-Employed Professionals at Ujire (Dk). *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 880-885 (August,2016) ISSN (Online): 2455 – 5630
182. H. Nidhish(2016). Bracing Entrepreneurship course in higher Education to build our future entrepreneurs. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 681-691(July,2016) ISSN (Online): 2455 – 5428
183. Anto Juliet Mary & R. Sivakami(2016). A study on Quick Service Restaurants with special reference to Mc Donalds, Kfc and Dominos in Cunningham Road, Bangalore. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 514-523 (July, 2016)ISSN (Online): 2455 – 4200

184. Dr. Balaji Bhovi & Rashmi Prabhu(2016). Venture Capital and Bank Finance for Entrepreneurial firms. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 508-513 (July, 2016) ISSN (Online): 2455 – 4200
185. Jaspreet Singh(2016). Role of managerial decisions in a Corporate World. *International Journal of Engineering Research and Modern Education (IJERME)* 1(1), 578-583 (July,2016) ISSN (Online): 2455 – 4200
186. Lohith Shetty & Roshan Monteiro(2016). Attitude of the Mangalorian Students on the North-East students in Mangalore. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 546-556 (July,2016) ISSN (Online): 2455 – 4200
187. Mutamuliza Eularie & Vishwanatha(2016). Impact of Microfinance services on small scale Farmers' Welfare in Rwanda: A Case Study of Nyamagabe District. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 537-545 (July,2016) ISSN (Online): 2455 – 4200
188. Roshan Monteiro & Dr. K. G. Paraushuram(2016). Need of School-Based Interventions to Promote Adolescent Health: Reviews, Concern and call for Action in Social Science Perspective. *International Journal Of Engineering Research And Modern Education (IJERME)*, 1(1), 524-536 (July,2016) ISSN (Online): 2455 – 4200
189. Rusagara Jean Bosco & Dr. T. N. Sreedhara(2016). Effect of Competition on Financial Profitability in the Banking Industry in Rwanda: A Case Study of Bank of Kigali. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 557-564 (July,2016)ISSN (Online): 2455 – 4200
190. B. Sudheer Kumar, Dr. V. Mallikaruna, Dr. N. Kumara Swamy & N. Lakshmi(2016). A Paper on line Item Analysis of Quality earnings in Automobile Industry. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 591-598 (July,2016)ISSN (Online): 2455 – 4200
191. Shivani Kolarkar(2016). Impact of International Business Knowledge and Culture transfer on Women Employment and their work life balance in Indian it Industry; And the Need for Innovative Hrm. *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*, 2(1), 677-686 (July,2016)ISSN (Online): 2454 – 6119
192. Dr. K. Harshitha & Ramya Shetty(2016). Women, Paid Work and Work Life Balance – A Study in Mangalore City. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 729-736 (July,2016)ISSN (Online): 2455 – 5630
193. Dr. M. A. Lahori(2016). Nurturing and Articulating Relationships - At Work & Market Place Matters. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 691-696 (July,2016)ISSN (Online): 2455 – 5630

194. M. D. Pradeep & Deeksha(2016). Multi-Dimensional approach for empowerment - effective strategies to Face Problems and Challenges of Women in India. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 744-755 (July,2016) ISSN (Online): 2455 – 5630
195. Ramya. The Effect of training on Employee Performance(2016). *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 697-706 (July,2016) ISSN (Online): 2455 – 5630
196. M. Santhosh Prabhu & B. Supritha Baliga(2016). Ethical Principles in Civil Services - A Study with reference to Indian Scenario. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 719-728 (July,2016) ISSN (Online): 2455 – 5630
197. Shaini Naveen & T. Mallikarjunappa(2016). A Study on Comparative Analysis of Risk and return with Reference to stocks of Cnx Bank Nifty. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 737-743 (July,2016) ISSN (Online): 2455 – 5630
198. B. Sudheer Kumar, Dr. N. Kumara Swamy, Dr. V. Mallikaruna & R. Kavya Sree(2016). A Paper on Eq, Iq & Sq work force in selected software companies at Andhra Pradesh. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 707-718 (July,2016) ISSN (Online): 2455 – 5630
199. B. Suvarnamalini(2016). Changing perspective of Poverty line Income on Education and Banking behavior of the students - A Case Study of GFGC, Kavour. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 685-690 (July,2016) ISSN (Online): 2455 – 5630
200. Anil Kumar(2016). Student – Centred Learning: A Teacher – Student Choice Model of Learning. *International Journal of Current Research and Modern Education (IJCME)*, 1(1), 444-451, (June,2016) ISSN (Online): 2455 – 5428
201. Linus Benedicta D'Souza & Dr. Flosy C. R. D'Souza (2016). Teachers Academic Involvement and Curricular Challenges in Student Centric Learning in Higher Education. *International Journal of Current Research and Modern Education (IJCME)*, 1(1), 422-426, (June,2016) ISSN (Online): 2455 – 5428
202. M. K. Praveena Kumari(2016). Impact of PBL on Student Centric Learning. *International Journal of Current Research and Modern Education (IJCME)*, 1(1), 349-356, (June,2016), ISSN (Online): 2455 – 5428
203. Rosy Fernandes & Flosy C. R. D'Souza (2016). Curricular Innovation for Student Centric Learning: Concept Attainment through Information Technology. *International Journal of Current Research and Modern Education (IJCME)*, 1(1), 416-421 (June,2016) ISSN (Online): 2455 – 5428
204. M. Vinod Kumar & Dr. Flosy D' Souza(2016). Innovations in the Curriculum transaction for Divergent thinking through social medias. *International Journal of Current Research and Modern Education (IJCME)*, 1(1), 427-432 (June,2016) ISSN (Online): 2455 – 5428

205. Dr. C. Kannan(2016). Curriculum Design and Development for Student Centric Learning. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 269-272 (June,2016) ISSN (Online): 2455 – 4200
206. Dr. Flosy C. R. D'Souza(2016). Curriculum Development tasks and Innovations in Instructional strategies for Student Centric Learning. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 285-291(June,2016) ISSN (Online): 2455 – 4200
207. Dr. Ramakrishna Hegde (2016). Best practices for involving Students in Learning - An Experiential approach to increase the rate of learning of Engineering students. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 323-327 (June,2016) ISSN (Online): 2455 – 4200
208. Rekha N. Chandra(2016). Active learning practices to involve students in learning process –A Critical Review. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 328-331(June,2016) ISSN (Online): 2455 – 4200
209. Roshan Monteiro & Lohith Shetty(2016). Introduction of Life skills Education in curriculum for creative and positive social functioning among young students. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 332-341 (June,2016) ISSN (Online): 2455 – 4200
210. L. Shebin(2016). The development of Tourism and Hotel Management curriculum for better employment in the Industry. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 342-344 (June,2016) ISSN (Online): 2455 – 4200
211. Sivakumar, G. Pavan Kumar & K. Hrishikesh Yadav(2016). Assessing the effectiveness of evidence based practice teaching on clinical practice of Physiotherapy students - An Experimental Study. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 313-322 (June,2016) ISSN (Online): 2455 – 4200
212. S. Swaminathan(2016). Work related learning: An Innovative Pedagogy for Student Centric Learning. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 345-350 (June,2016) ISSN (Online): 2455 – 4200
213. Veena. S. Rai(2016). Stress Management among students and its Impact on their effective learning. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 355-362 (June,2016) ISSN (Online): 2455 – 4200
214. Anupama Ajith(2016). Addressing approaches in Student Centric Learning. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 397-401 (June,2016) ISSN (Online): 2455 – 5630
215. Harish Shetty & S. N. Sandesha(2016). A Comparative study on Non Performing Asset Management of selected public sector bank and private sector bank. *International Journal of Current Research and Modern Education (IJCROME)*, 1(1), 32-237(May,2016)ISSN (Online): 2455 – 5428

216. Jayalaxmi(2016). Importance of Innovative teaching methods an Evaluative Study of traditional and Modern Teaching Techniques - A Survey. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 250-256(May,2016)ISSN (Online): 2455 – 5428
217. K. Malathy(2016). Innovative Banking Practices & Customer Satisfaction – A Study with reference to selected customers of Corporation Bank M.G Road Branch, Mangalore. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 224-231(May,2016)ISSN (Online): 2455 – 5428
218. D. S. Ranjitha(2016). Trends, Issues and Challenges in Management Education in India. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 269-272(May,2016)ISSN (Online): 2455 – 5428
219. Dr. Amol Gore & Mukta Khapre(2016). Business growth with a sustainable operations strategy at an Indian Multinational Company. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 236-246(May,2016)ISSN (Online): 2455 – 4200
220. T. O. Jayasree(2016). Current Initiatives and Challenges of Financial Inclusion programme in India. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 247-255(May,2016)ISSN (Online): 2455 – 4200
221. Dr. E. C. Joby(2016). Scope of Live Labs in Social Work Practice. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 201-209(May,2016)ISSN (Online): 2455 – 4200
222. Lumen Shawn Lobo & Dr. Raghavendra(2016). Carbon Credit Trading: Expectations and Current Scenario. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 196-200(May,2016)ISSN (Online): 2455 – 4200
223. M. M. Ruksana(2016). Emigration and Remittances - A Study on Kerala Economy. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 219-224(May,2016)ISSN (Online): 2455 – 4200
224. Shwetha Rasquinha & Dr. Rameela Shekhar(2016). Effectiveness of the Rapeutic Intervention for Psychological well being among Caretakers of Cancer patients. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 210-215(May,2016)ISSN (Online): 2455 – 4200
225. Alex Luberwa & Dr. T. N. Sreedhara(2016). Community based Tourism Development in Rwanda. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 328-335(May,2016)ISSN (Online): 2455 – 5630
226. K. Kavyashree & Fathima Safira(2016). A Comprehensive study on factors affecting Purchase Decision of Life Insurance Customers. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 290-295(May,2016)ISSN (Online): 2455 – 5630

227. M. Rajeev(2016). Impact of Foreign Direct Investment in the Indian General Insurance Sector. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 254-263(May,2016)ISSN (Online): 2455 – 5630
228. Ravikala & B. Srinath(2016). Socio-Economic Empowerment of Rural Women through Women Self Help Group- A Study on Dakshina Kannada District. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 308-319(May,2016)ISSN (Online): 2455 – 5630
229. Dr. Amol Gore(2016). Assessing the operations Strategy alignment for the proposed Chemchina Acquisition of Syngenta. *International Journal of Applied and Advanced Scientific Research (IJAASR)*, 1(1), 57-61(September,2016) Impact Factor: 5.255, ISSN (Online): 2456 – 3080
230. Dr. Rajiv Kumar Agarwal(2016). Higher education in India: Issues, Challenges and Suggestions. *International Journal of Applied and Advanced Scientific Research (IJAASR)*, 1(1), 62-70(September,2016) Impact Factor: 5.255, ISSN (Online): 2456 – 3080
231. Shaini Naveen & T. Mallikarjunappa(2016). An Empirical Study on Market Timing and Selectivity Skills of Indian mutual fund Managers using Treynor and Mazuy Model. *International Journal of Computational Research and Development (IJCRD)*, 1(1), 58-61(September,2016)Impact Factor: 4.775, ISSN (Online): 2456 – 3137
232. Gurudath Shenoy, Prasad Kumar & S. N. Sandesh(2016). Student's Perception towards Financial Literacy – A Study with Special Reference to Degree Students of SDM College Ujire. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(2), 122-126(September,2016) ISSN (Online): 2455 - 4200
233. Jason Elroy Martis & Dr. Balasubramani(2016). A Proposed Framework for Effective Emotion Recognition from Real Time Data. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(2), 92-97, (September,2016) ISSN (Online): 2455 – 4200
234. M. Rajeev & Dr. S. M. Abdul Kader(2016). A Study of the impact of Privatisation on the performance of Indian General Insurance Sector. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(2), 110-121(September,2016)ISSN (Online): 2455 – 4200
235. Rusagara Jean Bosco & Dr. T. N. Sreedhara(2016). Effect of Community Development programmes on Households' Empowerment: The Case of Gasabo District, Rwanda. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(2), 104-109(September,2016)ISSN (Online): 2455 – 4200
236. Vishwanatha & Mutamuliza Eularie(2016). Microcredit and Socio-Economic improvement of small farmers in Rwanda: An Empirical Study. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(2), 98-103(September,2016)ISSN (Online): 2455 – 4200

237. Meenakshi Acharya & Dr. C. K. Hebbar (2016). A Comparative study of Insurance advisor and Bancassurance Channel in Selling Life Insurance Products in India. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(2), 105-108 (September, 2016) ISSN (Online): 2455 – 5630
238. Sowmya Hegde & Veena D Kotian (2016). Branchless banking for the poor as a part of Financial Inclusion. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(2), 100-104, (September, 2016) ISSN (Online): 2455 – 5630
239. Sumukh Bhandarkar & Ranjana Kammar (2016). 4g Technology. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(2), 96-99 (September, 2016) ISSN (Online): 2455 – 5630
240. Dr. Aithal, P.S. & Dr. P.M Suresh Kumar (2016). ABC Model of Research Productivity and Higher Educational Institutional Ranking. *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India*. 11-22 (April 2016), ISBN No.: 978-81-929306-9-5
241. P. Sridhara Acharya & Dr. Aithal, P.S. (2016). Environmental Consciousness in Higher Educational Institutions – A Case of SIMS, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 34-47 (April 2016), ISBN No.: 978-81-929306-9-5
242. Laveena D'Mello & Dr. Meena Monteiro (2016). The Need and Importance of Field practicum for social work students. *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 54-60 (April 2016), ISBN No.: 978-81-929306-9-5
243. Dr. Aithal, P.S & Shubhrajyotsna Aithal (2016). Advances in On-line Education on Higher Education System. *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 61-71 (April 2016), ISBN No.: 978-81-929306-9-5
244. Laveena D'Mello & Dr. Meena Monteiro (2016). Inclusion of 'Human Rights Education' in the Post Graduate Curriculum, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 72-77 (April 2016), ISBN No.: 978-81-929306-9-5
245. Varun Shenoy (2016). Employability Curriculum Design Towards Student Centered Applications. *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 121-125 (April 2016), ISBN No.: 978-81-929306-9-5
246. Dr. Aithal, P.S & Dr. Jeevan Pinto (2016). Innovations in MCA degree programme of Srinivas University, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 134-149 (April 2016), ISBN No.: 978-81-929306-9-5
247. K.P. Vinayaraj (2016). Strategy to Lift the Combative Spirit In English Language In The Competitive Arena, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 150-159 (April 2016), ISBN No.: 978-81-929306-9-5

248. Dr. Aithal, P.S., Shailashri V.T. & Suresh Kumar P.M. (2016). The Study of New National Institutional Ranking System using ABCD Framework, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 160-175 (April 2016), ISBN No.: 978-81-929306-9-5
249. Amith Donald Menezes & Sandesh Sudhakar (2016). Role of Industry in Developing the Educational System. *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 176-182 (April 2016), ISBN No.: 978-81-929306-9-5
250. Annette Sonia Chetan (2016). An Overview of Integrated Programme in Higher Education (2016). *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 183-189 (April 2016), ISBN No.: 978-81-929306-9-5
251. Dr. Aithal, P.S., Shailashri V.T. & Suresh Kumar P.M. (2016). ABCD Analysis of Choice Based Credit System in Higher Education, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 197-203 (April 2016), ISBN No.: 978-81-929306-9-5
252. Subrahmanya Bhat & K.R. Kamath (2016). Effective Learning with Usage of Simulators – A Case of NCTUns Simulator in Computer Network, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 204-210 (April 2016), ISBN No.: 978-81-929306-9-5
253. Dr. Aithal, P.S. (2016). Innovations in Experimental Learning – A Study of World Top Business Schools, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 211-228 (April 2016), ISBN No.: 978-81-929306-9-5
254. Priti K. Rao (2016). Life Skill Education in MBA Curriculum for Better Management in Challenging Environment, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 229-233 (April 2016), ISBN No.: 978-81-929306-9-5
255. K. Krishna Prasad (2016). Blog Based Self Verification and Self Development Curriculum Model – A Novel Approach to Student Centric Learning. *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 234-240 (April 2016), ISBN No.: 978-81-929306-9-5
256. Dr. I.C. Licyamma (2016). Inculcation of Research Spirit in Students. *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 241-246 (April 2016), ISBN No.: 978-81-929306-9-5
257. Dr. Jincy Jacob (2016). Expression - The Best Innovative Practice, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 247-250 (April 2016), ISBN No.: 978-81-929306-9-5
258. Anumesh Kariappa (2016). Marketing Management – Active Learning by Students through Research Orientation, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 251-254 (April 2016), ISBN No.: 978-81-929306-9-5

259. Dr. Aithal, P.S Shailashri V.T. & Suresh Kumar P.M. (2016). Applications of ABCD Analysis Framework on Private University Systems in India, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 255-269 (April 2016), ISBN No.: 978-81-929306-9-5
260. Nidish H. (2016). Bracing Entrepreneurship Course in Higher Education to build our future Entrepreneurs, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 270-283 (April 2016), ISBN No.: 978-81-929306-9-5
261. Panchajanyeshwari M. Achar (2016). Learner Centered Teaching in Higher Education using Information Technology, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India* 284-289 (April 2016), ISBN No.: 978-81-929306-9-5
262. Pavithra Kumari (2016). Effects of Introducing Constitution of India, Human Rights and Environmental Science to the Under-graduate programme students in Indian Universities, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India*. 290-294 (April 2016), ISBN No.: 978-81-929306-9-5
263. Ramakrishna Rao Yermal (2016). Employability Skills and their Impact on Student Career, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India*. 305-310 (April 2016), ISBN No.: 978-81-929306-9-5
264. Ramesh Pai A. (2016). Priti Jeevan & Dr. A.P. Achar, Role of Industry-Institute-Interaction in Making of Entrepreneurs, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India*. 311-317 (April 2016), ISBN No.: 978-81-929306-9-5
265. Shailashri V.T. (2016). Student Engagement: A Case Study of Srinivas Institute of Management Studies, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India*. 318-325 (April 2016), ISBN No.: 978-81-929306-9-5
266. Shreepathy Rangabhatta B. (2016). Youth Red Cross Unit for Overall Student Development – A Case Study of Colleges under Mangalore University, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India*. 326-334 (April 2016), ISBN No.: 978-81-929306-9-5
267. Sridhara Acharya P. (2016). Best Practices of Involving Student in Learning – A Special Model in Computer Networking, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India*. 335-339 (April 2016), ISBN No.: 978-81-929306-9-5
268. Shylesh S. (2016). Teaching with Moodle in Higher Education. *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India*. 340-350 (April 2016), ISBN No.: 978-81-929306-9-5

- 269.Lathika K. (2016). Student Centered Learning. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 351-353(April 2016), ISBN No.: 978-81-929306-9-5
- 270.Dr. Aithal, P.S, (2016). Study of Research Productivity in Indian Top Business Schools. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. P.P 354-368,(April 2016), ISBN No.: 978-81-929306-9-5
- 271.Supriya M.K. (2016). A Project Centric Curriculum Design, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 369-381(April 2016), 369-381, (April 2016), ISBN No.: 978-81-929306-9-5
- 272.Dr. Aithal, P.S(2016). Innovations in Student Centric Learning – A Study of Top Business Schools in India, SIMS, Mangalore, India. *Curriculum Design and Development for Student – Centric Learning*, 382-386(April 2016), ISBN No.: 978-81-929306-9-5
- 273.Mr.Vaikunth Pai & Ms. Manjula Mallya M. (2016). Student Centered Learning in Classrooms – A Strategy for Increasing Student Motivation and Achievement. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 387-395(April 2016), ISBN No.: 978-81-929306-9-5
- 274.Dr. Aithal, P.S & Shubhrajyotsna Aithal (2016). Nanotechnology Innovations & Business Opportunities in Renewable Energy Sector. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 14-38, (May, 2016), ISBN No.: 978-93-5265-653-0
- 275.Varun Shenoy (2016). Error Proofing: Effective Tool for Output Efficiency, *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 39-44,(May, 2016), ISBN No.: 978-93-5265-653-0
- 276.Prithi Rao & Dr. Aithal, P.S (2016). Green Education Concepts & Strategies in Higher Education Model. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 53-66 (May, 2016), ISBN No.: 978-93-5265-653-0
- 277.Dr. Aithal, P.S. & Sonia Delrose Noronha (2016). Hitting Two Birds With one Stone : Srinivas University B.Com. Model in Corporate Auditing, *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 97-120 (May, 2016), ISBN No.: 978-93-5265-653-0
- 278.Dr. Aithal, P.S (2016). Study on Research Productivity in World Top Business Schools. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 135-154 (May, 2016), ISBN No.: 978-93-5265-653-0
- 279.Dr. Aithal, P.S & P. M. Suresh Kumar (2016). Teaching - Learning Process in Higher Education Institutions, *The Changing Perspectives of Management, IT and Social Sciences in the*

Contemporary Environment, SIMS, Mangalore, India. 186-210 (May, 2016), ISBN No.: 978-93-5265-653-0

280. Dr. Aithal, P.S, P. M. Suresh Kumar (2016). Maintaining Teacher Quality in Higher Education Institutions. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 219-233 (May, 2016), ISBN No.: 978-93-5265-653-0

281. Dr. Aithal, P.S, P. M. Suresh Kumar (2016). Catering Student Enrolment and Retaining Diversity in Higher Education Institutions. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 251-269 (May, 2016), ISBN No.: 978-93-5265-653-0

282. P. Sreeramana Aithal, Suresh Kumar P. M. (2016). ABC Model of Research Productivity for Higher Educational Institutions. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 312-326 (May, 2016), ISBN No.: 978-93-5265-653-0

283. Dr. Aithal, P.S (2016). Ideal Banking Concept and Characteristics. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 335-349 (May, 2016), ISBN No.: 978-93-5265-653-0

284. Shubrajyotsna Aithal & Dr. Aithal, P.S Student Centric Learning through Planned Hardwork - An Innovative Model. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 372-389 (May, 2016), ISBN No.: 978-93-5265-653-0

285. Shubhrajyotsna Aithal & Dr. Aithal, P.S (2016). ABCD Analysis of Dye Doped Polymers For Photonic Applications. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 417-445 (May, 2016), ISBN No.: 978-93-5265-653-0

286. Dr. Aithal, P.S & Dr. P. M. Suresh Kumar (2016). Theory A for Optimizing Human Productivity. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 470-483 (May, 2016), ISBN No.: 978-93-5265-653-0

287. Pradeep M.D & Deeksha (2016). Multi-Dimensional Approach for Empowerment - Effective Strategies to Face Problems and Challenges of Women in India, *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 484-499 (May, 2016), ISBN No.: 978-93-5265-653-0

288. Deekshitha (2016). Role of National Service Scheme (NSS) in Creating Social Responsibility At Higher Education. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 500-507 (May, 2016), ISBN No.: 978-93-5265-653-0
289. Lathika K. (2016). Student Centred Learning, *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 508-512 (May, 2016), ISBN No.: 978-93-5265-653-0
290. Nidhish H. (2016). Bracing Entrepreneurship Course in Higher Education to Build our Future Entrepreneurs, *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 513-525 (May, 2016), ISBN No.: 978-93-5265-653-0
291. Pradeep M.D. (2016). Charan Raj, Recent Trends of Socio-Economic Empowerment of Elderly- Interventions towards Broad Based Benefits in India. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 526-537 (May, 2016), ISBN No.: 978-93-5265-653-0
292. Varun Shenoy & Dr. Aithal, P.S (2016). Changing Approaches in Campus Placements: A New Futuristic Model. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 553-567 (May, 2016), ISBN No.: 978-93-5265-653-0
293. Dr. Aithal P.S. & Dr. Suresh Kumar P. M (2016). Comparative Analysis of Theory X, Theory Y, Theory Z, And Theory A for Managing People And Performance, *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 568-582 (May, 2016), ISBN No.: 978-93-5265-653-0
294. Aithal, P.S. (2016). Student Evaluation and Reforms in Higher Education Institutions, *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 583-597 (May, 2016), ISBN No.: 978-93-5265-653-0
295. Aithal, P.S. & Varun Shenoy. (2016). Green Placement – An Innovative Concept & Strategy in Campus Placement Model. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 598-605 (May, 2016), ISBN No.: 978-93-5265-653-0
296. Dr. Aithal, P.S & Vaikunth Pai T (2016). Concept of Ideal Software and Its Realization Scenarios. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 606-622 (May, 2016), ISBN No.: 978-93-5265-653-0

297. Jeevan L J Pinto (2016). Cloud Computing in Education. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 623-630 (May, 2016), ISBN No.: 978-93-5265-653-0
298. K. Krishna Prasad (2016). A Conceptual Study On Changing Perspective of Information Technology Enabled Employment Services Through Freelance Jobs. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 631-639 (May, 2016), ISBN No.: 978-93-5265-653-0
299. Lathika.K (2016). Recent Trends in it – Virtualization. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 640-650 (May, 2016), ISBN No.: 978-93-5265-653-0
300. Laveena D'Mello & Dr. Meena Monteiro (2016). Age Related Problems of The Elderly And Their Coping Mechanisms. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 651-660 (May, 2016), ISBN No.: 978-93-5265-653-0
301. Laveena D'Mello, Manjush H.H. Dr. Meena Monteiro, (2016). A Study on The Green Human Resource Management at Gateway Hotel, Mangalore. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 661-672 (May, 2016), ISBN No.: 978-93-5265-653-0
302. P. Sreeramana Aithal, Shubhrajyotsna Aithal (2016). A New Model for Nanotechnology Commercialization, *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 673-682 (May, 2016), ISBN No.: 978-93-5265-653-0
303. Dr. Aithal, P.S, Dr. Suresh Kumar P. M. (2016). Organizational Behaviour in 21st Century – 'Theory A' For Managing People For Performance. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 683-702 (May, 2016), ISBN No.: 978-93-5265-653-0
304. Panchajanyeswari M Achar (2016). The Changing Perspectives of Management, It and Social Sciences in the Contemporary Environment: Impact of E-Learning on Higher Education in Indian Universities. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 703-714 (May, 2016), ISBN No.: 978-93-5265-653-0
305. Pradeep M.D. & B.K. Ravindra (2016). A Study About Life Style of Jenu Kuruba Tribes Working As Unorganised Labours, *The Changing Perspectives of Management. IT and Social*

Sciences in the Contemporary Environment, SIMS, Mangalore, India. 715-728 (May, 2016), ISBN No.: 978-93-5265-653-0

306. Shailashri V T & Evelyne Mlemba (2016). Impact of National Culture on Organization Culture. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 739-747 (May, 2016), ISBN No.: 978-93-5265-653-0
307. Dr. Aithal, P.S (2016). Smart Library Models for Future Generations. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 748-764 (May, 2016), ISBN No.: 978-93-5265-653-0
308. P. Sridhar Acharya & Dr. Aithal, P.S. (2016). Impact of Green Energy on Global Warming - A Changing Scenario. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 765-771 (May, 2016), ISBN No.: 978-93-5265-653-0
309. Dr. Aithal, P.S. (2016). Student Centric Curriculum Design and Implementation – Challenges & Opportunities in Business Management & It Education. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 772-794 (May, 2016), ISBN No.: 978-93-5265-653-0
310. P. S. Aithal (2016). Student Performance and Learning Outcomes in Higher Education Institutions. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 795-810 (May, 2016), ISBN No.: 978-93-5265-653-0
311. Vaikunth Pai (2016). Big Data New Challenges, Tools and Techniques. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 811-820 (May, 2016), ISBN No.: 978-93-5265-653-0
312. Dr. Aithal, P.S, (2016). Scholarly Publishing : Why Smart Researchers Hesitate to Publish In/With Top Ranking Journals/Publishers. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India 821- 847 (May, 2016), ISBN No.: 978-93-5265-653-0
313. Dr. Aithal, P.S. & Dr. P. M. Suresh Kumar (2016). Theory A for Optimizing Human Productivity. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 848-861 (May, 2016), ISBN No.: 978-93-5265-653-0
314. P. Harischandra, Shylesh S, & Dr. Aithal, P.S, (2016). Information Technology Innovations in Library Management: A Case of Sims, *The Changing Perspectives of Management, IT and Social*

Sciences in the Contemporary Environment, SIMS, Mangalore, India. 862-892 (May, 2016), ISBN No.: 978-93-5265-653-0

315. Sonia Delrose Noronha & Dr. Aithal, P.S (2016). Glass Ceiling- A Silent Barrier for Women in Highly Advanced And Humanistic Society. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 893 -908(May, 2016), ISBN No.: 978-93-5265-653-0
316. Dr. Aithal P. S., Prof. Shailashree V. T. & Dr. Suresh Kumar P. M. (2016). Analysis of ABC Model of Annual Research Productivity Using ABCD Framework. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 909 (May, 2016), ISBN No.: 978-93-5265-653-0
317. Dr. C. Kannan (2016). Curriculum Design and Development for Student Centric Learning. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 1-4 (March, 2016), ISBN No.: 978-81-929306-9-5
318. Dr. Edwin Dias (2016). Innovations in Medical Curriculum. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 5-10 (March, 2016), ISBN No.: 978-81-929306-9-5
319. Dr. Flosy C.R. D’Souza(2016). Curriculum Development Tasks and Innovations in Instructional Strategies for Student Centric Learning . *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 23-31 (March, 2016), ISBN No.: 978-81-929306-9-5
320. Dr. K.P. Suresh (2016). Curriculum Design and Development for Students Centric Learning . *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 32-33 (March, 2016), ISBN No.: 978-81-929306-9-5
321. Krishna Kothai (2016). Field Work as a Method of Student-Centric Learning . *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 48-53 (April 2016), ISBN No.: 978-81-929306-9-5
322. Sivakumar, Pavan Kumar G, & Hrishikesh Yadav K(2016). Assessing the Effectiveness of Evidence based Practice Teaching on Clinical Practice of Physiotherapy students – An Experimental Study. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 78-88 (March 2016), ISBN No.: 978-81-929306-9-5
323. Dr. Ramakrishna Hegde (2016). Best Practices for Involving Students in Learning –An Experiential Approach to Increase the Rate of Learning of Engineering Students. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 89-94 (March 2016), ISBN No.: 978-81-929306-9-5

324. Rekha N Chandra(2016). Active learning practices to involve students in learning process – A critical review. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 95-98 (March 2016), ISBN No.: 978-81-929306-9-5
325. Roshan Monteiro & Lohith Shetty (2016). Introduction of Life Skills Education in Curriculum for Creative and Positive Social Functioning among young students. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 99-110(March 2016), ISBN No.: 978-81-929306-9-5
326. Shibin (2016). Development of Tourism and Hotel Management Curriculum for Better Employment in the Industry. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 111-113(March 2016), ISBN No.: 978-81-929306-9-5
327. Swaminathan S.(2016). Work Related Learning: An Innovative Pedagogy for Student Centric Learning. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 114-120(March 2016), ISBN No.: 978-81-929306-9-5
328. Prof. Veena.S. Rai (2016). Stress Management among students and its Impact on their Effective Learning. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 126-133(April 2016), ISBN No.: 978-81-929306-9-5
329. Anupama Ajith (2016). Addressing Approaches in Student-Centric Learning. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 190-196(April 2016), ISBN No.: 978-81-929306-9-5
330. Praveena Kumari M.K. (2016). Impact of PBL on Student Centric Learning. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 295-304 (April 2016), ISBN No.: 978-81-929306-9-5
331. Anil Kumar (2016). Student–Centred Learning: A Teacher –Student Choice Model of Learning. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. 396-406 (March 2016), ISBN No.: 978-81-929306-9-5
332. Mr. B. Sudheer Kumar, Dr. V. Mallikaruna, Dr. N. Kumara Swamy & Ms. N. Lakshmi(2016). A Paper on line Item Analysis of Quality Earnings in Automobile Industry. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 1-13 (May, 2016), ISBN No.: 978-93-5265-653-0
333. Dr. Balaji Bhovi & Miss. Rashmi Prabhu(2016). Venture Capital and Bank Finance for Entrepreneurial Firms. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 45-52 (May, 2016), ISBN No.: 978-93-5265-653-0
334. Ms. Anto Juliet Mary & Ms. R. Sivakami (2016). A Study on Quick Service Restaurants with Special Reference to Mc Donalds, KFC and Dominos in Cunningham Road, Bangalore. *The Changing*

Perspectives of Management, IT and Social Sciences in the Contemporary Environment, SIMS, Mangalore, India. 67-78 (May, 2016), ISBN No.: 978-93-5265-653-0

335. Mutamuliza Eularie & Vishwanatha (2016). Impact of Microfinance Services on Small Scale Farmers' Welfare in Rwanda: A Case Study of Nyamagabe District. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 121-134 (May, 2016), ISBN No.: 978-93-5265-653-0
336. Mr. Lohith Shetty & Mr. Roshan Monteiro (2016). Attitude of the Mangalorian students on the North-East Students in Mangalore. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 155-173 (May, 2016), ISBN No.: 978-93-5265-653-0
337. Rusagara Jean Bosco & Dr. T. N. Sreedhara (2016). Effect of Competition on Financial Profitability in the Banking Industry in Rwanda: A Case Study of Bank of Kigali. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 174-185 (May, 2016), ISBN No.: 978-93-5265-653-0
338. Mr. B. Sudheer Kumar, Dr. N. Kumara Swamy, Dr. V. Mallikaruna & Ms. R. Kavya Sree (2016). A Paper on EQ, LQ & SQ Work Force in selected Software Companies at Andhra Pradesh. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 270-289 (May, 2016), ISBN No.: 978-93-5265-653-0
339. Santhosh Prabhu M & Supritha Baliga B (2016). Ethical Principles in Civil Services- A Study with Reference to Indian Scenario. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 290-302 (May, 2016), ISBN No.: 978-93-5265-653-0
340. Smt. Suvarnamalini. B (2016). Changing Perspective of Poverty Line Income on Education and Banking Behavior of the Students - A Case Study of Gfgc, Kavoor. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 327-334 (May, 2016), ISBN No.: 978-93-5265-653-0
341. Shri. Parag S. Shukla & Professor (Dr.) Parimal H. Vyas (2016). Analysing the Linkages between Experiential Value and Usage attitude of Mobile Shoppers: A Key To Succeed in the R(E)Tail Renaissance. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 404-416 (May, 2016), ISBN No.: 978-93-5265-653-0
342. Mr. Praveena D & Mr. Radhakrishnan (2016). Financial Management - Changing Role of Finance Manager in the Present Scenario. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 453-459 (May, 2016), ISBN No.: 978-93-5265-653-0

343. Shaini Naveen & Prof. T. Mallikarjunapp0061 (2016). A Study on Comparative Analysis of Risk and Return with Reference to Stocks of Cnx Bank Nifty. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India 460-469 (May, 2016), ISBN No.: 978-93-5265-653-0
344. Atul Vijay P.(2016). Understanding Data Mining Techniques Useful in Hospitality sector in the Era of Millennials. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. 538-545 (May, 2016), ISBN No.: 978-93-5265-653-0
345. Deepti Raval & Ashutosh Jani(2016). Role of Individual, Training Design and Organizational Factors in Training Transfer. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. 538-545 (May, 2016), ISBN No.: 978-93-5265-653-0
346. Mojtaba Lashgari (2016). Analysis of Effect of Macroeconomic Indicators on Drug related Re-offending (1979-2006). *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. 538-545 (May, 2016), ISBN No.: 978-93-5265-653-0
347. Ms. Anto Juliet Mary & Ms. R. Sivakami(2016). A Study on Quick Service Restaurants with special reference to McDonalds, KFC and Dominos in Cunningham Road, Bangalore. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. 538-545 (May, 2016), ISBN No.: 978-93-5265-653-0
348. Dr. Sukanya N (2016). Budgetary Deficits in India – Concepts, Trends and Implication. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. 538-545 (May, 2016), ISBN No.: 978-93-5265-653-0
349. Mr Roshan Monteiro & Dr Paraushuram K.G (2016). Need of School-Based Interventions to Promote Adolescent Health: Reviews, Concern and Call for Action in Social Science Perspective. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
350. Chaithanya Karnad & Mr. Sudarshan K(2016). Improvement in contrast restoration for fog images using NBPC. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
351. Navya D & Mrs. Rashmi M(2016). Securing Remote Medical Sensor Data by Adapting Paillier Cryptosystem Mechanism. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0

352. ThofaAysha & Mr.Manjesh R(2016). Passive methodology of Noncausal Markov model for 2D image splice recognition model using EM. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
353. MutamulizaEularie & Vishwanatha(2016). Impact of Microfinance Services on Small Scale Farmers' Welfare in Rwanda: A Case Study of Nyamagabe District. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
354. Mangala B S & Mrs.Padmanayana(2016). Face Recognition Approach for Obstructed Image Using AAM. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
355. Jyothi V & Rashmi K. S.(2016). A Study on Recent Developments and Issues in Human Resource Management. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* , SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
356. P. S. Aithal & Harischandra P.(2016). Smart Library Model for Future Generations. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
357. Jayarama M.(2016). Changes in India's Foreign Policy after 1991. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* , SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
358. Mr.LohithShetty & Mr.RoshanMonteiro(2016). Attitude of the Mangalorian Students on the North-East Students in Mangalore. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* ,SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
359. Miss KavitaYadav(2016). Foreign Direct Investments Inflows in India. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
360. Ms Anula Gupta & Dr PrakashAmrutMody(2016). Rationality Versus Spirituality. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0

361. Gowthami S. & SumanaShetty(2016). Brand and Customer Perspective on Marketing Management. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* , SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
362. Divya & NafeesathulMisriya(2016). A Comparative Study on Traditional and Online Recruitment. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
363. Rusagara Jean Bosco & Dr. T. N. Sreedhara(2016). Effect of Competition on Financial Profitability in the Banking Industry in Rwanda: A Case Study of Bank of Kigali. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
364. Ms. Merlin Joseph & Mr. Ravishankar K.(2016). Structured Learning Methodology Based Segmentation of Handwritten Document Image. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* , SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
365. Sushma M. & Mr. NagarajaHebbbar N.(2016). Privacy Preserving Authenticated Sharing of Data In Cloud Using IDFSRS Method. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 79-96 (May, 2016), ISBN No.: 978-93-5265-653-0
366. Jaspreet Singh (2016). Role of Managerial Decisions in a Corporate World. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 211-218 (May, 2016), ISBN No.: 978-93-5265-653-0
367. Dr. Poornima & Mr. D. Christopher Raj(2016). The Impact of Reality Shows on Television on the Youth of Ballari. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 211-218 (May, 2016), ISBN No.: 978-93-5265-653-0
368. Ramya (2016). The Effect of Training on Employee Performance. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* , SIMS, Mangalore, India. 234-250 (May, 2016), ISBN No.: 978-93-5265-653-0
369. Mr. B. Sudheer Kumar, Dr. N. Kumara Swamy, Dr. V. Mallikaruna & Ms. R. KavyaSree(2016). A Paper on EQ, IQ & SQ Work Force in Selected Software Companies at Andhra Pradesh. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* , SIMS, Mangalore, India. 234-250 (May, 2016), ISBN No.: 978-93-5265-653-0
370. SanthoshPrabhu M. & SuprithaBaliga B. Ethical Principles in Civil Services- A study with reference to Indian Scenario. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 234-250 (May, 2016), ISBN No.: 978-93-5265-653-0

371. Smt. Suvarnamalini B. (2016). Changing perspective of poverty line income on education and banking behaviour of the students - A case study of GFGC, Kavour. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 234-250 (May, 2016), ISBN No.: 978-93-5265-653-0
372. Arunima K. V. & Dr. P. Pakkeerappa (2016). The C's of Knowledge Management and V's of Big Data: A Conceptual Study. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 303-311 (May, 2016), ISBN No.: 978-93-5265-653-0
373. Shivani Kolarkar (2016). Impact of International Business Knowledge and Culture Transfer on Women Employment and their Work Life Balance in Indian IT Industry; and the need for Innovative HRM. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 350-362 (May, 2016), ISBN No.: 978-93-5265-653-0
374. Dr. Harshitha K (2016). Women, Paid Work and Work Life Balance – A Study in Mangalore City. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 390-403 (May, 2016), ISBN No.: 978-93-5265-653-0
375. Dr. M. A. Lahori (2016). Nurturing and Articulating Relationships - At Work & Market Place Matters. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 446-452 (May, 2016), ISBN No.: 978-93-5265-653-0
376. Dr. Indulekha R. (2016). Make in India - An Avenue to revive Indian Sports Industry. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 446-452 (May, 2016), ISBN No.: 978-93-5265-653-0
377. Ravinarayana K. S. & Dr. Ramakrishna (2016). The Impact of Job Stress: An Imperative Insight among IT Employees. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 446-452 (May, 2016), ISBN No.: 978-93-5265-653-0
378. Mr. Padmanabha Shenoy & Dr. P.S. Aithal (2016). A Critical Analysis on business performance strategies of Indian & Foreign I.T. Companies. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 446-452 (May, 2016), ISBN No.: 978-93-5265-653-0
379. Dr. Parmanand Barodiya (2016). An Analytical Study of Indian Rural Markets: Challenges & Opportunity. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 363-371 (May, 2016), ISBN No.: 978-93-5265-653-0
380. Shaini Naveen & Prof T. Mallikarjunappa (2016). A Study on Comparative Analysis of Risk and Return with reference to stocks of CNX BANKEX NIFTY. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 363-371 (May, 2016), ISBN No.: 978-93-5265-653-0

381. P. S. Aithal & Pradeep (2016). Philanthropy and Environmental Contribution of an NGO – A Case Study of Ramakrishna Muth, Mangalore. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 363-371 (May, 2016), ISBN No.: 978-93-5265-653-0
382. Pradeep M. D. & Deeksha (2016). Multi-dimensional Approach Towards Women Welfare - Changing Perspectives in the contemporary Indian Society. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 363-371 (May, 2016), ISBN No.: 978-93-5265-653-0
383. Shri. Parag Sunil Shukla & (Dr.) Parimal H. (2016). Vyas Analysing the Linkages between Experiential Value and Usage Attitude of Mobile Shoppers: A Key to Succeed in the R(E)Tail Renaissance. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 363-371 (May, 2016), ISBN No.: 978-93-5265-653-0
384. Avinash & Dr. T. Mallikarjunappa (2016). Price Discovery Role of Futures – A Study with reference to NSE Index Futures. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 363-371 (May, 2016), ISBN No.: 978-93-5265-653-0
385. Megha Rani R. & Mr. Harshavardhan H. (2016). An Incentive and Trustworthy Systems with E-Star for Heterogeneous Multichip Wireless Networks. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 363-371 (May, 2016), ISBN No.: 978-93-5265-653-0
386. Mr. Praveena D & Mr. Radhakrishnan (2016). Financial Management - Changing Role of Finance Manager in the Present Scenario. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 39-44, (May, 2016), ISBN No.: 978-93-5265-653-0
387. Ranju P. K. & Dr. T. Mallikarjunappa (2016). Do Acquisitions Create Value for Acquirer Companies in India? An Event Study Analysis of BSE 500 Companies. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 39-44, (May, 2016), ISBN No.: 978-93-5265-653-0
388. V. Harshitha Moulya & Dr. T. Mallikarjunappa (2016). Estimating Equity Premium using the Accounting Information: A Study with respect to Nifty50 index. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 39-44, (May, 2016), ISBN No.: 978-93-5265-653-0
389. Srikantha K. N. & Nanjunda (2016). Effective Management of Human Resources in Managing Rural Health through PRI. *The Changing Perspectives of Management, IT and Social Sciences in the*

Contemporary Environment, SIMS, Mangalore, India. 39-44,(May, 2016), ISBN No.: 978-93-5265-653-0

- 390.Priti K Rao & Chirag P Thakkar (2016). A Study on Customer And Retailer Attitude With Special Reference To “Shri Lakshmi Agro Foods Pvt. Ltd [Udhaiyam]” Chennai, Tamilnadu. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
- 391.Dr. Janet JyothiDsouza & Dr. T. Mallikarjunappa(2016). FII Trading Behaviour and Stock Market Returns –A Study on Indian Stock Market. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
- 392.Ms.Neha & A. U. Bapat(2016). Unsupervised Query-by-Example Spoken Term Detection using Multiple Tokenizers. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
- 393.Sneha N. Dessai & Rachel Dhanaraj(2016).Creation of 3D Scene from Raw Text. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
- 394.RuhiPramodYedave & NagarajVernekar (2016).Recommendations Using Web Access Logs. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
- 395.PoojaPradeepDalvi & Rachel Dhanaraj(2016). Image Reconstruction from Noisy Image Streams. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
- 396.Shailashri V. T. & EvelyneMlemba (2016).Impact of National Culture on Organisation Culture. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
- 397.Sneha S. Desai & J. A. Laxminarayana(2016). A Review of Semantic Based Techniques for Document Clustering. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
- 398.JayramGaonkar & Dr. J. A. Laxminarayana (2016).A Brief Survey on GPGPU(2016). *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0

399. Prachi Pradeep Patil & Manisha Naik Gaonkar (2016). Clustering Techniques for Research Papers: A Detailed Review (2016). *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
400. Ashwina Tari Volvoikar & Maruska Mascarenhas (2016). A Study on Matching of Large Images. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
401. Ashwina Tari Volvoikar & Maruska Mascarenhas (2016). An efficient method to match large images. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
402. Diana Terezinha Miranda & Maruska Mascarenhas (2016). A Study of Opinion Mining in Indian Languages. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
403. Charanraj K. R. & Seema S. Chavan (2016). Prevalence and Knowledge of Substance Abuse among Adolescents of Selected Colleges at Dakshina Kannada District, Karnataka- A pilot Study Report. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
404. Siya Naik & Manisha Naik Gaonkar (2016). Survey of Extractive Based Automatic Text Summarization Techniques. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
405. Dr. Jincy Jacob (2016). Challenges for Social Work Profession in India. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
406. Manjush H. H. & Laveena D'Mello (2016). A Study on the Green Human Resource Management at Gateway Hotel, Mangalore. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
407. Subrahmanya Kumar N. & Dr. Puttanna K. (2016). Performance Analysis of Mutual Funds in India during the period from 2010 to 2015. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0

408. Sayyad Ameen Ahammad (2016). A study on the Performance of S&P BSE-500 Shariah in accordance with S&P BSE-500. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
409. Nidhish H. (2016). Crowd funding source as alternative sources, Keep-It-All vs. All-Or-Nothing. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
410. Anumesh Kariappa & Muhammed Faisal K. (2016). A Study on Customer Satisfaction of with special reference to "INDULEKHA PRODUCTS". *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 811-820 (May, 2016), ISBN No.: 978-93-5265-653-0
411. Anumesh Kariappa & Maharooof Mahamood AKV (2016). A Study On Dealer Satisfaction with Special Reference to ACC Cements Ltd. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 546-552 (May, 2016), ISBN No.: 978-93-5265-653-0
412. Ramesh. Pai. A & Dr. A. P. Achar (2016). Does capitalism produce second generation entrepreneurial class?. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
413. Mrs Priti Jeevan & Jeemol M Kunhi (2016). A Study on "IN PATIENT SATISFACTION" with Reference to Indiana Hospital Mangalore. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
414. Mrs. Jayalaxmi (2016). Challenges and Issues in Work Place with Special Reference to Work Force Diversity. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. 729-738 (May, 2016), ISBN No.: 978-93-5265-653-0
415. Sumukh Bhandarkar & Ranjana Kammar (2016), 4G Technology, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1
416. B. Sudheer Kumar, Dr. V. Mallikaruna, Dr. N. Kumara Swamy, Quality of Earnings in Select Banking Sector with Reference to Line item analysis, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.

417. Lajitha P., Dr. K. Gangadharan Impact of Microfinance on Women Empowerment: An Empirical Study on NHGS in Kannur District, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, 162-169, (August, 2016), ISBN No.: 978-93-5265-656-1.
418. Nishitha Pankar, Dr. N. Radhakrishna, Innovations And Transformation In Governance Through Information Technology : A Study On Kerala, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
419. Sumathi, Dr. Mustiary Begum, Impact Of Advertisements On Consumer Behaviour Of Cosmetic Products – A Study In Mangalore, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
420. Deepali Kamath, Green Computing “Future of Computers”, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
421. Dr. V. Shaharban, A Balanced Empowerment Strategy For Strengthening Accountability Of Women, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
422. Dr. C. K. Hebbar, Meenakshi Acharya, A Comparative Study Of Insurance Advisor And Bancassurance Channel In Selling Life Insurance Products In India, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
423. Dr. Amol Gore, Assessing The Operations Strategy Alignment For The Proposed Chemchina Acquisition Of Syngenta, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, 344-353 (August, 2016), ISBN No.: 978-93-5265-656-1.
424. Prof. D. S. Ranjitha, Prof. Praveena D., Prof. Pramod Nayak, Green Banking In India And Its Effect On The Nation, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
425. Jayasree T. O., Dr. K. Gangadharan, Information Technology- A Growth Indicator For Banking Sector In India, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
426. Dr. Janet Jyothi Dsouza, Dinesh K. Are Beta Stable In Indian Stock Market?, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
427. Jason Elroy Martis, Dr. Balasubramani, A Proposed Framework For Effective Emotion Recognition From Real Time Data, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.

428. Ravinarayana K. S., Dr. Ramakrishna, Impact Of Work Stress On Job Performance In It Sector, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
429. Rusagara Jean Bosco, Dr.T.N. Sreedhara, Effect Of Community Development Programmes On Households' Empowerment: THE CASE OF GASABO DISTRICT, RWANDA, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
430. Gurudath Shenoy, Prasad Kumar, Sandesh S. N., Student's Perception Towards Financial Literacy – A Study With Special Reference To Degree Students Of Sdm College Ujire, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
431. Dr. S. Jamuna, A Study On Problems And Prospects Of Women Fish Vendors In Ramanthurai, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
432. M. Rajeev, Dr. S. M. Abdul Kader, A Study Of The Impact Of Privatisation On The Performance Of Indian General Insurance Sector, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
433. Veena D. Kotian, Sowmya Hegde Branchless Banking For The Poor As A Part Of Financial Inclusion, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
434. Ms. Radhika Nayak, Mrs. Jayalaxmi, A Study On Customer Perceptions Towards Banking System– With Special Reference To Mobile Banking Service., *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, 312-320, (August, 2016), ISBN No.: 978-93-5265-656-1.
435. Mr. Gurudath Shenoy, Prof. Raghavendra Prabhu, Self-Employed Perception On Mobile Banking A Study With Reference To Self-Employed Professionals At Ujire (D K), *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, 154-161, (August, 2016), ISBN No.: 978-93-5265-656-1.
436. Dr. Prameela Shetty, Ramya Shetty, Dr. Devaraj K., Financial Performance Of Fertilizer Industry In India, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
437. Pradeep. K. V., Technological Innovations In Jewellery Sector, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
438. Ashwitha Karkera, Dr. Nalina K. B., Madhukar S. M., Application Of Weak Form Efficiency And Neural Networks In Financial Modeling - A Review Of Theory And Empirical Evidence,

Innovations and Transformations in Banking, Management, IT, Education and Social Sciences, (August, 2016), ISBN No.: 978-93-5265-656-1.

439. Dr. Rajiv Kumar Agarwal, Higher Education In India : Issues, Challenges And Suggestions, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, 354-370, (August, 2016), ISBN No.: 978-93-5265-656-1.
440. Aruna Doreen Manezes, Prof. Suraj Francis Noronha , Dr. P. G. Aquinas, Dealing With Shortage Of Experienced Nurses Through Innovative Retention Strategies, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
441. D. R. Pallavi, S. Sai Sachidhanada, Unlocking The Lock- A Mirror Image Effect Of Sbi Merger In Indian Banking System, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, 195-200, (August, 2016), ISBN No.: 978-93-5265-656-1.
442. Raghavendra Holla, Swoc Analysis Of Goods And Services Tax (Gst):Implementation In India, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
443. Iddirisu Andani Mu-azu & G.P. Shivram, A Critical Assessment of Mass-Media in Ghana: A partner for National Development or a Bane? *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
444. Prasanna Kumar M.G & Dr. Y.M. Raju, Users Awareness and utility of M-Governance Services: A Study in Mangalore City. *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
445. Vishwanatha & Mutamuliza Eularie, Microcredit and Socio-Economic improvement of small formers in RWANDA: and Empirical study. *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, 531-540, (August, 2016), ISBN No.: 978-93-5265-656-1.
446. Shaini Naveen & Prof. T. Malikarjunappa, An Empirical Study on Market Timing and Selectivity Skills of Indian mutual fund Managers using Treynor and Mazuy Model. *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, 438-445 (August, 2016), ISBN No.: 978-93-5265-656-1.
447. Joan Rita O'Brien, Social Media – A Theoretical Correlation with Socialization and Social Change. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 214-221(November 2016), ISBN No.: 978-93-5265-655-4
448. Dawn Prakash, "Innovation & Creativity in Business with Z2aworld.Com". *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4

449. Meenakshi Acharya & Dr. C. K. Hebbar, Digitalization of Insurance Sector: Issues And Challenges To An Insurance Advisor. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 372-380, (November 2016), ISBN No.: 978-93-5265-655-4
450. Ramya K. S., A Study on Awareness of E-Governance And Attitude Towards Sustainable Development. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 222-227, (November 2016), ISBN No.: 978-93-5265-655-4
451. Sandra Sunitha Lobo & Yamini Gowda P. C, The Selfie Phenomenon: Self- Presentation And Its Implications. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 344-356, (November 2016), ISBN No.: 978-93-5265-655-4
452. Abhitha S. & Dr. Yathish Kumar, Impact of Information Technology Advancement on Human Resource Management: A Study With Special Reference To Yenepoya University, Deralakatte In Mangalore. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 317-330, (November 2016), ISBN No.: 978-93-5265-655-4
453. Arun F. Sequiera & Anasuya, The Impact Of Internet Usage On Youngsters With Reference To Mangaluru City. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4
454. Sowmya Jyothi, Advances And Best Practices In E-Education. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4
455. Surekha & Ashitha Spurthi Saldanha, Managing Talent- The Way Forward. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 110-116, (November 2016), ISBN No.: 978-93-5265-655-4
456. Dr. Vijaya Kumari S. N & Flavia D'Souza, Secondary School Teachers' Digital Literacy And Use Of Ict In Teaching And Learning. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 1-10, (November 2016), ISBN No.: 978-93-5265-655-4
457. Dr. Harshitha & Ramya Shetty, Students' Attitude Towards Effects Of Information Technology On Corporate Social Responsibility – A Study In Mangalore City. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4
458. Deepali Kamath, Green Technology. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4

459. Rosy Fernandes & Flosy C. R. D'souza, Use of Different Computer Based Concept Mapping Softwares For Student Centric Learning. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 195-204, (November 2016), ISBN No.: 978-93-5265-655-4
460. Srilaxmi V. Shetty ,Neural Network Based Face Detection. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 126- 129, (November 2016), ISBN No.: 978-93-5265-655-4
461. Jayalaxmi, Prathibha S. Bhat & Chiranjana K. Sherigar, The Impact Of Technology On Education A Study On Power Point Presentation As A Tool For Classroom Teaching And Learning. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4
462. M. Rajeev & Dr. S. M. Abdul Kader, A Study Of Information And Communication Technology Related Changes In The General Insurance Sector In India And Its Impact On Customer Relations. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 569-588, (November 2016), ISBN No.: 978-93-5265-655-4
463. Chandini, Teacher's Attitude Towards the use of Computers in Education. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 228-232, (November 2016), ISBN No.: 978-93-5265-655-4
464. Raghavendra, Yashwini & Shahla, The Necessity Of Implementing E-Learning Facilities In Rural Areas. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4
465. Pushpalatha B. & Mrs. Bhavya, The Perception Of Customers Towards Atm Services: A Study With Reference To State Bank Of Mysore. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4
466. Sushma S., Bittorrent Protocol Usage And Benefits In Hpc. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 205-213, (November 2016), ISBN No.: 978-93-5265-655-4
467. Divya Uchil, E- Waste : A Concern In Today's Environment. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 169-174, (November 2016), ISBN No.: 978-93-5265-655-4
468. Sukanya N., Economic Growth And Sectoral Shifts In Production In India- The Present Century Scenario. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4

469. Mrs. Shashikala Shetty & Mrs. Shashiprabha, The Impact Of E-Learning In Higher Education In Terms Of Students' Performance. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education* (November 2016), ISBN No.: 978-93-5265-655-4
470. Dr. Muthukumar Muthuchamy, Curriculum Development in Environmental Sciences – Constraints and Challenges. *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
471. T. Mallikarjunappa, How to Design and Develop a curriculum that addresses the contemporary and futuristic needs of the society and Organisations?, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
472. K. Balakrishna, Shankaranarayana Bhat & H. N. Udayashankar, Student centric curriculum development - Experience from Manipal Institute of Technology, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
473. Dr. Thomas Pinto, Innovative and Best Practices in Teaching-Learning Process of Higher Education - A Case of Technical Education, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
474. Dr. A. P. Bhat, Innovative Best Practices in Physical Science Teaching and Effective Student Centric Learning, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
475. Vishnu Mayya Bannur, Indian Education: Where we stand? , *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
476. Shabaraya A. R., Best Practices in Pharmacy Education, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
477. Dr. C. K. Hebbar, Curriculum Design and Development for Student-Centric Learning, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
478. Dr. K. R. Kamath, Seminar on Curriculum Design & Development for Student-Centric Learning, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
479. Dr. Jayashree K., Culture and Language Across Curriculum, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5

480. Dr. S. Rajashekar, Nitin Chandrakini & Mohini Shah, A RCT to Determine most Effective Teaching Strategies on Student Population, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
481. Prof. Edwin, Comparative Study of Student Centric Approach in Higher Education in Design and Development Countries, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
482. Anil Kumar, Student-Centred Learning: A Teacher –Student Choice Model of Learning, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
483. Dr. S. Rajashekar, Curriculum Development and Pedagogic Methods for Allied Health Professional students, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
484. Rosy Fernandes & Flosy C. R. D'souza, Curricular Innovation for Student Centric Learning: Concept Attainment through Information Technology, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
485. Ravinarayana K. S. & Dr. Ramakrishna, Student Centred Learning: An Insight into Theory and Practice in Indian Universities, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
486. Dr. Sathish Bhat, Can parent's profession influence the attitude and competency among the first year medical students? , *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
487. S. Swaminathan, Innovations in Student – Centric Learning through Intervention in Pedagogy, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
488. Anupama Ajith, Addressing Approaches in Student Centric Learning, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
489. Mrs. Deepali Kamath, Teacher and Teacher Education Best-Classroom Practices for Student-Centric Teaching, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
490. Mohammed Gowspee, Dr. Ramachandra C. G. & Raghavendra M. J, A Study on Learning and Teaching Styles in Engineering Education, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5

491. Dr. Sneha Suresh , Mrs. Usha Vedavyas , Dr. Anisha & Dr. Komal Makhecha, Flipped Classroom Technique or Discussion Method of Teaching among Physiotherapy Students? A Randomised Controlled Trial, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
492. Linus Benedicta D Souza & Dr. Flosy C.R. D'Souza, Teachers Academic Involvement and Curricular Challenges in Student Centric Learning in Higher Education, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
493. Nidhish H, Bracing Entrepreneurship course in higher education to build our future entrepreneurs, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
494. Praveena Kumari M. K, Impact of PBL on Student Centric Learning, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
495. Mr. Shreepathy Ranga Bhatta B, Effect of Youth Red Cross Unit for overall Student Development - A Case Study of Mangalore University colleges, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
496. Dr. M. Sriram, Curriculum Design and Development- Way Ahead for 'Management Education', *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
497. Linus Benedicta D Souza & Dr. Flosy C.R. D'Souza, Teachers Academic Involvement and Curricular Challenges in Student Centric Learning in Higher Education, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
498. Vinod Kumar M, Innovations in the Curriculum Transaction for Divergent Thinking through Social Medias, *Curriculum Design and Development for Student-Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
499. Mahammad Shahid, Mahammad Irshad, Foreign Direct Investment In Indian Retail, *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), .848-853, (August, 2016) ISSN (Online): 2455 – 5630
500. Dr. Yathish Kumar , Ms. Rekha G. N., Impact of Microfinance Through Vijaya Bank - A Case Study, *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 11-18, (November 2016), ISBN No.: 978-93-5265-655-4

501. Preethi A Nayak, Santhosha Kumara A, E-Learning Principles And Practices In The Context Of Education With Special Reference To Indigenous Peoples: A Study, *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, 85-90, (November 2016), ISBN No.: 978-93-5265-655-4

14. SIRRA Activities:

SIRRA Report From April 2015 - March 2016

Introduction

Srinivas Institute of Rural Reconstruction Agency (SIRRA) is a Non-Governmental Organization (NGO) engaged in Rural Welfare activities for the past Fifteen years. This NGO is formed under the aegis of A. Shama Rao Foundation, which is well known in the field of quality education services, and sponsored over seventeen colleges. With the mission of special responsibility and at the same time to link the education with that of community, SIRRA was established. The chief functionary of SIRRA is Mr. CA A. Raghavendra Rao is a great visionary and situated in Srinivas Hotel Building, with a project officer at Srinivas Institute of Management Studies, Pandeshwar, Mangalore.

SIRRA has a team of experienced trainers and resource persons who would always guide the rural development activities in Dakshina Kannada District. With the rich knowledge, skills and contacts gained, SIRRA organized various programme through Social work Department (MSW). SIRRA will give opportunity for student Social Workers to practice their field practicum. This was done with the collaboration of our sister institutes especially with Srinivas Hospital. Through SIRRA we have organized number of community outreach programmes, medical camps, street plays, awareness programmes etc. for the disadvantage sections of the society.

The **vision** of the NGO is "To improve the standard of living of the under privileged and promote their empowerment" And the **mission** is "To facilitate sustainable development through participatory community driven activities". Along with this we have various **objectives**: To promote active participation of community for better qualitative human resource development; To provide essential services in the field of health, education, economic development, social development and spiritual Development; To facilitate the empowerment of the under privileged in the process of social development; To create awareness among the masses about the importance of education, health, good sanitation practices and communal harmony etc

Various Community intervention programmes have been conducted for the community people in this year. Community Organizer and the social worker pay regular home visit, selected needy cases from the community and tried to solve cases, conducted group activities to children and teenagers from nearing schools, participated in youth club and Self Help Group meetings, and regular community intervention programmes. The student's social worker also got good exposure to organize community outreach programmes under SIRRA.

Following activities conducted for the year April 2015 to March 2016, under the NGO Srinivas Institute of Rural Reconstruction Agency (SIRRA)

The detail report of the activities is as follows:

1. **Basic of Counseling:** Mrs. Laveena D'Mello delivered the guest lecture on Basics of counseling organized by BBM Department of Srinivas Institute of Management Studies on 16th June 2015 in the auditorium.
2. **Certificate course on Life skills for BBM students:** Under Srinivas Institute of Rural reconstruction Agency (SIRRA), Mrs. Laveena D'Mello was the resource person for the Certificate course organized for BBM Department from 4th August to 6th August at Auditorium of SIMS. 22 Students benefited from this programme.
3. **Pada yathre:** Srinivas Institute of Rural reconstruction Agency (SIRRA) with the collaboration with Srinivas Hospital organized Pada Yathre from Srinivas Hospital to Surathkal regarding the free treatment and the facilities available in the Hospital. Total 40 students participated in the programme. Students from the Nursing science were also participated. The programme was coordinated by Prof. Sriram Karanth, on 28th August, 2015.
4. **Health check-up camp:** on 5th April 2015, Health check-up camp was organized at Vishwanatha temple, punaruru. 85 members were covered and this programme was organized by Srinivas Hospital, Mukka. The publicity for the camp was given by MSW students in the locality.
5. **Health camp:** on 12th April 2015, Health camp was organized at Mallikarjun Matt, Lingapayyana kadu. 160 patients benefited out of this camp. This was the field practicum area of the students who were organized this camp, with the collaboration of Srinivas Hospital, Mukka. Follow-up was done in the hospital as well as clinic at Lingapayyana kadu.
6. **Health camp:** on 2nd August 2015, Health camp was organized at Vitoba Rukumayi Kshetra Iddya, Surathkal. 101 patients benefited out of this camp. The camp was organized with the collaboration of Srinivas Hospital, Mukka. Follow-up was done in the hospital.

7. **Blood grouping camp:** On 4th, 5th and 7th August 2015, (3 camps) blood Grouping camp was conducted in the hospital for the students. This is in house camp. 119 students did their blood test and grouping free of cost. Transport was also provided for the students.
8. **Blood donation camp:** On 15th August 2015, Blood donation camp was organized and 22 volunteers donated their blood on Independence Day.
9. **Rural camp to Sullia:** One day rural camp was organized under SIRRA on 30th September for MSW students. 50 Students participated in this rural camp and visited various places like Dairy farm and Ksheera Enterprise. They had interaction with Mr. Ragava Gowda and he introduced milking Michine called 'Milk Master'. Students also visited the Dairy farm, temple, fish ponds, poultry farm, and creative garden of Mr. Tirumaleshwar Bhat etc.
10. **Medical check-up camp:** on 20th February 2016, Health camp was organized at Bhagini samaj, Bolar Mangalore. 44 Children benefited out of this camp. The camp was organized with the collaboration of Srinivas Hospital, Mukka.
11. **Medical check-up camp:** on 24th February 2016, Health camp was organized at Srinivas Hospital, Mukka for the children of Dhoomavathi Government Prymary school, Mukka. 20 Children benefited out of this camp. The camp was organized at Srinivas Hospital.
12. **Medical camp:** on 25th February 2016, Health camp was organized at Srinivas Hospital, Mukka for the children of Madya school only for the sick and problematic chidren at Srinivas Hospital.

15. Industry Visits Organized

Sl. No.	Name of the Course	Place visited	Date
01	MBA	Modern Ace Foods, Mangalore	22/11/2016
02	MBA	Nandini Dairy, Mangalore	9/9/2016
03	BBA (I year)	Nandini Dairy, Mangalore	20/07/2016
04	BBA (I year)	Achal Industries, Mangalore	23/02/2017
05	BBA (I year)	Sunshine Industries, Mangalore	23/02/2017
06	BBM (II year)	Campco Industries, Mangalore	28/01/2017

16. Guest Lectures Organized

Sl. No.	Name of the Course	Name of the Resource person	Topic of Lecture	Date of Lecture
01	MBA	Dr.M.R.Vasudev	Mgt skills for MBA students	30/8/2016
02	MBA	Prof. Edwin	Linux and Open Source	23/9/2016
03	MBA	Mr. Faisal	Self Esteem	11/11/2016
04	MBA	Dr.Anil Kumar	Demonetisation	14/11/2016
05	BBM	Rly.Police Dept.	The impact of rgging and Rly Police Etiquette	13/09/2016
06	BBM	Prof. Swaminathan	Professional Etiquettes	17/1/2017

17. Ranks by Students

Sl. No.	Name of the Course	Name of the student	Rank position
01	MSW	Deeksha	I
02	MCA	Chaitra B.S	II
03	BBM	Fathima Shibin Kurickal	1X

18. Other Student Achievements

There were no other specific achievements made by the students in the academic year except the ranks obtained which had been mentioned in item no.20.

19. Library Report

Sl. No.	Name of the Course	Number of Books	No. of Journals	No. of study materials
01	MBA	14310	-----	29 titles
02	MSW	2024	-----	20 titles
03	MCA/BCA	2921	-----	25 titles
04	BBM	2074	-----	20 titles
05	BCom	297	-----	21 titles

20. Computer Lab Report

Computer Lab 1

No of servers : 01

Configuration: IBM X3100 M4 SERVER 2582IKA

OS: Opensuse 13.1 with LAMP server

No. of clients : 70

Software Configuration of clients

Sl. No	System Software / Application Software / Open source Software	Quantity
1.	Linux Mint 17	70
2.	Open Office	70
3.	My SQL /server edition	70
4.	Freedos O.S	70
5.	TC, C++, Java	70
6.	Gimp	70
7.	Gparted	70
8.	Filezilla	70
9.	K3b	70
10.	Inkscape	70
11.	Pidgin	70
12.	Synaptic	70
13.	Netbeans	70
14.	Picasa	70
15.	Gthumb	70
16.	Gedit	70
17.	Bluefish	70
18.	Gambas2	70
19.	Mono developer 3.0	70
20.	G++	70

21.	Gfth	70
22.	Eclips	70
23.	Aptana Studio	70

Computer Lab 2

No. of clients : 70

System Software / Application Software		
Licensed Software	Quantity	Purchase Date
Windows 7 (32-bit professional)-	50	49792378 / 28.03.2014
Ms office	05	49792378 / 28.03.2014

Software Configuration of clients

Sl. No	System Software / Application Software / Open source Software	Quantity
1.	Linux Mint 17	70
2.	Open Office	70
3.	My SQL /server edition	70
4.	Freedos O.S	70
5.	TC, C++, Java	70
6.	Gimp	70
7.	Gparted	70
8.	Filezilla	70
9.	K3b	70
10.	Inkscape	70
11.	Pidgin	70
12.	Synaptic	70
13.	Netbeans	70
14.	Picasa	70
15.	Gthumb	70
16.	Gedit	70
17.	Bluefish	70
18.	Gambas2	70
19.	Mono developer 3.0	70
20.	G++	70

21.	Gfth	70
22.	Eclips	70
23.	Aptana Studio	70

21. List of NPTEL Lectures Course-wise

STUDY MATERIALS DETAILS

DEPARTMENT OF B.B.M., B.COM.& B.C.A. (UG COURSES)

Sl.. No	Subject	Semester	Department
1	Programming Language C	I	BCA
2	Fundamentals of IT	I	BCA
3	Computer Organisation	I	BCA
4	Constitution of India	I	BCA
5	Basics of Networking	II	BCA
6	Object Oriented Programming using C++	II	BCA
7	Database Concepts and Oracle	II	BCA
8	Human Rights and Gender Equity	II	BCA
9	Basics Mathematics	III	BCA
10	Microprocessor	III	BCA
11	Data Structures	III	BCA
12	Operating Systems	III	BCA
13	Data Mining	IV	BCA
14	Computer Graphics and Multimedia	IV	BCA
15	Visual Basic.Net Programming	IV	BCA
16	Principles of TCP/IP	IV	BCA
17	E-Commerce	IV	BCA
18	Computer Oriented Numerical Analysis	IV	BCA
19	Computer Oriented Statistics Methods	IV	BCA
20	Software Engineering	V	BCA
21	Linux Environment	V	BCA
22	Web Development in .NET	V	BCA
23	Java Programming	V	BCA
24	Distributed Computing	V	BCA
25	LAMP Technology	V	BCA
26	Principles of Economics	I	BBM
27	Principles of Management	I	BBM
28	Accounting I	I	BBM
29	Business Organisation	I	BBM

30	Managerial Economics	II	BBM
31	Business Environment & Entrepreneurship	II	BBM
32	Accounting-II	II	BBM
33	Managerial Communication	II	BBM
34	Business Mathematics	III	BBM
35	Business Economics	III	BBM
36	Commercial Law	III	BBM
37	Marketing Management	III	BBM
38	Income Tax	III	BBM
39	Corporate Accounting-I	III	BBM
40	Business Statistics	IV	BBM
41	Modern Banking Management	IV	BBM
42	Fundamentals of Financial Management	IV	BBM
43	Computer Applications in Management	IV	BBM
44	Human Resource Management	IV	BBM
45	Corporate Accounting – II	IV	BBM
46	Organisational Behavior	V	BBM
47	Project Management	V	BBM
48	Export Management	V	BBM
49	Cost Accounting	V	BBM
50	Marketing Management Elective-I	V	BBM
51	HRM Elective	V	BBM
52	Company Law	VI	BBM
53	Investment Management	VI	BBM
54	Cost & Management Accounting	VI	BBM
55	Auditing	VI	BBM
56	Marketing Management	VI	BBM
57	Human Resource Management	VI	BBM
58	Business Economics	I	B.Com
59	Financial Accounting I	I	B.Com
60	Principles of Management	I	B.Com
61	Business Statistics and Mathematics	I	B.Com
62	Constitution of India	I	B.Com
62	Money & Public Finance	II	B.Com
63	Financial Accounting II	II	B.Com
64	Modern Banking	II	B.Com
65	Business Statistics and Mathematics	II	B.Com
66	Human Rights and Gender Equity	II	B.Com
67	International Trade and Finance I	III	B.Com
68	Financial Accounting III	III	B.Com
69	Cost and Management Accounting	III	B.Com
70	International Trade and Finance-II	IV	B.Com
71	Financial Accounting IV		B.Com
72	Cost and Management Accounting II		B.Com

73	Business Law	V	B.Com
74	Modern Marketing	V	B.Com
75	Financial Management I		B.Com
76	Financial Accounting V		B.Com
77	Cost and Management Accounting III		B.Com

Study Materials Details

Department of M.B.A., M.C.A & M.S.W (PG Courses)

SLNO	SUBJECT	SEMESTER	DEPARTMENT
1	Principles and Practice of Management	I	M.B.A
2	Accounting for Managers	I	M.B.A
3	Organizational Behaviour	I	M.B.A
4	Business Research Methods	I	M.B.A
5	Economics for Managers	I	M.B.A
6	Computer Applications in Business	I	M.B.A
7	Human Resource Management	II	M.B.A
8	Marketing Management	II	M.B.A
9	Indian Business Environment	II	M.B.A
10	Operations Research	II	M.B.A
11	Production and Operations Management	II	M.B.A
12	Supply Chain Management	II	M.B.A
13	Entrepreneurship and small Business	III	M.B.A
14	Management Accounting	III	M.B.A
15	International Business Environment	III	M.B.A
16	Strategic Financial Management (SC-1)	III	M.B.A
17	Security Analysis and Portfolio Management (SC-1)	III	M.B.A
18	Marketing Research and Consumer Behaviour (SC-2)	III	M.B.A
19	Promotions and Distribution Management (SC-2)	III	M.B.A
20	Training and Development (SC-3)	III	M.B.A
21	Employees Relations Management (SC-3)	III	M.B.A
22	Strategic Management (HC)	IV	M.B.A
23	Project Report (HC)	IV	M.B.A
24	Financial Services (SC-1)	IV	M.B.A
25	International Financial Management (SC-1)	IV	M.B.A
26	International Marketing Management (SC-2)	IV	M.B.A
27	Services Marketing (SC-2)	IV	M.B.A

28	Global Human Resources Management (SC-3)	IV	M.B.A
29	Compensation Management (SC-3)	IV	M.B.A
M.C.A Department			
1	.Net Technologies	III	M.C.A
2	Computer Networks & Protocols	III	M.C.A
3	Network Routing & Technologies	III	
4	System Administration	III	
5	Communications	III	
6	Database Technology	IV	
7	Advanced Web Technologies Part I	IV	
8	Linux System Administration	IV	
9	NOSQL and MySQL Server Administration	IV	
10	Network Management	IV	
11	Software Testing	V	
12	Data Mining & Data Warehousing	V	
13	Computer Graphics & Multimedia	IV	
14	Microprocessor and Computer Architecture	IV	
MSW DEPARTMENT			
1	Social Work Profession History & Philosophy	I	M.S.W
2	Working with individuals & Families	I	M.S.W
3	Working with groups	I	M.S.W
4	Dynamics of Human Behavior	I	M.S.W
5	Indian Society – Polity & Economy	II	M.S.W
6	Working with Communities	II	M.S.W
7	Social Work Research & Statistics	II	M.S.W
8	Social & Organisational Psychology	II	M.S.W
9	Contemporary Social Issues and Concerns	III	M.S.W
10	Communication skills for social workers	III	M.S.W
11	Medical social work	III	M.S.W
12	Personnel Management & Human Resource Development	III	M.S.W
14	Working with children & Adolescents	III	M.S.W
15	Management concept	III	M.S.W
16	Project planning management	IV	M.S.W
17	Therapeutic counseling	IV	M.S.W
18	Labour Legislation	IV	M.S.W
19	Psychiatric Social Work	IV	M.S.W

20	Labour Welfare & Industrial Relation	IV	M.S.W
----	--------------------------------------	----	-------

1

22. Academic Result Report 2015-16 / 2016-17

Course	Sem. Month & Section	Subject	Appeared nos	Passed nos	Failed nos	Pass %
MBA	IV Sem May 2016 A-Section	Strategic Management	41	41	---	100
		Operations Research	41	41	---	100
		Entrepreneurship Development	41	41	---	100
		Financial Services	22	22	---	100
		International Financial Management	22	22	---	100
		Global Human Resource Management	04	04	---	100
		Employee Relations Management	04	04	---	100
		International Marketing Management	15	15	---	100
		Service Marketing	15	15	---	100
MBA	IV Sem May 2016 B-Section	Strategic Management	41	41	---	100
		Operations Research	41	41	---	100
		Entrepreneurship Development	41	41	---	100
		Financial Services	22	22	---	100
		International Financial Management	22	22	---	100
		Global Human Resource Management	04	04	---	100
		Employee Relations Management	04	04	---	100
		International Marketing Management	15	15	---	100
		Service Marketing	15	15	---	100
MBA	II Sem May 2016	Organisation Behaviour And Business Communication	48	48	---	100

	B-Section					
		Marketing Management	48	48	---	100
		Production and Supply Chain Management	48	48	---	100
		Human Resource Management	48	48	---	100
		Business Research Methods	48	48	---	100
MBA	II Sem May 2016 B-Section	Organisation Behaviour And Business Communication	52	52	---	100
		Marketing Management	52	52	---	100
		Production and Supply Chain Management	52	52	---	100
		Human Resource Management	52	51	01	98
		Business Research Methods	52	52	---	100
MSW	IV SEM May-2016	Project Planning & Management	63	63	---	100
		Labour Legislation	63	63	---	100
		Labour Welfare and Industrial Relations	49	49	---	100
		Therapeutic Counselling	14	14	---	100
		Psychiatric Project	14	14	---	100
		Research Project	63	63	---	100
		Social Work Practicum	63	63	---	100
		Seminar	63	63	---	100
MSW	II SEM May-2016	Indian Society-Polity and Economy	37	37	---	100
		Working with Communities	40	40	---	100
		Social Work Research & Statistics	40	40	---	100
		Social and Organisational Psychology	40	40	---	100
		Social Work Practicum	40	40	---	100
		Seminar	40	40	---	100
MCA	IV SEM May 2016	Computer Graphics&Multimedia	29	29	---	100
		Internet Tools&Web Technology	29	29	---	100
		Compiler Construction	29	26	03	90
		Distributed Computing	29	29	---	100
		Systems Administration	29	29	---	100
		Computer Graphics&Internet Technical Lab.	29	28	01	97
		Microprocessor& Operating Systems Lab.	29	28	01	97

MCA	VI SEM May 2016	Project Work	45	45	---	100
BCA	II SEM May 2016	General Proficiency and Communicative English	41	41	---	100
		Hindi	41	41	---	100
		Kannada	03	03	---	100
		Malayalam	24	24	---	100
		Basics of Networking	41	37	04	90.24
		Object Oriented Programme	41	31	10	76
		Database Concepts	41	36	05	88
		General Studies	41	41	---	100
		C++ Lab	41	41	---	100
		Oracle Lab	41	41	---	100
BCA	IV SEM May 2016	TCP/IP	42	37	05	88
		VB.NET	42	40	02	95.23
		E-COM	42	42	---	100
		CONA	42	41	01	98
		CG	42	36	06	86
		SAD	42	40	02	95.23
		CG LAB	42	42	---	100
		VB.NET Lab	42	42	---	100
BCA	VI SEM	Project Work	87	87	---	100
BCA	I SEM Nov 2016	General Proficiency and Communicative English	51	48	03	94.01
		FIT	51	43	08	84.03
		COA	51	45	06	88.02
		C-Programme	51	30	21	59
		Kannada	10	10	---	100
		Malayalam	20	17	03	85
		Hindi	23	20	03	87
		C-Lab	41	41	---	100
		FIT Lab	51	51	---	100
		General Studies	51	50	01	98
BCA	III SEM Nov 2016	Microprocessors	49	36	13	73.46
		Operating System	49	32	17	65.03
		Data Mining	49	36	13	73.46
		Basic Mathematics	49	28	21	57.14
		Data Structure	49	31	18	63.26
		MP Lab	49	49	---	100

		DS&OS Lab	49	48	01	98
BCA	V SEM Nov 2016	LAMP Technology	51	49	02	96
		Software Engineering	51	39	12	76
		JAVA Programming	51	38	13	75
		Web Technology	51	46	05	90
		Linux Environment	51	43	08	84
		Distributed Computing	51	47	04	92
		JAVA Lab	49	49	---	100
		Web Lab	49	49	---	100
BBA	II SEM Nov 2016	General Proficiency and Communicative English	31	29	02	94
		Hindi	09	05	04	56
		Kannada	01	01	---	100
		Malayalam	21	10	11	48
		Accounting I	31	30	01	97
		Principles of Economics	31	21	10	68
		Principles of Management	31	17	14	55
		Business Organisation	31	14	17	45.16
		General Studies	31	31	---	100
BBA	II SEM Apr 2016	General Proficiency and Communicative English	59	51	08	87
		Hindi	10	09	01	90
		Malayalam	47	40	07	85
		Kannada	02	01	01	50
		Additional English	01	01	---	100
		Managerial Economics	59	31	28	53
		Business Enterprise & Environment	59	46	13	78
		Accounting II	56	32	24	58
		Managerial Communication	58	49	09	85
		General Studies	59	59	---	100
BBM	III SEM Nov 2016	Business Maths	49	29	20	59.18
		Business Economics	49	41	08	84
		Commercial Law	49	42	07	86
		Marketing Management	49	41	08	84
		Income Tax	49	35	14	71.42
		Corporate Accounting	49	26	23	53.06
BCom	I SEM Nov 2016	General Proficiency and Communicative English	63	60	03	95.24

		Hindi	14	09	05	64.29
		Kannada	06	04	02	67
		Malayalam	42	20	22	48
		Business Economics	63	19	44	30.16
		Financial Accounting	63	38	25	60.32
		Principles of Management	63	37	26	57
		Business Statistics & Management	63	47	16	75
		General Studies	63	62	01	98.41
BCom	II SEM May 2016	General Proficiency and Communicative English	58	52	06	90
		Hindi	10	08	02	80
		Kannada	05	04	01	80
		Malayalam	43	31	12	72
		Money and Public Finance	58	53	05	97
		Financial Accounting	56	10	46	18
		Modern Banking	58	40	18	69
		Business Statistics & Mathematics	54	24	30	44
		General Studies	58	56	02	97
BCom	III SEM Nov 2016	General Proficiency and Communicative English	50	45	05	90
		Hindi	09	07	02	78
		Kannada	04	04	---	100
		Malayalam	36	31	05	86.11
		International Trade and Finance	52	36	16	69.23
		Financial Accounting	50	32	18	64
		Cost and Management Accounting	50	41	09	69.49
		Business Taxation	20	19	01	95
		HRM	28	27	01	96.43
BCom	IV SEM May 2016	General Proficiency and Communicative English	47	41	06	87
		Hindi	19	19	---	100
		Kannada	09	07	02	78
		Malayalam	19	17	02	90
		International Trade and Finance	46	33	13	72
		Financial Accounting	46	32	14	70
		Cost and Management Accounting	46	40	06	87
		Business Taxation	27	24	03	89
		HRM	19	17	02	90

BCom	V SEM Nov 2016	Business Law	46	36	10	78.26
		Modern Marketing	46	43	03	93.48
		Financial Management	46	41	05	89.13
		Financial Accounting	46	30	16	65.22
		Cost & Management	46	41	07	89.13
		Business Taxation	26	23	03	88.46
		HRM	20	17	03	85
BCom	VI SEM May 2016	Indian Corporate Law	59	40	19	68
		Auditing	59	53	06	90
		Financial Management	58	49	09	84
		Financial Accounting	58	49	09	84
		Cost and Management	59	53	06	90
		Business Taxation	35	34	01	97
		HRM	24	22	02	92



23. MBA Activity Report

M.B.A REPORT(Jan-July 2016)

Master of Business Administration (M.B.A.) PG Degree course was initiated in the year 1999. This course is affiliated to Mangalore University and recognized by the Government of Karnataka. This course is also approved by the All India Council for Technical Education (A.I.C.T.E.). It is having a total intake of 120 students and presently 105 students are pursuing this course.

MBA Union Council inauguration and Independence Day Celebration – 14-8-2016

MBA Report 2015 -16 MBA II year students council: Union Inauguration and Independence day was conducted on 14th August, 2015. The programme started with a prayer song by Saishree and team. Vismaya C was the MC of the programme, Nikhil Raj presented a speech on the occasion. Two minutes of silent prayer was held in respect of Dr. APJ Abdul Kalam. The Video was played about the Independence day on that occasion. Jiyad played an act on patriotism. Principal Dr. P. S.Aithal inaugurated by cutting a cake. Arun Balakrishnan sang a patriotic song. Menita delivered the vote of thanks. The program ended with a National Anthem.

MBA Student Council Installation Ceremony - 25.08.2015

The MBA Student Council Installation Ceremony was held on 25th August, 2015 at 2.30 pm in the auditorium. The Members of the student council was introduced by Mrs. Priti Jeevan. The elected students were given the badges. The principal administered the oath to the newly elected student council. The student council comprises of 6 Council Members headed by the Student President, Forum Heads and Secretaries, Cell co-ordinators and event heads.

Peer teaching from second year to first year students - 26.08.2015

Peer Learning programme was conducted on 26th August, 2015 at 2 pm in the Gallery Hall. All the first year MBA students were present in this program. Vismaya presented a speech on the topic how to behave professionally. After the speech there was a role play on the topic Do's of Don'ts of facing interviews by Mehroof and Team. Evelyn presented book review

on this occasion. Anusha had done a presentation on Essentials of Good Presentation through PPT. Next was on role play on the topic types of leadership by Mehroof, Helna, Arun and Menita and Fahima.

HR Forum Cresco

The HR forum Cresco was inaugurated on 4/09/2015 between 11.30-12.30 in the gallery hall. Mrs Mamatha Sunil HR Manager of Big Bags international inaugurated the function. On the occasion she stressed the need of knowledge, skill and attitudes which the students should possess to work in any organization. She also spoke about the importance of performance management system [PMS] which plays a vital role in the efficient performance of an organization. She released the news letter Cresco news and also the HR quote during the inaugural programme. The student president Mr Prabin highlighted the objectives of the forum and also promised to undertake a number of activities and make learning fun. Prof R K Acharya, MBA Department addressed the gathering on the occasion. He spoke on the importance of HRM department and the roles played by the department in achieving strategic goals. Ms Brijimol Secretary of HR Forum proposed the vote of thanks. Ms Vipitha welcomed the gathering. Ms Vismaya was the master of the ceremony.

Marketing Forum–24.08.2015

The MBA Marketing Forum “Mercado” was inaugurated on 24th August, 2015 at Gallery Hall. Principal Dr. P. S. Aithal inaugurated by unveiling the logo of the Marketing Forum. The students actively took part in the Marketing Activities - The programme was anchored by Ms. JissMol and Presentation done by Ms. Helna Haridas on the topic of Digital Marketing.

The Mercado’s enacted various ads and organized various games. The Mercado, President Mr. Ahammed Jiyad spoke about the objectives of the forum and the secretary Mr. Vidyadharan spoke about the future programmes. Aishath Faheema did the vote of thanks.

Women’s Cell

The Women’s cell organized a guest talk on “health and fitness” for the corporate women on 4/09/2015 between 2.00 pm to 3.00 pm in the gallery hall for the girl students of the PG and UG course. The speaker Dr Sowmya highlighted on how women need to take care of themselves. She spoke on how women should take care of their diet, exercise and stress

levels. She also suggested precautionary measures one should consider when using computers mobiles and laptops. Dr Soumya also undertook a one to one consultancy with the students

CSR Cell: Teachers Day Celebration – Dakshnia Kannada JillaPanchayath Higher Primary School, Pandeshwar, Mangalore – 04.09.2015

The CSR Cell of the MBA Department conducted 'Teacher's Day' Programme on 4th Sept. 2015 at DKJPHP School, Mangalore. The programme started at 2.00 pm for all the teachers and the children of the school. The MBA students organized several programmes for teachers as well as students. Musical Chair, Dumb Charades, Balloon passing etc are some of the games conducted for them. Prizes were distributed for the winners. The CSR Cell donated library books for the school children. The teachers and the students were very cooperative. At the end of the programme, sweets were distributed to the entire school.

Aikonomos the economic exhibition was held on 26/11/2016.

MBA students attended a lecture on union budget 2016 by Mr Firoze B Andhyarujina Senior counsel, Mumbai High Court at 6.00 pm on Friday 4th of March 2016 at TV Raman Pai convention center

Genesis 2016 –The marketing exhibition competition was held for the first year MBA students on 26 April 2016 in the auditorium

Prize distribution ceremony for the MBA students was held on 12 may 2016 followed by farewell party

The MBA 4 and 2 semester reopened on the 1 Feb. 2017 .The subjects were duly allocated and the classes commenced.

4/02/2017 Talkathon on the budget was held for the 2 semester students. The students were grouped into two and were given five sectors which had an impact post budget
The students identified for this were as follows

Sumiya and Hameed Salman

Abdul Marzooque and Arzan

Carol and Swapnashree

Arun raj and shruthi

Sri ranjan and Sachin

The students discussed elaborately on the given topics namely impact of budget on Telecom and banking, infrastructure, Core economy, rural India and, Indian industry.



A **Certificate program** on digitalization and use of digital modes of payment was conducted for both the 2 and 4 semester students .The resource person was Prof Sridhar Acharya ,HOD BCA Department .The certification program was conducted on 6/2/2017in the gallery hall .Reshma Manesh of second year MBA welcomed the resource person and the gathering .Priyashwari proposed the vote of thanks The session highlighted use of digital modes of payment especially the BHIM app .Live transactions were exhibited during the session

The MBA Students of second and fourth semester participated in the **chess competition** conducted by the srinivas college of pharmacy on 10/02/2017 .The students who participated include Sachin Bhandari ,Vishal TS Deekshith Kumar ,Yogith ,Sachin Vargese ,Sujan

Students Of First year MBA Were sent to Mukka to Srinivas hospital for a free medical checkup as a part of the social responsibility activity on 14/02/2017.

15/02/2017

Graduation day celebration at valachil campus

16/02/2017

College day and prize distribution celebration at valachill campus

28/02/2017

Guest lecture by Rohan Jude Sequeria on the topic MBA challenges AHEAD to the first year MBA students between 10.30 to 11.30 at the gallery Hall



SPSS certified course for the second year MBA students was held On 1/3/2017 between 2.00-4.00 pm The resource person was Prof Shailashri VT. The program consisted of details regarding how to enter data into SPSS and analysis technique of Chi –Square and ANOVA .

1/03/2017

Sims Cup

SIMS Cup was organized by the sports coordinator at Yemmekere grounds .A day long Cricket Tournament Was organized .Eight teams participated in the same .The senior batch team A won the series



7/03/2017

Women's day was celebrated on 7/03/2017 in the auditorium .Mrs Indranini Karunasagar was the chief guest and Ms Shruthi Police Superintendent was the guest of honor .The program was organized for all the students of srinivas institute of management studies.

10/03/2017 -14/03/2017 Industrial Visit to Munnar and ernakullam



13/03/2017

Guest Lecture

Lucky of SBI addressed the First year MBA students on various investment avenues

Royal associates addressed the first year MBA students on Passport and Visa aspects

15/03/2017

Consumer day celebration by the marketing forum



23/03/2017

Manegma 2017 Pre conference talk

Dr Rajashekar Pillai Professor Manipal Institute of Management conducted a Workshop On mixed methods Approach of Research .The participants included MBA students and all Faculty of SIMS



24/03/2017

Manegma 2017 a two day National Conference was organized by the MBA department .Mr Prakash Kalbhavi Managing Director of Kalbhavi Cashews was the chief guest .The theme of Manegma was Reinventing Opportunities in Management ,IT, and Social Sciences. Dr Pramod Kumar the medical superintendent was the guest of honour .A number of research papers were discussed and there was a rich exchange of Knowledge in the two day conference



27/03/2017

Guest lecture on Way to healthy living By Hrishikesh and Vikyath of The Art of Living to the first year MBA students



5/04/2017, 6/04/2017, 7/04/2017 First Internals for both the first and second year MBA students
12/04/2017 and 13/04/2017 Management Day and cultural Day was Held for the MBA students
.Interclass competitions were held.



SPSS workshop 21/04/2017

A day long workshop on SPSS was held on 21/04/2017 The Resource person was Dr Premanad of St Agnes college He is an Associate Professor in the department of psychology. He spoke on the basics of statistics and went on to teach the practical usage of the SPSS package



25/04/2017 Mega India

Mega India an annual event was planned and organized by the first year MBA students on 25/04/2017 .Various topics of Indian business environment were presented by student's in groups .The presentations were rich in content and led to a number of healthy discussions amongst the participants .The event was enriched with guest speakers sharing their thoughts on various related topics (India, women and entrepreneurship). The entire event was a great learning platform and students participated in a competitive spirit.



Matrix 2017 This ANNUAL Program was conducted on 26 and 27 of April 2017 .The second Year MBA students were grouped into teams and various topics of global interest were discussed at length in each of the sessions. The inauguration of the program was done b the principal and the students Arjun and his team sang the peace song while Regin George drew the peace bird .The teams had to display a video presentation of the country of their choice .The program ended with a role play on the topic of any global issue of concern and National Culture .Sahana was the student co ordinator for the entire function.





24. M.S.W. Annual Report (Jan-July 2016)

Master of Social Work (M.S.W.) PG Degree course was initiated in the year 2002. This course is affiliated to Mangalore University and recognized by the Government of Karnataka. It is having a total intake of 120 students and presently 65 students are pursuing this course.

Programmes Organised:

1. HR GALAXY 4.0

One day Inter-Collegiate Cultural Fest for the HR students was organized by the Social Work Department, a unit of Srinivas Institute of Management Studies (SIMS), Mangalore on 30.03.2016. The programme was inaugurated by Mr. VainatheyaBhagavan, HR Manager, Gateway Hotel, Mangalore. The guest of honour was Mr. Ashok Vittal, HR Manager, UB Breveries Ltd., Baikampady, Mangalore. The programme was presided over by Dr. P. S. Aithal, Principal, Srinivas Institute of Management Studies, Mangalore. Dr. Suresh Kumar, Co-ordinator of MSW programme welcomed the gathering. Mr. Pradeep M.D., Convenor of

the programme introduced the programme theme. Mr. Nanjundeshwar, Student Council President, proposed the vote of thanks. Around 225 students from 11 colleges across the states exhibited their talent in various competitions in the fest and Milagres College, Kallianpur, Mangalore grabbed the overall championship and Alvas College, Moodbidri stood as runner up.

2. MANTHANA2016:

one day national symposium on the theme “*Law and the Marginalized*” was organised by the Department of Social Work of Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore on 30th April, 2016. Dr. T. Asokan, Pro Vice Chancellor, Kannur University, Kannur, was the Chief guest and inaugurated the Symposium. Mr. Rohith, Director, Paschim Rehabilitation Centre, Someshwar, Mangalore was the guest of honour of the function. Dr. P.S. Aithal, Principal, SIMS presided over the function. Dr. Suresh Kumar P.M. Convenor of Manthana welcomed the gathering. Ms. Deeksha, Student representative, Manthana 2016 proposed vote of thanks. Dr. A. Narayana, Professor and Dr. Krishna Kothai of Azim Premji University were key resource persons for the technical sessions organized in connection with the programme. Around 50 delegates from colleges around the State participated and benefited by the programme.

3. VIVEKODAYA

In celebration of Swami Vivekananda's 153rd Birthday Celebration and Annual function of Vivekananda Study Circle, His Holiness Sri. Swami Jitakamananda Maharaj, President, Sri Ramakrishna Math, Mangalore was the Inugurator, Swami Nirbhayananda Saraswati, President of Sri Ramakrishna Ashrama, Bijapur was the resource person who spoke on the topic role of youths in building young India. Sri Cap. Ganesh Karnik, MLC, was the guest of the programme. The programme was presided over by Dr. P.S. Aithal, Principal Srinivas Institute of Management Studies, Mangalore. Mr. Pradeep M.D. Faculty, Department of Social Work Coordinated the programme. Around 120 students of M.S.W, M.B.A and Bed. Courses participated in the programme.



25. BBM, BCA, B.Com Activity Report

BCA REPORT (JANUARY – JULY, 2016)

Bachelor of Computer Applications (B.C.A.) UG Degree course was initiated in the year 2006. This course is affiliated to Mangalore University and recognized by the Government of Karnataka. It is having a total intake of 75 students and presently 67 students are pursuing this course.

Blood Donation @ Srinivas Hospital, Mukka by Youth Red Cross volunteers of SIMS

On 1st September 2015 a voluntary blood donation programme has been organized by YRC unit of SIMS at Srinivas Hospital, Mukka. 19 students from BCA course have participated and donated blood voluntarily.



Campus Recruitment – Diya Systems, Managalore

SIMS wishes below Final **BCA** students' hearty congratulations and accolades for being selected as Technical Support Associates for Fortune 500 company **DIYA SYSTEMS** for Service Desk Roles under SIMS Placement Program-2015/16.



Hitesh U Dinakar



Charith



Kevin Simon

Campus Recruitment –Accenture, Bangalore

SIMS wishes below Final **BCA** students' hearty congratulations and accolades for being selected as associate Software Engineer, Accenture Bangalore



Anvitha



Avinash Singh



Akshara Alva

February-September 2016 Activities

Various programs conducted on the occasion of BCA Cultural activities



Pencil Drawing Competition conducted on 08-02-2016
Paint Brush Competition conducted on 08-02-2016



Mehandi Competition



Cultural Day Celebrated on 11-02-2016



Final year BCA Students Farewell Day

The Farewell Day celebrated on 02-03-2016. Dr. P. S. Aithal, Principal, SIMS was the chief guest and inaugurated the function.





After inauguration of the function prizes distributed by principal to the various participants of the cultural activities.



Fresher's Day Conducted on 6th August 2016

BCA Dept celebrated fresher's day on 6th August 2016. Dr. P. S. Aithal, Principal, SIMS was the chief guest. And Prof. Sridhara Acharya, HOD, BCA was welcomed the gathering. And various other cultural activities also conducted.



Conducted Guest Lecture on 12-08-2016, Topic- **“Be- Moderate – Say no to extremism balanced thoughts for Constructive Society”** . Prof. Mohammed Rafeeq, District President, SIO, DK and Prof. Tahla Ismail, Zonal Advisory Council Member, SIO Karnataka) delivered the speech



BCA Students celebrated Onam on 10-09-2016





Department of Commerce and Management (BBM)

Bachelor of Business Management (B.B.M.) UG Degree course was initiated in the year 2006. This course is affiliated to Mangalore University and recognized by the Government of Karnataka. It is having a total intake of 90 students and presently 74 students are pursuing this course.

REPORT ON INAUGURATION OF NSS ANNUAL SPECIAL CAMP OF SRINIVAS INSTITUTE OF MANAGEMENT STUDIES FOR THE YEAR 2015-16



The Seven days NSS Annual Special Camp of Srinivas Institute of management studies for the academic year 2015-16 was held at Mangala Jyothi integrated school, Vamanjoor, Mangalore.

The camp was inaugurated on 5th Jan 2016 by Sri. Bhaskar.K (Corporator, Padavu Ward) in the presence of chief guests Sri. Devaraj, (Treasurer, Mangalajyothi Integrated School, Vamanjoor), and Sri. Ganesh Bhat,(Administrator, Mangalajyothi Integrated School, Vamanjoor). Dr. P S Aithal(Principal, Srinivas institute of Management Studies, Pandeshwar) presided over the function and Mrs. Sonia Ajay (Co –ordinator, B.Com program of SIMS), Mrs. Annette Sonia Chethan (Co –ordinator, BBM program of SIMS), Ms Deekshitha.(NSS Officer, SIMS) were among the other dignitaries present for the function.

The camp was organized as a part of extracurricular activity for both BBM and B.Com students of SIMS. 47 students have participated in this weeklong camp. Where many guest lectures, Yoga Training, other educative programs, visits to palliative centers, cultural programs etc. have taken place. The sessions were handled by various resource persons in respective domain. Apart from these, NSS volunteers have engaged themselves throughout the camp in cleaning activities also especially the school premises.

The valedictory function of the camp was held on 11th Jan 2016. Sri Ganesh Bhat Administrator, Mangalajyothi Integrated School, was the chief guest of the function and Sri. Keshava (Lecturer, Dept of Management & Commerce, SIMS) & Ms Deekshitha (NSS officer SIMS) were also present for the function. Awards in various categories were also handed over by the guest to the volunteers and a Cultural program for the students of the Mangalajyothi School was also presented by the NSS volunteers.





VOLUNTARY BLOOD DONATION DRIVE @ SRINIVAS HOSPITAL, MUKKA BY YOUTH RED CROSS VOLUNTEERS OF SIMS

On 13th Jan 2016, as a part of voluntary blood donation programme organized by YRC unit of SIMS at Srinivas Hospital, Mukka. 15 students have participated and donated blood voluntarily.

VOLUNTARY BLOOD DONATION DRIVE @ SRINIVAS HOSPITAL, MUKKA BY YOUTH RED CROSS VOLUNTEERS OF SIMS



On 18th Jan 2016 a voluntary blood donation programme has been organized by YRC unit of SIMS at Srinivas Hospital, Mukka. 12 students have participated and donated blood voluntarily

VOLUNTARY BLOOD DONATION



On 18th Jan 2016 a voluntary blood donation programme has been organized by NSS unit of SIMS at Srinivas Hospital, Mukka. 12 students have participated and donated blood voluntarily.

GUEST LECTURE ON “ROAD SAFETY AND TRAFFIC AWARENESS FOR YOUTH”

A guest lecture was organized for Youth Red Cross members of SIMS on 22nd Jan 2016. Mr. Santhosh Peter D'souza, Advocate and Legal consultant of Mangalore who was also District Convenor as well as Managing Committee Member of Indian Red Cross Society DK. District handled the session on the topic “Road Safety and Traffic Awareness for youth”.

ONE DAY CAMPUS CLEANING

One day NSS regular activity was conducted on 3rd February 2016 in which B.COM 55 NSS volunteers are actively participated and cleaned the premises.



One day NSS regular activity was conducted on 4th February 2016 in which BBM 55 NSS



volunteers are actively participated and cleaned the premises.

CANCER AWARENESS PROGRAMME

On 23rd of February One day work shop was organised on cancer awareness programme conducted by Yenepoya University. 70 NSS volunteers are participated and gain the knowledge.



SPORTS ACTIVITY REPORT

Sports committee organized Volleyball competition for UG students on 27th February 2016 at Quadrangle. 5 teams participated in competition were 2 teams from BBM department. As a result of Competition the winners are:

- 1st place- B.Com
- 2nd place- BBM



REPORT ON PRATHIBHA 2015-2016 CULTURAL DAY

An inter class BBM “PRATHIBHA 2015-2016” Cultural day was held on 2-3-2016, The event was inaugurated by the Principal Dr prof P S Aithal, the HOD professor Shaileshree V T, course co-ordinator of BBM department Mrs Annette Sonia Chethan and Cultural co-ordinator Mrs Sharmila S Shetty . Eventually followed by various events

- Group dance
- Solo dance
- Group Singing
- Solo singing
- Fashion show
- Spot choreog

The overall championship of “**PRATHIBHA 2015-2016**” was won by **First year BBM.**



A SPECIAL MORAL AWARENESS PROGRAM FOR YRC VOLUNTEERS BY “RESCUE”



A special program on Moral awareness for students about Pornography, youth relationships, Youth abortions and Mobile misuse was organized for all the volunteers on 11th Mar 2016. Mr. Abhishek Clifford Jacob, CEO of “Rescue”, a NGO based out of Mysore.

REPORT ON PRIZE DISTRIBUTION AND FAREWELL 2015-2016

On 23 March, BBM celebrated the prize distribution day. The event was inaugurated by the Principal Dr Prof P S Aithal, the HOD Prof Shaileshree V T, Course co-ordinator of BBM department Mrs Annette Sonia Chethan and Cultural co-ordinator Mrs Sharmila S Shetty and Student President FathimaShibinKurickal were present. The student president read the Annual report of the academic year 2015-2016. The certificates and the prize for the academic excellence and extra co-curricular activities were given for the students.

The students of BBM bid farewell to the students of batch 2015-2016 in a grand manner followed by various cultural programmes by the students.



B. COM. REPORT 2015-2016

Bachelor of Commerce (B.Com.) UG Degree course was initiated in the year 2006. This course is affiliated to Mangalore University and recognized by the Government of Karnataka. It is having a total intake of 90 students and presently 74 students are pursuing this course.

COMMERCE ASSOCIATION:

Classes for IIIrd and Vth Semester B.Com commenced on 15 -6-2015. Dr.P.S.Aithal Principal Srinivas First Grade College addressed & welcomed the students to the new academic year.



- A Guest Lecture was conducted on June 22, 2015 for IInd and IIIrd B.com students under the Commerce Association. The resource person was Mr.V.J.HisarTallani a Motivational speaker.



- A certificate programme on the topic Competitive exam was conducted for the IInd Year B.Com students on 10-7-2015 to 1-8-2015. The resource person was Mr.VarunShenoy, Placement officer of SIMS .



- On August 5, 2015 a Documentary Movie Show of Dr.A.P.J.Abdul Kalam was conducted for Ist, IInd and IIIrd B.com students.



In the month of August & September 2015 a Certificate Course on TALLY was organized for IInd B.com students under commerce association.



- In the month of August 6, 2015 a Guest lecture on the topic Chartered Accountants in the present scenario was conducted for IST, IInd and IIIrd B.com students under commerce association. The resource person was Mr.Kiran Kumar.



- On January 05,2016 a Guest Lecture was conducted for I B.Com students under Commerce Association. The Resource Person was Mr.VarunShenoy who gave a motivational talk on soft skills and Communication.



- In the month of January 07, 2016 an Educational Movie was shown to I year B.Com and III year B.Com students.



- In the month of January 08, 2016 a Guest Lecture was conducted for II B.Com and III B.Com students under Commerce Association. The Resource Person was Prof..RadhakrishnaAcharya who gave a talk on Successful Leaders of India.



- On 6th January, 2016 a Guest Lecture was conducted for II B.Com students under Commerce Association. The Resource Person was Mr.Varun Shenoy who gave a talk on how to face and prepare for the Competitive Exams.



NSS ACTIVITIES:

- **Enrollment of students as NSS volunteers:**

NSS enrolment was done in between 1st July 2015 to 15th July 2015. 21 students of 1st year BBM and 46 students of 2nd year B.COM have enrolled as NSS volunteers.

- **NSS Inauguration for the academic year 2015-16:** The Inaugural program of NSS was held on 21st July 2015 for BBM and B.COM students at Srinivas Institute of Management Studies campus, Gallery Hall.



- Vanamahostava programme held at Mukka Campus on 14/08/2015. 55 volunteers participated in the programme.



- **National level Youth Entrepreneurship Development Programme for 5 days:** N.S.S. unit of Srinivas Institute of Management Studies conducted 5 days National level Youth Entrepreneurship development Programme under the scheme of Rajiv Gandhi National Institute of Youth development and ICT Academy of Tamilnadu (Government of India) on 7th September 2015 to 11th September 2015 for 40 BBM and B.COM students.



- Report on inauguration of **NSS Annual Special Camp** of Srinivas Institute of Management Studies for the year 2015-16





The Seven days NSS Annual Special Camp of Srinivas Institute of management studies for the academic year 2015-16 was held at Mangalajyothi integrated school, Vamanjoor, Mangalore.

RED CROSS ACTIVITIES:

Inauguration and orientation programme of NSS & Youth Red Cross Unit for the academic year 2015-16



Guest lecturer in connection on Geneva Convention day observation



A guest lecture was organized for Youth Red Cross members of SIMS on 14th August 2015. The programme was to commemorate the Geneva Convention day. Mr. Roger Mathew, Lecturer & YRC officer of St. Aloysius College, Mangalore handled the session.

Voluntary Blood Donation drive @ Srinivas Hospital, Mukka by Youth Red Cross volunteers of SIMS



1st July 2015 a voluntary blood donation programme has been organized by YRC unit of SIMS at Srinivas Hospital, Mukka. 18 students from BCA course have participated and donated blood voluntarily.

For the second time: Voluntary Blood Donation drive @ Srinivas Hospital, Mukka by Youth Red Cross volunteers of SIMS



On 18th Jan 2016 a voluntary blood donation programme has been organized by YRC unit of SIMS at Srinivas Hospital, Mukka. 12 students have participated and donated blood voluntarily.

- **Guest lecture on “Road Safety and Traffic Awareness for Youth”** :A guest lecture was organized for Youth Red Cross members of SIMS on 22nd Jan 2016. Mr. Santhosh Peter D’souza, Advocate and Legal consultant of Mangalore who was also District Convenor as well as Managing Committee Member of Indian Red Cross Society DK. District, handled the session on the topic “Road Safety and Traffic Awareness for youth”.



CULTURAL REPORT:

- **REPORT ON B.COM FRESHER'S DAY 2015-16**

Freshers Day was celebrated on 27.07.2015. The Principal Dr. P.S. Aithal, Prof. Shailashree, HOD of Commerce and Management Department and Prof. Sonia Ajay, course co-ordinator of B.COM Department were the dignitaries.



- **“ONAM CELEBRATION” 2015-16**

On 14th september 2015, we celebrated Onam festival in the college quadrangle in the traditional Kerala form followed by Pookalam and some games like Tug-of-war, pick and act and sack race to entertain the students. Sweets were distributed to all the students, teaching and Non-teaching faculties and everyone enjoyed it.





- **POOKALAM -2015 Conducted by Srinivas College of Hotel Management:**

B. Com. students who have participated in Pookalam-2015 On 22nd August 2015:



- **REPORT ON SAGA -2015 CONDUCTED BY VIHS:**

B. Com. students participated in SAGA-2015. On 5th September 2015:
B.Com. students have won the I prize for “ Best Salad” in cooking without fire.



- **SPARSHA 2015- INTER-CLASS TALENT FEST**

An interclass B.com Talent Fest “ SPARSHA -2015” was conducted on 5th August 2015 onwards. It was held to bring out the exploring talents, creativity and the spirit of involvement amongst the students .Eventually off- stage events were been held as follows:







• PRIZE DISTRIBUTION AND FAREWELL :

On 23 March, B.Com celebrated the prize distribution day. The event was inaugurated by the Principal Dr. Prof. P. S. Aithal, the HOD Prof Shaileshree V T, course co-ordinator of BBM department Mrs Sonia Ajay and Cultural co-ordinator Mrs Sharmila S Shetty and Student President Teja Ramesh Bingeekar were present. The students of B.Com bid farewell to the students of batch 2015-2016 in a grand manner followed by various cultural programmes by the students.



UG STUDENT COUNCIL AT SRINIVAS COLLEGE: Srinivas Institute of Management Studies (SIMS) inaugurated Student Union Council of UG Courses (BCA, BBM & B.Com) on 16.09.2015. The Chief Guest Dr. Anil Kumar, Registrar of Srinivas University, Mangalore gave the badges to the Council Members and also addressed the student and stressed on importance of the leadership quality for a students.



- **WOMEN CELL ACTIVITY:** A “Women Cell” of UG Courses (BCA, BBM & B.Com) conducted **GUEST LECTURE** on the topic **Health and Fitness for Corporate Women**, at Srinivas First Grade College, Pandeshwara, and Mangalore on 4th September 2015. The resource person was Dr.Sowmyalatha, Gynaecologist, Srinivas Medical College and Research Centre.



- **Inauguration of Women Cell at Srinivas College:** A “Women Cell” of UG Courses (BCA, BBM & B.Com) was inaugurated at Srinivas First Grade College, Pandeshwara, Mangalore on 12th August 2015. The chief guest Mrs. Kavithashastry, Governor of District Lions Club, 317-D addressed the gathering followed by the Principal about the importance of women in the society, rights, problems faced and different ways to overcome the challenges.



Sports Report :

Carrom doubles competition :As a part of sports forum activities Carrom doubles competition was held on 15th September, 2015 for B.Com students. The students are actively participated at interclass Carrom Double competition.



Chess competition :As a part of sports forum activities Chess competition was held on 15th September, 2015 for B.Com students. The students are actively participated at interclass Chess competition.



Volleyball competition:As a part of sports forum activities Volleyball competition was held on 27th February, 2015 for UG students. The students are actively participated at interclass Volleyball competition.



26. Faculty Papers – Conference

Papers Published During 2016

Conference-2016

- 1.Dr. Aithal, P.S, Shailashri V.T. & Suresh Kumar P.M. (2016). ABCD Analysis of Choice Based Credit System in Higher Education, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. March, 2016, ISBN No.: 978-81-929306-9-5
- 2.Akhilesh Suresh A. Kuckian, Each one teach one Pedagogy for undergraduate Education – An Innovative Student – Centric Learning, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. March, 2016, ISBN No.: 978-81-929306-9-5
- 3.Dr. Aithal, P.S (2016). Innovations in Student Centric Learning – A Study of Top Business Schools in India, *Curriculum Design and Development for Student – Centric Learning*, (March, 2016), ISBN No.: 978-81-929306-9-5
- 4.Mr. Amith Donald Menezes, Dr. Prakash, Pinto Role of Industry in developing the Education system. *Curriculum Design and Development for Student – Centric Learning*, (March, 2016), ISBN No.: 978-81-929306-9-5.
- 5.Dr. Aithal, P.S. (2016). Innovations in Experimental Learning – A Study of World Top Business Schools, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March, 2016), ISBN No.: 978-81-929306-9-5
- 6.Mrs. Annette Sonia Chetan, An Overview of Integrated Programmes in Higher Education. *Curriculum Design and Development for Student – Centric Learning*, (March, 2016), ISBN No.: 978-81-929306-9-5.
- 7.Dr. P.S. Aithal, Dr. Suresh Kumar P. M. ABC Model of Research Productivity and Higher Educational Institutional Ranking, *Curriculum Design and Development for Student – Centric Learning*, (March, 2016), ISBN No.: 978-81-929306-9-5.
- 8.Anumesh Kariappa, Marketing Management – Active Learning by Students through Research Orientation. *Curriculum Design and Development for Student – Centric Learning*, (March, 2016), ISBN No.: 978-81-929306-9-5.

9. Dr. P. S. Aithal, Study of Research Productivity in Indian Top Business Schools. *Curriculum Design and Development for Student – Centric Learning*, (March, 2016), ISBN No.: 978-81-929306-9-5.
10. Deekshitha, Role of National Service Scheme (NSS) in Creating Social Responsibility at Higher Education. *Curriculum Design and Development for Student – Centric Learning*, (March, 2016), ISBN No.: 978-81-929306-9-5.
11. Dr. P. S. Aithal, Study of Research Productivity in Top World Business Schools. *Curriculum Design and Development for Student – Centric Learning*, (March, 2016), ISBN No.: 978-81-929306-9-5.
12. Dr. P. S. Aithal How Effective is the Case Study Based Learning in Business Schools – A Critical Analysis, *Curriculum Design and Development for Student – Centric Learning*, (March, 2016), ISBN No.: 978-81-929306-9-5.
13. Dr. P. S. Aithal, How to Increase Research Productivity in H.E. Institutions – SIMS Model, *Curriculum Design and Development for Student – Centric Learning*, (March, 2016), ISBN No.: 978-81-929306-9-5.
14. Jeevan L. J. Pinto, Quality Teaching in Higher Education: Issues and Challenges, *Curriculum Design and Development for Student – Centric Learning*, (March, 2016), ISBN No.: 978-81-929306-9-5.
15. Dr. P. S. Aithal, Prof. Shailashree V. T., Dr. P. M. Suresh Kumar ABCD Analysis on AITHAL Model of Effective Classroom Teaching, *Curriculum Design and Development for Student – Centric Learning*, (March, 2016), ISBN No.: 978-81-929306-9-5.
16. Dr. Jincy Jacob (2016). Expression - The Best Innovative Practice, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India*. (March 2016), ISBN No.: 978-81-929306-9-5
17. Dr. P. S. Aithal, Prof. Prithi J., Green Education Concepts & Strategies in Higher Education Model. , *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India*. (March 2016), ISBN No.: 978-81-929306-9-5
18. Mr. Keshava, Innovation in Value Addition to Undergraduate Curriculum- Systematically Planned Certificate Program and Competitive Exam Training, *Curriculum Design and Development for Student – Centric Learning, SIMS, Mangalore, India*. (March 2016), ISBN No.: 978-81-929306-9-5

19. Prof. R. K. Acharya, Dr. P. S. Aithal, Student Centric Curriculum Design and Implementation – Lessons from Indian Epics. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
20. Dr. P. S. Aithal, Student Centric Curriculum Design and Implementation – Challenges & Opportunities in Business Management & IT Education. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
21. K. Krishna Prasad, Blog based Self Verification and Self-development Curriculum Model - A Novel Approach to Student Centric Learning, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
22. Shubrajyotsna Aithal, P. S. Aithal, Innovations in Student Centric Learning – A Model of Expert College, Mangalore. , *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
23. Lathika K., Curriculum design and development for Student centric learning. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
24. Sonia Ajay, R. K. Acharya, P. S. Aithal, Hitting two Birds using One Stone : Srinivas University B.Com. Model in Corporate Auditing. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
25. Laveena D'Mello, Dr. Meena Montheiro Introduction of 'Human Rights' for Post Graduate Curriculum. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
26. Dr. P. S. Aithal, Ideal Teacher Characteristics and its Realization Plan. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
27. Laveena D'Mello , Dr. Meena Montheiro, The Modification of training and attitude towards Field practicum for Masters of social work students. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
28. Dr. P. S. Aithal, Why Not Operational Research Subject Should be Introduced at High School Level, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5

29. Dr. I. C. Licyamma, Inculcation of Research Spirit In Students. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
30. Dr. P. S. Aithal, Innovations in Higher Education System : MBA in Business Intelligence & Analytics. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
31. Dr. P. S. Aithal, Effectiveness of Pedagogy in Management Teaching & Learning. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
32. Nidhish H., Bracing Entrepreneurship course in higher education to build our future entrepreneurs. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
33. Dr. P. S. Aithal, Dr. Suresh Kumar P. M. New insights on Competency based Education System & its Social Relevance. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
34. Subrahmanya Kumar N., Dr. Puttanna K Bridging the Gap between the Traditional Curriculum and Industry Requirements in Business Administration Education – A Conceptual Outline. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
35. Dr. P. S. Aithal, Technology supported education models - a case of NPTEL ALISON, EdX and UZITY. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
36. Panchajanyeswari M. Achar, Learner Centered Teaching in Higher Education using Information Technology. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
37. P. S. Aithal, A Review on Historical Development and Present Models on Case Study Based Research & Teaching Pedagogy. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
38. Dr. P. S. Aithal, Prof. Shailashri A Simple Model for Developing, Publishing and Analysing of Teaching Business Cases. . *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5

39. Pradeep M. D., Krishna Prasad K., Modern Paradigm shift in Social Work Profession through Technology- New Dimension in Social Work Education. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
40. Dr. P. S. Aithal, Dr. Suresh Kumar P. M. Innovations and Best Practices in an Affiliated HE Institution - A Case Study of SIMS. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
41. Priti Jeevan Life skill education in MBA curriculum for better management in challenging environment, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
42. Ramesh Pai A., Dr. A. P. Achar, Role of Industry-Institute-Interaction in Making of an Entrepreneur, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
43. Ramakrishna Rao, Employability Skills and their Impact on Students' career. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
44. Shailashri V. T., Student engagement - A Case study of Srinivas Institute of Management Studies. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
45. Mr. Shreepathy Ranga Bhatta B. Effect of Youth Red Cross Unit for overall Student Development - A Case Study of Mangalore University colleges, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
46. Shylesh S., Teaching with Moodle in Higher Education, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
47. P. Sridhar Acharya, Best Practices of Involving Students in Learning - A Special Model in Computer Networking, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
48. Subrahmanya Bhat Effective learning with usage of Simulators – a case of NCTUNS simulator in Computer Networks. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5

49. Supriya M. K., A Project-Centric Curriculum Design. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
50. Dr. Suresh Kumar P. M. Curriculum Restructuring of MSW Programme, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
51. Vaikunth Pai, Manjula Mallya M., Creative Thinking and Student Centred Learning in classroom, *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
52. Varun Shenoy, Employability Curriculum Design towards Student Centered Applications. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
53. K. P. Vinayaraj, Strategy to Raise the Skill Calibration in English Language in The Competitive Arena *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
54. P. S. Aithal, R.K. Acharya(2016). Black Ocean strategy and Indian Epics. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
55. Dr. P. S. Aithal(2016). Changing Perspectives of Business Management in 21st Century. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
56. Dr. P. S. Aithal(2016). Opportunities & Challenges for Green Technology in 21st Century. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
57. Dr. P. S. Aithal(2016). Changing Perspectives of Mobile Information Communication Technologies towards Customized and Secured Services through 5G & 6G. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
58. Dr. P. S. Aithal(2016). Anticipated Lazy & Lethargic Yong Generation - Changing perspectives of Future Technology -- Boon or bane ?. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

59. P. S. Aithal & Harischandra P.(2016). Smart Library Model for Future Generations. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
60. P. S. Aithal(2016). Why People Generally Follow Loser Strategy?. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
61. P. S. Aithal(2016). Duality in Science, Technology, Philosophy and Management Science – the law of Nature. ?. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
62. P. S. Aithal(2016). How to become Super Researcher through Strategic Planning – Aithal's Researcher Index Model. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
63. P. S. Aithal(2016). Ultra Innovation in Designing Examination System as student friendly : A model of IIM, Ahmedabad & Srinivas University, Mangalore. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
64. P. S. Aithal(2016). Organizational Behaviour in 21st Century – New version of Theory X, Y, Z, as Theory A. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
65. Ramakrishna Rao Yermal (2016). M-learning : Apps to prepare for competitive examinations. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
66. P. S. Aithal & Varun Shenoy(2016). Future Campus Placement Models : Challenges & Opportunities. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
67. Dr. P. S. Aithal, V. T. Shailashree & Dr. P.M. Suresh Kumar(2016). ABCD Analysis of Mobile Banking. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
68. Dr. P. S. Aithal (2016). A Review on Various Techniques to Analyze Business Models. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
69. Mr. Padmanabha Shenoy & Dr. P.S. Aithal(2016). A Critical Analysis on business performance strategies of Indian & Foreign I.T. Companies. *The Changing Perspectives of Management, IT and*

Social Sciences in the Contemporary Environment SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

70. P. S. Aithal & Pradeep (2016). Philanthropy and Environmental Contribution of an NGO – A Case Study of Ramakrishna Muth, Mangalore. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
71. Pradeep M. D. & Deeksha (2016). Multi-dimensional Approach Towards Women Welfare - Changing Perspectives in the contemporary Indian Society. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
72. P. S. Aithal (2016). KSRTC's Blue Ocean Strategy. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
73. Dr. P. S. Aithal (2016). Starting Innovative Old Age Home – a Futuristic Small Business Model for 21st Century. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment* SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
74. Varun Shenoy (2016). Error Proofing: Effective Tool for Output Efficiency. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
75. Shylesh S (2016). E-Learning in the Development of Student Life. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
76. Dr. P. S. Aithal (2016). Innovativeness of Research Information System - Case of ResearchGate. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
77. P. S. Aithal (2016). ABCD Analysis of Red Ocean Strategy. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
78. P. S. Aithal (2016). Comparative Study of MBA programs in 3 Top Business Schools of USA, Singapore & India. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
79. Panchajanyeswari M Achar (2016). The Changing Perspectives of Management, It and Social Sciences in the Contemporary Environment: Impact of E-Learning on Higher Education in Indian

Universities. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

80. Priti K Rao & Chirag P Thakkar (2016). A Study on Customer And Retailer Attitude With Special Reference To “Shri Lakshmi Agro Foods Pvt. Ltd [Udhaiyam]” Chennai, Tamilnadu. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

81. ShubhrajyotsnaAithal & P. S. Aithal (2016). A Review on Various Techniques for Large Scale Conversion of Sea water into Potable water using Nanotechnology. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

82. ShubhrajyotsnaAithal & P. S. Aithal (2016). A Study on Possible Nanotechnology applications in Photonics. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

83. K. Krishna Prasad (2016).A Conceptual Study on Changing Perspective of Information Technology enabled Employment Services through Freelance Jobs. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

84. Dr.Jeevan L. J. Pinto (2016).Use of Cloud Computing in Education. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

85. Laveena D’Mello & Dr. Meena Monteiro (2016). Age Related Problems of The Elderly And Their Coping Mechanisms. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

86. Mr.Amith Donald Menezes & Dr.Prakash Pinto(2016). Banking Frauds and Ways to Prevent Them. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

87. Vaikunth Pai (2016). Big Data New Challenges, Tools and Techniques. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

88. Ms.Deekshitha & Mrs. Annette Sonia Chetan (2016). Changing trends in Retail Marketing – A conceptual study. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

89. AnumeshKariappa & Muhammed Faisal K (2016).A Study on Customer Satisfaction of with special reference to “INDULEKHA PRODUCTS”. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
90. SubrahmanyaBhat & Prof. K.R. Kamath (2016).Directory Organizations in Cache Coherency Systems for High Performance Computation. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India (May, 2016), ISBN No.: 978-93-5265-653-0
91. Anumesh Kariappa & Maharoof Mahamood AKV (2016). A Study on Dealer Satisfaction with Special Reference to ACC Cements Ltd. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India.(May, 2016), ISBN No.: 978-93-5265-653-0
92. Sonia Delrose Noronha & Dr. P.S. Aithal(2016).Glass Ceiling- A silent barrier for women in highly advanced and Humanistic Society. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
93. Mrs PritiJeevan & Jeemol M Kunhi (2016).A Study on “IN PATIENT SATISFACTION” with Reference to Indiana Hospital Mangalore. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
94. Supriya M. K.(2016).Information Technology and Corporate Strategy. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
95. PavithraKumari (2016).Opportunities and challenges of legalization of digital currencies for the future business transaction. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
96. Mrs. Annette Sonia Chetan &Ms.Deekshitha (2016).Contemporary trends and challenges of recruitment strategy in corporate world - A conceptual study. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0
97. Dr. Suresh Kumar P. M.(2016).Application of Kaizen for Personnel Development. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0

98. P. Sridhar Acharya & P. S. Aithal (2016). Impact of Green Energy an Global Warming - A Changing Scenario. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0.
99. P. S. Aithal Strategic Models To Be Followed In Successful Nanotechnology Commercialization, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
100. Dr. P. S. Aithal, How Country Policy Matters – Comparison Of Medical Education In India & China, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
101. Dr. P.S. Aithal, Scholarly Publishing : Why Smart Researchers Hesitate To Publish In Top Ranking Journals/Publishers, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
102. P. S. Aithal, Varun Shenoy, Green Placement – An Innovative Concept & Strategy In Campus Placement Model, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
103. Dr. Suresh Kumar P. M., How Teacher Quality Reflects Overall Quality Management In Higher Education Institutions, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
104. Shubhrajyotsna Aithal, Dr. P.S. Aithal, Abcd Analysis of Dye Doped Polymers For Photonic Applications, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
105. Varun Shenoy, Placement Dilemma: Flipkart's Deferred Joining Dates, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
106. Dr. Suresh Kumar P. M., How Curriculum Enrichment Serves To Support Learning Outcomes In Higher Education, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
107. Dr. P. S. Aithal, Dr. P. M. Suresh Kumar, Swoc Analysis Of Theory A For Optimizing Human Productivity, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
108. Dr. Aithal P. S., Prof. Shailashree V. T., Dr. Suresh Kumar P. M. Analysis of ABC Model of Annual Research Productivity Using ABCD Framework, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.

- 109.Subrahmanya Bhat, Prof. K.R. Kamath, Directory Optimization Approaches for Cache Coherency Systems In High Performance Computation, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
- 110.Dr. P. S. Aithal, Review On Various Ideal Systems Used To Improve The Characteristics of Practical Systems, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
- 111.Dr. P.S. Aithal, Focus Group Method : A Simple But Effective Method of Doing Qualitative Research In Model Building, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
- 112.P.S. Aithal, Shubhrajyotsna Aithal, Study of Various General Purpose Technologies And Their Comparison, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
- 113.Dr. P. S. Aithal, 'THEORY A' and Organizational Productivity in Higher Educational Institutions, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
- 114.Dr. P. S. Aithal, Dr. Suresh Kumar, How Public Sector Organizations Can Boost Productivity Using 'Theory A', *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
- 115.Laveena D'Mello, Dr. Govindaraju. B.M., Dr. Meena Monteiro, A Study on The Challenges of HIV Positive Children in Dakshina Kannada, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
- 116.Amith Donald Menezes, Dr. Prakash Pinto, Banking And The Significance of Business Ethics, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
- 117.Dr. P. S. Aithal, Prof. Shailashree V. T., Dr. Suresh Kumar P. M., Analysis of 'Theory A' on Organizational Performance Using ABCD Framework, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
- 118.Deekshitha, A Conceptual Study of Booming Retail Sector- Opportunities And Challenges In Indian Scenario, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
- 119.Dr. P. S. Aithal, Designing Curriculum of Operations Research For Managers of Computer Science & Information Technology Discipline, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.

120. Laveena D'Mello, Dr. Govindaraju. B.M., Dr. Meena Monteiro, The Role of HIV Positive Women In Management of Livelihood, Health And Nutrition, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
121. Dr. P. S. Aithal, Comparative Study of Various Research Indices, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
122. Dr. P. S. Aithal, How to Boost your Performance – Theory A for individuals, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
123. Priti Jeevan, An Empirical Study On “In Patient Satisfaction” With Reference To Health Care Sector, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
124. Dr. P. S. Aithal, Interconnecting ‘Theory A’ And ABC Model on Organizational Research Productivity In Higher Educational Institutions, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
125. Pradeep. K. V., Technological Innovations in Jewellery Sector, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
126. Sonia Delrose Noronha, Dr. P. S. Aithal, Glass Ceiling- A Phenomenon in Selected Fortune 500 Companies -A Study on Progressing Women Leaders, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
127. Dr. P. S. Aithal, Fate of The Nation & Political Vision of Leaders, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
128. Shailashri V. T., Study To Identify The Relationship Between Recruitment, Selection Towards Employee Engagement, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
129. Dr. I. C. Licyamma, Adolescence and Its Impacts, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
130. Dr. P. S. Aithal, Death of Business Models Through Innovations in Technology – A Case of International Publishers, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.

131. Mr. Shylesh S., A Study Of E-Learning: Indian Perspective, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
132. Dr. P. S. Aithal, BASF Strategy of Tracking Technology for Sustainability – A Case Study, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
133. Pradeep M. D., Life Centric Skill Enrichment -An Effective Pedagogy for Women Empowerment, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
134. Mr. Amith Donald Menezes, A Descriptive Study On Investors Preference With Special Reference To Angel Broking, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
135. Dr. P. S. Aithal, Comparative Study of Research Performance of Old Generation and New Generation Iims in India, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
136. K. Krishna Prasad, P. S. Aithal, An Online Comparative Study On 4g Technologies Service Providers In India, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
137. P. Sridhar Acharya, P. S. Aithal, Clean Energy For Poor-A Changing Scenario, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
138. Dr. P. S. Aithal, A Review On Abcd Analysis Technique And Development Of A General Template, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
139. Anumesh Kariappa, A Descriptive Study On Customer Satisfaction With Special Reference To “Hul Ltd”, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
140. Dr. P. S. Aithal, Dr. P. M. Suresh Kumar, A New Theory of Leadership Based on Attitude And Behaviour (AB Theory of Leadership), *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
141. Lathika K. Ineternet of Things (IoT), *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
142. K. Krishna Prasad, P. S. Aithal, A Customized And Flexible Ideal Mobile Banking System Using 5g Technology, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.

143. Dr. P. S. Aithal, An Effective Simple Model For Business Case Development, Analysis & Publication, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
144. Priti K Rao, Anumesh Kariappa, A Study On Brand Management With Reference To Louis Philippe Brand, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
145. Dr. P. S. Aithal, Type C Personality – A New Trait In Human Personality, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
146. Panchajanyeswari M. Achar, Building A Smart E-Learning System, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
147. Prof. T. V. Pai, Dr. P.S. Aithal, The Concept Of Ideal Computing System And Possibility of Realizing Using Cloud Computing, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
148. Shailashri V. T., Talent Management Strategies in The Corporate Sector, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
149. Pavithra Kumari, A Study On Legal Aspect Related To The Bio-Medical Waste Management In India, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
150. Sharmila S Shetty, Hr Strategies Of Multi-National Companies (Mncs) In India, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
151. Akhilesh Suresh A Kuckian, Pradeep M. D., Implication Of Green Marketing In India, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
152. Vaikunta Pai, Big Data For Development: Challenges & Opportunities, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
153. Prof. Yashashwi. A. Ail, Employee Development through The Fundamental Human Needs: Recognition And Respect At Workplace, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.

154. K. P. Vinayaraj, The Status of Readership The Perfect Past, The Imperfect Present And The Progressive Future A Retrospective Introspection, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
155. Prof. Pavithra Kumari, Prof. Keshava, Analysis on Impact of Indradhanush Project in Banking Sector In India, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
156. Kavya, A Conceptual Study on the impact of online shopping towards retailers and consumers. *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
157. Ramesh Pai A. & Dr. A.P.Achar, Role of Development Institutions in Fostering Innovations in Indian SMES- An Empirical Study. *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
158. Rouman, Aaj ki Shiksha, *Innovations and Transformations in Banking, Management, IT, Education and Social Sciences*, (August, 2016), ISBN No.: 978-93-5265-656-1.
159. Dr. P.S. Aithal & Shubhrajyotsna Aithal, Strategic Models To Be Followed In Successful Nanotechnology Commercialization. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4
160. Dr. P. S. Aithal ,Redefining Higher Education In 21st Century – Regrouping & Renaming Engineering Subjects & Curriculum. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4
161. Pavithra Kumari, Limitations Of Legal Enforcement In Bio –Medical Waste Management In India. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4
162. Dr. P.S. Aithal & Shubhrajyotsna Aithal, Why It Companies Doing Great Profit ? – An Analysis Of 5 It Firms Based On Theory A. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4
163. P. Sridhar Acharya & P. S. Aithal, Electricity from Microbial Fuel Cell- Challenges In Implementing This Cell in Rural India. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*(November 2016), ISBN No.: 978-93-5265-655-4
164. Dr. P. S. Aithal ,Changing Roll of Management Information Systems In 21st Century. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education* (November 2016), ISBN No.: 978-93-5265-655-4

165. Subrahmanya Bhat & Dr. K. R. Kamath, Directory Based Cache Coherency, Operations And Challenges In Implementation- Study. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education* (November 2016), ISBN No.: 978-93-5265-655-4
166. Dr. P. S. Aithal, Ultra Innovation In Designing Examination System As Student Friendly : A Model Of Iim, Ahmedabad. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education* (November 2016), ISBN No.: 978-93-5265-655-4
167. Dr. P. S. Aithal, Influence of Internet of Things on Future Business Systems. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education* (November 2016), ISBN No.: 978-93-5265-655-4
168. Dr. P. S. Aithal, 'Theory A' and Organizational Productivity in Higher Educational Institutions. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education* (November 2016), ISBN No.: 978-93-5265-655-4
169. P. M. Suresh Kumar, Economic, Social and Psychological Implications Of The Influence Of Social Media On Youth. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
170. Dr. P. S. Aithal, How Green Technology Concept Affecting Global Organizational Strategies. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
171. P. M. Suresh Kumar, Opportunities and Challenges of Information Technology in Modern Society. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
172. Dr. P. S. Aithal, Review on Aithal Theory on Accountability For Optimizing Organizational Productivity. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
173. Dr. P. S. Aithal, Effect of Information Technology on Organizational New Product Decisions : An Analysis on Top 20 Fortune 500 Companies. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
174. K. Krishna Prasad & Dr. P.S. Aithal, A Literature Survey On Face Recognition Techniques: Applications To User Identification And Verification Process. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
175. Dr. P. S. Aithal, Philanthropy In Higher Education : Study On The Efforts Of Online Higher Education By Ibm Big Data University. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4

176. Sonia Delrose Noronha & Dr. P. S. Aithal, Women In Health Sector And Work Life Balance-Challenges. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No: 978-93-5265-655-4
177. Dr. P. S. Aithal, Factor And Elemental Analysis – A New Method Of Doing Qualitative Analysis In Social Science & Business Research Using ABCD Framework. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
178. V. T. Shailashri, Continuous Training And Development For Employee Engagement. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
179. Dr. P. S. Aithal, Managing Emerging Technologies For Competitive Advantage : Analysis Of The Strategies Of Ten Top It Companies. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
180. Priti K. Rao, The Study Of New Age Media Advertising With Special Reference To Rich Site Summary (Rss). *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
181. Varun Shenoy & Dr. P. S. Aithal, Abcd Analysis Of On-Line Campus Placement Model. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
182. Amith Donald Menezes & Dr. Prakash Pinto, Technology Related Developments In Cheque Clearing System. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
183. Dr. P. S. Aithal, Concept Of Ideal Computers And Realizing Them Using Optical Technology And Cloud Computing. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
184. Akhilesh Suresh A. Kuckian & Pradeep M. D., Green Marketing –A Modern Trend To Meet New Generation Consumer Needs-Opportunities And Challenges. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
185. Shubhrajyotsna Aithal & Dr. P. S. Aithal, Characteristics Of Ideal Optical Limiter And Realization Scenarios Using Organic Materials Based Optical Limiters. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4

186. Dr. P. S. Aithal & Dr. Suresh Kumar P. M., Analysis Of 'Theory A' Using Six Thinking Hats Technique. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
187. Ramesh Pai A. & Dr. A. P. Achar, Critical Success Factors For Effective And Efficient Functional Integration In Supply Chain Management. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
188. Dr. P. S. Aithal, Advances And Innovations In Computer Technology Leading To 6th Generation. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
189. Dr. P. S. Aithal & Dr. Suresh Kumar P. M. An Analysis Of Possible Impact Of Currency Demonetization On Indian Economy. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
190. Dr. I.C. Licyamma .Motivation And Its Modus Operandi. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
191. Laveena D'Mello, Dr. Govindaraju. B.M. & Dr. Meena Monteiro, A Study on The Challenges Faced By Single Parent on Teenager Care. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
192. Dr. P. S. Aithal, Review on Present And Future Online Analytical Models to be used in Strategic Decision Support Systems. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
193. Dr. P. S. Aithal, Review on The Success Saga Of Technology Adoption And Diffusion In Banking Industry During Last 20 Years. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
194. Laveena D'Mello, Dr. Govindaraju. B.M. & Dr. Meena Monteiro, Influence of Religion And Spirituality on HIV Positive People. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
195. Dr. P. S. Aithal, Web Based Management Information Systems: Present Scenarios And Future Opportunities. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
196. Varun Kumar S. G., Impact Of Information Technology on Reverse Logistics. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4

197. Varun Shenoy & P. S. Aithal, Placement Strategies of Top Ranked Indian Management Institutions. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
198. Vaikunth Pai, Ado.Net Database Access Technology. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
199. Dr. P. S. Aithal, Strategic Impact Of Nanotechnology In Cosmetics Industry. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
200. Anumesh Kariappa, The Recent Trends And Impact Of Social Media In Building Brands In India. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
201. Dr. P. S. Aithal, How Search Engine Functions : Challenges And Opportunities In Search Engine Optimization Research. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
202. Lathika K., Virtual Reality – The Future of User Interfaces And Interaction With Data. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
203. Dr. P. S. Aithal, Excellence In Individual Research & Publications : Examining The Active Role Of Role Models (Deans) of World Top Business Schools. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
204. Deekshitha, A Conceptual Study of Organised Retail Sector -Growth And Development In Indian Scenario. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
205. Shubhrajyotsna Aithal & Dr. P. S. Aithal, Research Opportunities by Using Organic Dyes & Dye-Doped Polymers In Optoelectronics And Photonics. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
206. Shylesh S., CMS, Lms And Lcms For E-learning. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
207. Dr. P. S. Aithal, Ekalavya Model of Higher Education – An Innovation of IBM's Big Data University. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4

208. Panchajanyeswari M. Achar, Design Of E-Learning Environment To Capture And Use Learners' Information. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
209. Dr. P. S. Aithal & Dr. Suresh Kumar P.M., Factors & Elemental Analysis Of Six Thinking Hats Technique Using Abcd Framework. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
210. Raghavendra Holla, Swoc Analysis of Reliance Jio And Lyf Mobiles. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
211. Sharmila S. Shetty, A Study On Labour Turnover And Absenteeism With Regards To Working Environment. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
212. Dr. P. S. Aithal & Dr. Suresh Kumar P.M., How Six Thinking Hats Can Be Used As A Tool For Lateral Thinking In Managerial Decision Making Process. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
213. Keshava, Impact of Privatization on Indian Banking Sector. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
214. Shubhrajyotsna Aithal & Dr. P. S. Aithal, an Analysis of Future Research Opportunities In Opto-Electronics And Photonics Towards Progress of Information Processing And Computation. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
215. Prof. Yashashwi. A. Ail, A Study On Modern Methodologies In Performance Appraisals. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
216. Dr. P. S. Aithal & Dr. Suresh Kumar P.M. Interconnecting 'Theory A' of Organizational Performance And ABC Model Of Organizational Research Productivity. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
217. Kavya, A. Study on Consumer Buying Behaviour-Towards Online Shopping. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*. (November 2016), ISBN No.: 978-93-5265-655-4
218. Preethi A Nayak & Santhosh Prabhu, E-Learning Principles And Practices In The Context Of Education With Special Reference To Indigenous Peoples: A Study. *Current Developments in*

Computer Science, IT & its Impact on Management, Social Sciences and Education. (November 2016), ISBN No.: 978-93-5265-655-4

219. Chaitra B. S., E-College Management. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education.* (November 2016), ISBN No.: 978-93-5265-655-4

220. Dr. P. S. Aithal & Shubhrajyotsna Aithal, How White Ocean Strategy of Corporate Can Save The World From Global Warming & Climate Change ?. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education.* (November 2016), ISBN No.: 978-93-5265-655-4

221. Poornima J. Gokhale, Performance Pay- Appraisal Performance Indicator. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education.* (November 2016), ISBN No.: 978-93-5265-655-4

222. Dr. P. S. Aithal & Shubhrajyotsna Aithal, Nanotechnology Supported Environmental Balance : Expectations & Possibilities. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education.* (November 2016), ISBN No.: 978-93-5265-655-4

223. K.P. Vinayaraj, The Status of Readership The Perfect Past, The Imperfect Present And The Progressive Future A Retrospective Introspection. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education.* (November 2016), ISBN No.: 978-93-5265-655-4

224. Prof. Krishna Prasad K., Mobile Cloud Database for Ubiquitous Learning Using 4g/5g Technology. *National Seminar on Current and Future Trends in Cloud and High Performance Computing (HPC)*, At Vivekananda College, Puttur, (January 2016)

225. Mr. Amith Donald Menezes, "Recent advances in cheque clearing system in India". Saint Mary's Syrian College, Brahmavar, (October 2016)

226. Mr. Amith Donald Menezes, Future of Cheque Clearing System", St. Agnes College (Autonomous), (December 2016), ISBN:978-93-84734-40-4

227. Mr. Amith Donald Menezes, "Technological innovations in banking during 21st Century". St. Aloysius Institute of Management & Information Technology (AIMIT), (March 2016)

228. Prof. Edwin, Comparative Study of Student Centric Approach in Higher Education in Design and Development Countries. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March, 2016), ISBN No.: 978-81-929306-9-5

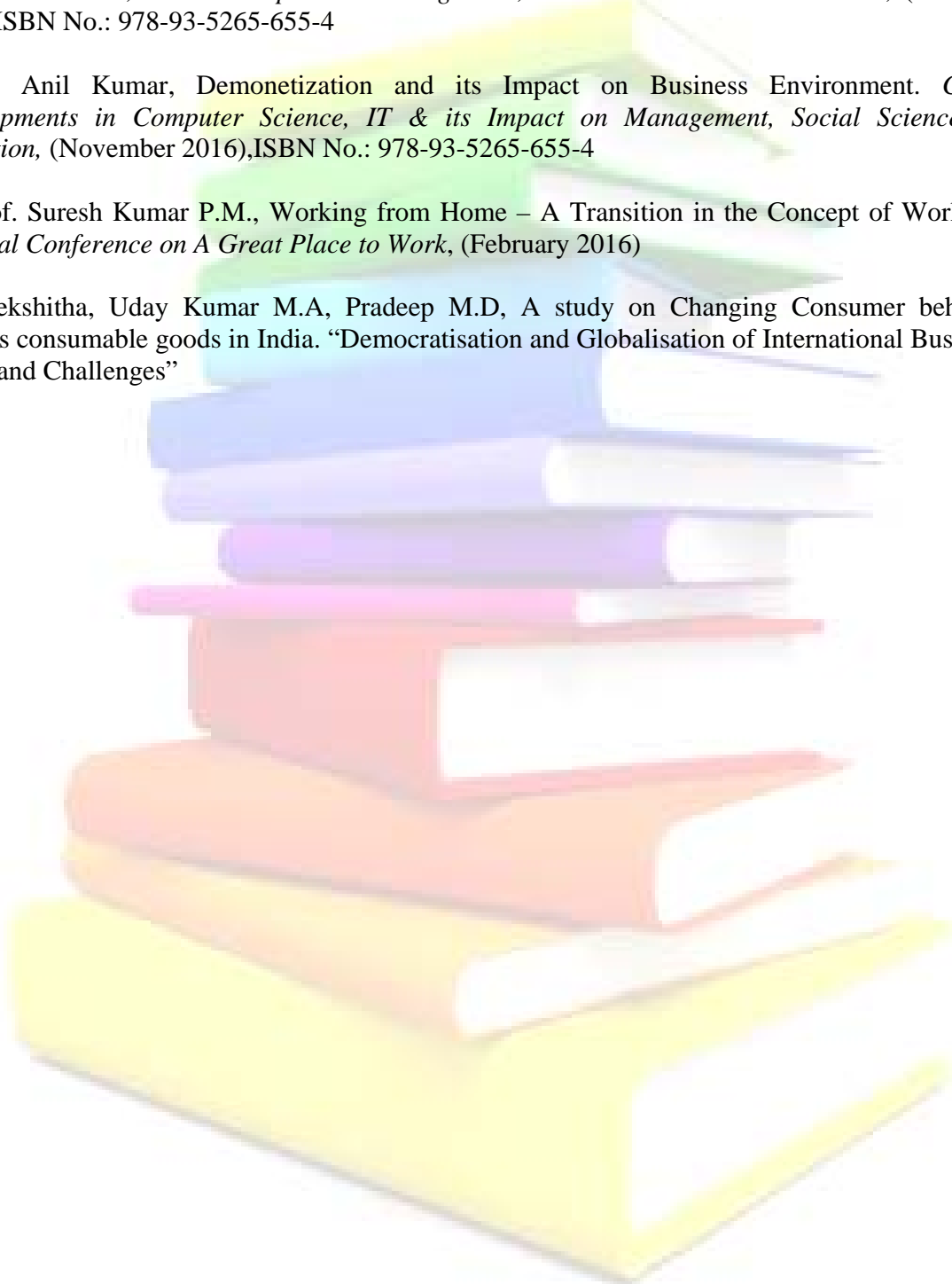
229. Anil Kumar, STUDENT-CENTRED LEARNING: A Teacher –Student Choice Model of Learning. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March, 2016), ISBN No.: 978-81-929306-9-5

230. Prof. Edwin, Relevance and Abolition of Programming Languages. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, (November 2016), ISBN No.: 978-93-5265-655-4

231. Dr. Anil Kumar, Demonetization and its Impact on Business Environment. *Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education*, (November 2016), ISBN No.: 978-93-5265-655-4

232. Prof. Suresh Kumar P.M., Working from Home – A Transition in the Concept of Workplace. *National Conference on A Great Place to Work*, (February 2016)

233. Deekshitha, Uday Kumar M.A, Pradeep M.D, A study on Changing Consumer behaviour towards consumable goods in India. “Democratisation and Globalisation of International Business – Issues and Challenges”



27. Faculty Journal Papers

Papers Published During 2016

Journal Papers

1. Aithal, P. S., Shailashree, V. T. & Suresh Kumar, P.M. (2016). [ABCD analysis of Stage Model in Higher Education](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 11-24, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI :<http://doi.org/10.5281/zenodo.154233>
2. Aithal, P. S., Shailashree, V. T. & Suresh Kumar, P.M. (2016). [Analysis of NAAC Accreditation System using ABCD framework](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 30 - 44, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI :<http://doi.org/10.5281/zenodo.154272>
3. Aithal, P. S. & Priti Jeevan (2016). [Strategic Rethinking of Management Education : Green MBA Model](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 55-73, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI :<http://doi.org/10.5281/zenodo.154278>
4. Aithal, P.S & Suresh Kumar P.M. (2016). [Opportunities and Challenges for Private Universities in India](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 88-113, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI :<http://doi.org/10.5281/zenodo.161157>
5. Dr. Aithal, P.S, [A Review on Opportunities and Challenges for Mobile Business Activities in India](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 124-148, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI :<http://doi.org/10.5281/zenodo.161154>
6. Dr. P. S. Aithal (2016). [Nanotechnology Innovations & Business Opportunities : A Review](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 182-204, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI :<http://doi.org/10.5281/zenodo.161153>
7. Shubhrajyotsna Aithal, Aithal, P.S. & G.K. Bhat (2016). [A Review on Organic Materials for Optical Phase Conjugation & All-optical Switches](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 222-238, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI :<http://doi.org/10.5281/zenodo.62027>
8. Aithal, P.S,& Suresh Kumar, P.M. (2016). [Innovations in Private Universities : A Case of Srinivas University](#). *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 250-264, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI :<http://doi.org/10.5281/zenodo.161151>

9. Aithal, P.S. (2016). [A Review on various E-business and M-business models & Research Opportunities](#).*International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 275-298, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI :<http://doi.org/10.5281/zenodo.161146>
10. Dr. Aithal, P.S. (2016). [Creating Innovators through setting up organizational Vision, Mission and Core Values: a Strategic Model in Higher Education](#).*International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 310-324, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI :<http://doi.org/10.5281/zenodo.161147>
11. Sridhar Acharya P. & Aithal, P.S. (2016).[Concepts of Ideal Electric Energy System for production, distribution and utilization](#).*International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 367-379, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI :<http://doi.org/10.5281/zenodo.161143>
12. Padmanabha Shenoy, & Aithal, P.S (2016). [A Study on History of Paper and possible Paper Free World](#).*International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 337-355, (January 2016), ISSN: 2249-0558, I.F. 6. 269.
DOI :<http://doi.org/10.5281/zenodo.161141>
13. Aithal, P.S. (2016). [Study on ABCD Analysis Technique for Business Models, business strategies, Operating Concepts & Business Systems](#).*International Journal in Management and Social Science*, 4(1), 98-115, 2016, ISSN 2321-1784, I.F. = 5.276,
DOI :<http://doi.org/10.5281/zenodo.161137>
14. Krishna Prasad K. & Dr. Aithal, P.S. (2016). [The Growth of 4G Technologies in India- Challenges and Opportunities](#).*International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 543 - 551, (January 2016) ISSN: 2249-0558, I.F. 5. 299.
DOI :<http://doi.org/10.5281/zenodo.161130>
15. Dr. Aithal, P.S. & Shubhrajyotsna Aithal (2016).[Business Strategy for Nanotechnology based Products & Services](#).*International Journal of Management Sciences and Business Research (IJMSBR)*, 5(4), (April 2016), 139-149, I.F. 3.274, ISSN 2226-8235.
DOI :<http://doi.org/10.5281/zenodo.161127>
16. Aithal, P.S & Preethi J. (2016). [How Service Industries can Transform themselves into Green Business Industries](#).*International Journal of Management Sciences and Business Research (IJMSBR)*, 5(4), (April 2016), 150-158, ISSN 2226-8235, I.F. 3.274.
DOI :<http://doi.org/10.5281/zenodo.161114>
17. Aithal, P.S & Shubhrajyotsna Aithal (2016). [Impact of On-line Education on Higher Education System](#).*International Journal of Engineering Research and Modern Education (IJERME)*(www.rdmodernresearch.com), 1(1), (2016), 225-235, ISSN : 2455 – 4200, I.F. 3.035.
DOI :<http://doi.org/10.5281/zenodo.161113>

18. Aithal, P.S, Shailashree, V. T. & Suresh Kumar P.M. (2016). [Application of ABCD Analysis Framework on Private University System in India](#).*International Journal of Management Sciences and Business Research (IJMSBR)*, 5(4), (April 2016), 159-170, ISSN 2226-8235, I.F. 3.274.
DOI :<http://doi.org/10.5281/zenodo.161111>
19. Suresh Kumar P.M. & Dr. Aithal, P.S, (2016). [Working from Home - A Transition in the concept of Workplace](#).*International Journal of Current Research and Modern Education (IJCRME)*, (www.rdmodernresearch.com) 1(1), (2016), 244-249, ISSN: 2455 – 5428, I.F. 3.165.
DOI :<http://doi.org/10.5281/zenodo.161110>
20. Sreeramana Aithal, P. (2016).[The concept of Ideal Strategy & its realization using White Ocean Mixed Strategy](#).*International Journal of Management Sciences and Business Research (IJMSBR)*,5(4), (April 2016), 171-179, ISSN 2226-8235, I.F. 3.274.
DOI :<http://doi.org/10.5281/zenodo.161108>
21. Aithal, P.S & Dr. Jeevan Pinto (2016). [Innovations in Higher Education - A new model implemented in MCA degree programme of Srinivas University](#).*International Journal of Scientific Research and Modern Education (IJSRME)* (www.rdmodernresearch.com), 1(1),(2016), 275-289. ISSN : 2455 – 5630, I. F. 3.110.
DOI :<http://doi.org/10.5281/zenodo.161107>
22. Aithal, P.S & Acharya R. K. (2016). [Strategic Management Models & Indian Epics](#).*International Journal of Management Sciences and Business Research (IJMSBR)*,5(4), (April 2016), 180-188, ISSN: 2226-8235, I.F. 3.274.
DOI :<http://doi.org/10.5281/zenodo.161093>
23. Aithal, P.S, and Shubrajyotsna Aithal (2016). [Nanotechnological Innovations & Business Environment for Indian Automobile Sector : A Futuristic Approach](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 2016, 296-307. ISSN: 2455 – 5630, I. F. 3.110.
DOI :<http://doi.org/10.5281/zenodo.161090>
24. Laveena D'Mello & Dr. Govindaraju B. M. (2016).[Implication of Academic Stress in Adolescents](#). *International Journal of Scientific Research and Modern Education (IJSRME)*,1(1), 2016, 320-327. ISSN: 2455 – 5630.
25. Priti Jeevan (2016). [A Study on Marketing and Sustainability -A Case Study Approach with Reference to Hindustan Unilever Limited](#).*International Journal of Scientific Research and Modern Education (IJSRME)*,1(1), 2016, 264-269. ISSN: 2455 – 5630.
26. Sridhar Acharya P & Krishna Prasad K. (2016). [Modification in The Design of ECU of a Motor Vehicle to Control the Speed Depending on the Density of Vehicle](#). *International Journal of Scientific Research and Modern Education (IJSRME)*,1(1), 2016, 270-274. ISSN: 2455 – 5630.
27. Varun Shenoy (2016). [Recent Trends in Branding for Ideal Placements](#). *International Journal of Scientific Research and Modern Education (IJSRME)*,1(1), 2016, 250-253. ISSN: 2455 – 5630.

28. Sridhar Acharya P.&Aithal, P.S, (2016). [Environmental Consciousness in Higher Educational Institutions : A case of SIMS](#). *International Journal of Current Research and Modern Education (IJCRME)*,1(1), 2016, 273-284, ISSN: 2455 – 5428.
29. K. Krishna Prasad (2016).[An Empirical Study on role of Vedic Mathematics in Improving the Speed of Basic Mathematical Operations](#).*International Journal of Management, IT and Engineering*, 6(1),161-171(January 2016) ISSN: 2249-0558.
30. Varun Shenoy (2016). [Branding Innovations for Ideal Placements](#). *International Journal of Management, IT and Engineering*,6(1),380-387 (January 2016) ISSN: 2249-0558.
31. Mr. Amith Donald and Menezes(2016). [Green Banking initiatives and awareness](#).*International Journal of Management*,6(1),396-400 (January 2016) ISSN: 2249-0558.
32. Dr. Jeevan L J Pinto, (2016). [A Study on various types of sensor networks](#).*International Journal of Management*,6(1),401-409 (January 2016) ISSN: 2249-0558.
33. Dr. Jincy Jacob (2016). [Innovative teaching and teaching improvement](#).*International Journal of Management*,6(1),419-423 (January 2016) ISSN: 2249-0558.
34. Pradeep M.D. and Rakshitha Rai R. P (2016). [Women Empowerment through self-help groups-interventions towards Socio-Economicwelfare](#).*International Journal of Management*, 6(1),424-441 January 2016) ISSN: 2249-0558.
35. Laveena D'Mello & Dr. Govindaraju. B.M. (2016).[A Study on Stigma Management among HIV positive people](#).*International Journal of Management*, 6(1),442-452 (January 2016) ISSN: 2249-0558.
36. Vaikunth Pai (2016). [Concept to mind map - A best practice In Higher Education Institutions to improve the learning ability of students](#). *International Journal of Management*, 6(1),453-458 (January 2016) ISSN:2249-0558.
37. Subrahmanya Bhat and Dr. K. R Kamath (2016).[Snoopy Protocol for Cache Coherency in Multi Core Systems for High Performance Computation](#).*International Journal of Management*,6(1),459-463 (January 2016) ISSN: 2249-0558.
38. Anumesh Kariappa (2016). [A Study on customer preference and brand awareness of max fashion](#).*International Journal of Management*, 6(1),464-474 (January 2016) ISSN: 2249-0558.
39. Dr. I.C. Licyamma (2016). [The Importance of Peer Support in Fostering Interdisciplinary and Inter-Institutional Collaboration among Post-Graduate and Research Students](#).*International Journal of Management*,6(1),475-480(January 2016) ISSN: 2249-0558.

40. Shailashri V.T. (2016). Study on Employee Engagement among workers at RUBCO in enhancing an innovative organisational culture. *International Journal of Management*, 6(1), 481-494 (January 2016) ISSN: 2249-0558.
41. Priti Jeevan (2016). A Study on awareness and effectiveness of "Guerrilla Marketing Technique" - an innovative means of advertising. *International Journal of Management*, 6(1), 495-507 (January 2016) ISSN: 2249-0558.
42. Amith Donald Menezes & Dr. Prakash Pinto (2016). Banking Frauds and ways to Prevent Them. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 238-243, (May 2016), ISSN : 2455 – 5428.
43. Annette Sonia Chetan & Deekshitha (2016). Human Resource Management Perspectives Towards Global Workplace – Changing Trends And Challenges. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 214-223, (May 2016), ISSN : 2455 – 5428.
44. P. Sridhar Acharya & Aithal, P.S, (2016). Environmental Consciousness in Higher Educational Institutions : A case of SIMS. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), (2016), 273-284, ISSN: 2455 – 5428, I.F. 3.165.
DOI : <http://doi.org/10.5281/zenodo.161083>
45. Subrahmanya Bhat & Dr. K. R. Kamath (2016). Directory Based Cache Coherency Protocol In Multi-Core System For High Performance Computation. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), (2016), 257-261, (May 2016), ISSN : 2455 – 5428.
46. P. Sridhar Acharya & K. Krishna Prasad (2016). Modification in the design of ECU of a Motor Vehicle to Control the Speed Depending on the Density of Vehicle. *International Journal of Scientific Research and Modern Education (IJSRME)*, 270-274 1(1), (may, 2016) ISSN (Online): 2455 – 5630
47. Vaikunth Pai (2016). ADO And ADO.Net Database Access Technology Comparisons. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 262-268, (May 2016), ISSN : 2455 – 5428.
48. V. T. Shailashri (2016). Innovation Through Human Capital Management. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 216-218, (May 2016), ISSN : 2455 – 5428.
49. Dr. Aithal, P.S. (2016). Innovations in Student Centric Learning – A Study of Top Business Schools in India. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 – 4200, 1(1), 2016, 298-306. ISSN 2455 – 4200, I.F. 3.3.
DOI : <http://doi.org/10.5281/zenodo.161045>
50. Aithal, P.S, & P.M. Suresh Kumar (2016). Analysis of Choice Based Credit System in Higher Education. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 1(1), 2016, 278-284. I.F. 3.3.

DOI :<http://doi.org/10.5281/zenodo.161046>

51.Laveena D'Mello & Dr. Meena Monteiro (2016). [The Need And Importance Of Field Practicum For Social Work Students](#), *International Journal of Engineering Research and Modern Education*,1(1), 292-297, (June 2016) ISSN-2455 – 4200.

52.Laveena D'Mello & Dr. Meena Monteiro (2016). [Inclusion of 'Human Rights Education In The Post Graduate Curriculum](#),*International Journal of Engineering Research and Modern Education*,1(1) 307-312, (June 2016) ISSN-2455 – 4200.

53.Varun Shenoy (2016). [Employability Curriculum Design Towards Student Centered Applications](#),*International Journal of Engineering Research and Modern Education*,1(1), 351-354 (June 2016) ISSN-2455 – 4200.

54.Dr. Aithal, P.S. (2016). [Study of Annual Research Productivity in Indian Top Business Schools](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 2016, 402-414.
DOI :<http://doi.org/10.5281/zenodo.161041>

55. Dr. Aithal, P.S. (2016). [A Review on Advanced Security Solutions in Online Banking Models](#),*International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 2016, 421-429.
DOI :<http://doi.org/10.5281/zenodo.160971>

56. P. Sreeramana Aithal (2016). [How to Increase Research Productivity in Higher Educational Institutions –SIMS Model](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 2016, 447-458.
DOI :<http://doi.org/10.5281/zenodo.161037>

57. Dr. Aithal, P.S. (2016). [Innovations in Experimental Learning – A Study of World Top Business Schools](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 2016, pp.360-375.DOI : <http://doi.org/10.5281/zenodo.161043>

58. Aithal P. S. & Suresh Kumar P. M.(2016). [Academic Support through Information System : Srinivas Integrated Model](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 2016, pp.376-384.
DOI :<http://doi.org/10.5281/zenodo.160976>

59. Amith Donald Menezes & Dr. Prakash Pinto(2016). [Role Of Industry in Developing The Education System](#),*International journal of Scientific Research and Modern Education*, 1(1), 385-390 (June 2016) ISSN-2455 – 5630.

60. Annette Sonia Chetan (2016). [An Overview of Integrated Programmes in Higher Education](#). *International journal of Scientific Research and Modern Education*, 1(1), 391-396 (June 2016) ISSN-2455 – 5630.
61. K. Krishna Prasad (2016). Blog Based Self Verification And Self Development Curriculum Model-A Novel Approach To Student Centric Learning. *International journal of Scientific Research and Modern Education*, 1(1), 435-441 (June 2016) ISSN-2455 – 5630.
62. Dr. I. C. Licyamma (2016). Incultation Of Research Spirit In Students. *International journal of Scientific Research and Modern Education*, 1(1), 442-446 (June 2016) ISSN-2455 – 5630.
63. Panchajanyeswari M Achar (2016). Learner Centered Teaching in Higher Education Using Information Technology. *International journal of Scientific Research and Modern Education*, 1(1), 459-463 (June 2016) ISSN-2455 – 5630.
64. Pavithra Kumari (2016). Effects of Introducing Constitution Of India, Human Rights And Environmental Science To The Undergraduate Programme Students In Indian Universities. *International journal of Scientific Research and Modern Education*, 1(1), 464-467 (June 2016) ISSN-2455 – 5630.
65. Priti K. Rao (2016). Life Skill Education In MBA Curriculum For Better Management In Challenging Environment, *International journal of Scientific Research and Modern Education*, 1(1), 430-434 (June 2016) ISSN-2455 – 5630.
66. Subrahmanya Bhat & Dr. K. R. Kamath (2016). Effective Learning With Usage of Simulators – A Case of Nctuns Simulator In Computer Networks. *International journal of Scientific Research and Modern Education*, 1(1), 415-420 (June 2016) ISSN-2455 – 5630.
67. Aithal, P.S, Shailashree V. T., & Suresh Kumar P.M. (2016). [The Study of New National Institutional Ranking System using ABCD Framework](#), *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455-5428 (www.rdmodernresearch.com) 1(1), 2016, 389 – 402.
DOI :<http://doi.org/10.5281/zenodo.161077>
68. Anumesh Kariappa (2016). Marketing Management – Active Learning By Students Through Research Orientation, *International journal of Current Research and Modern Education*, 1(1), 344-348 (June 2016), ISSN-2455 - 5428
69. Dr. Jincy Jacob (2016). Current Prospects of Social Work in India and Abroad. *International journal of Current Research and Modern Education*, 1(1), 452-456 (June 2016), ISSN-2455 - 5428
70. Dr. Jincy Jacob (2016)., Role Of Social Networking In Medical And Psychiatric Social Work, *International journal of Current Research and Modern Education*, 1(1), 403-408 (June 2016), ISSN-2455 - 5428

71. M. D. Pradeep & K. Krishna Prasad (2016). Modern Paradigm Shift In Social Work Profession Through Technology - New Dimension In Social Work Education, *International journal of Current Research and Modern Education*, 1(1), 433-443 (June 2016), ISSN-2455 - 5428
72. Ramesh Pai, Priti K. Rao & Dr. A. P. Achar (2016). Role of Industry Institute Interaction In Making Of Entrepreneurs, *International journal of Current Research and Modern Education*, 1(1), 357-361 (June 2016), ISSN-2455 - 5428
73. V. T. Shailashri (2016). Student Engagement: A Case Study of Srinivas Institute of Management Studies, *International journal of Current Research and Modern Education*, 1(1), 362-368 (June 2016), ISSN-2455 - 5428
74. B. Shreepathy Ranga Bhatta (2016). Youth Red Cross Unit For Overall Student Development - A Case Study Of Colleges Under Mangalore University, *International journal of Current Research and Modern Education*, 1(1), 369-375 (June 2016), ISSN-2455 - 5428
75. S. Shylesh (2016). Teaching With Moodle In Higher Education, *International journal of Current Research and Modern Education*, 1(1), 381-388 (June 2016), ISSN-2455 - 5428
76. P. Sridhar Acharya (2016). Best Practices of Involving Students In Learning - A Special Model In Computer Networking, *International journal of Current Research and Modern Education*, 1(1), 376-380 (June 2016) ISSN-2455 – 5428
77. Vaikunth Pai & M. Manjula Mallya (2016). Student Centered Learning In Classrooms: A Strategy For Increasing Student Motivation And Achievement. *International journal of Current Research and Modern Education*, 1(1), 409-415 (June 2016) ISSN-2455 – 5428
78. K. P. Vinayaraj (2016). Strategy To Lift The Combative Spirit In English Language In The Competitive Arena. *International journal of Current Research and Modern Education*, 1(1) 463-471 (June 2016) ISSN-2455 – 5428
79. Dr. Aithal, P.S. (2016). [Study of Research Productivity in World Top Business Schools](#). *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(1), 629-644, June 2016.
DOI :<http://doi.org/10.5281/zenodo.160969>
80. Varun Shenoy & Aithal P. S. (2016). [Changing Approaches in Campus Placements - A new futuristic Model](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 766 – 776, June 2016.
DOI :<http://doi.org/10.5281/zenodo.160966>
81. P. Harischandra,, Shylesh S, Aithal, P.S (2016). [Information Technology Innovations in Library Management: A Case of SIMS](#). *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(1), 657-676, June 2016.
DOI :<http://doi.org/10.5281/zenodo.160959>

82. Aithal, P.S, Suresh Kumar P.M. (2016). [Teaching - Learning Process in Higher Education Institutions](#). *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*, ISSN (Online): 2454 - 6119 (www.rdmodernresearch.org) 2(1), June, 2016. 662-676.
DOI :<http://doi.org/10.5281/zenodo.160956>
83. Aithal, P.S, P. M. Suresh Kumar (2016). Maintaining Teacher Quality in Higher Education Institutions. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(1), 701-711, June 2016.
DOI :<http://doi.org/10.5281/zenodo.160946>
84. Aithal, P.S & Suresh Kumar P. M. (2016). [Student performance and Learning Outcomes in Higher Education Institutions](#). *International Journal of Scientific Research and Modern Education (IJSRME)* ISSN (Online): 2455 - 5630, 1(1), 674 – 684, June 2016.
DOI :<http://doi.org/10.5281/zenodo.160944>
85. Aithal, P.S, P. M. Suresh Kumar (2016). [Catering Student Enrollment and Retaining Diversity in Higher Education Institutions](#). *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455- 4200 (www.rdmodernresearch.com) 1(1), 565 - 577, June 2016.
DOI :<http://doi.org/10.5281/zenodo.160939>
86. Aithal, P.S & P. M. Suresh Kumar (2016). [Student Evaluation and Reforms in Higher Education Institutions](#). *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*, ISSN (Online): 2454 - 6119 (www.rdmodernresearch.org) 2(1), 652-661, June, 2016.
DOI :<http://doi.org/10.5281/zenodo.160932>
- 87. Deekshitha (2016). Role of National Service Scheme (NSS) in Creating Social Responsibility at Higher Education.** *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), June 2016, 756-760.
- 88. M. D. Pradeep & Deeksha (2016). Multi-Dimensional Approach for Empowerment – Effective Strategies to Face Problems and Challenges of Women in India.** *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), June 2016, pp.744- 755.
89. M. D. Pradeep & Charan Raj (2016). Recent Trends of Socio-Economic Empowerment of Elderly- Interventions towards Broad Based Benefits in India. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 – 5428, 1(1), June 2016, 692-700.
90. H. Nidhish (2016). Bracing Entrepreneurship Course in Higher Education to Build our Future Entrepreneurs. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(1), June 2016, pp. 681-691.
91. K. Lathika (2016). Student Centred Learning. *International Journal of Current Research*

and Modern Education (IJCRME), ISSN (Online): 2455-5428 (www.rdmodernresearch.com) 1(1), June 2016, 677-680.

92. Varun Shenoy (2016). Error Proofing: Effective Tool for Output Efficiency. *International Journal of Engineering Research and Modern Education (IJERME)*. ISSN (Online): 2455 – 4200 (www.rdmodernresearch.com) 1(1), June 2016, pp. 504-507.

93. Priti K Rao & Chirag P Thakkar (2016). A study on Customer and Retailer attitude with special reference to “Shri Lakshmi Agro Foods Pvt. Ltd [Udhaiyam]” Chennai, Tamilnadu. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 813-819(2016) ISSN (Online): 2455 – 5630

94. Shailashri VT & Evelyne Mlemba (2016). Impact of National Culture on organization Culture. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), . 820-825(2016) ISSN (Online): 2455 – 5630

95. Prithi Rao and Aithal, P.S. (2016). [Green Education Concepts & Strategies in Higher Education Model](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 563, (www.rdmodernresearch.com) 1(1), (2016), 793-802. DOI :<http://doi.org/10.5281/zenodo.160877>

96. Aithal, P.S & Suresh Kumar P. M. (2016). [Comparative Analysis of Theory X, Theory Y, Theory Z, and Theory A for Managing People and Performance](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com), 1(1), 2016, 803-812. DOI: <http://doi.org/10.5281/zenodo.154600>

97. Aithal, P.S and Sonia D. N. (2016). [Hitting Two Birds with One Stone : Srinivas University B.Com. Model in Corporate Auditing](#). *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(1), 2016, 853-869. DOI :<http://doi.org/10.5281/zenodo.154602>

98. Laveena D'Mello, Manjush H.H. & Dr. Meena Monteiro (2016). A Study on the Green Human Resource Management at Gateway Hotel, Mangalore. *International Journal of Scientific Research and Modern Education (IJSRME)* 1(1), 843-852, (August, 2016), ISSN (Online): 2455 – 5630.

99. Aithal, P.S (2016). [Smart Library Model for Future Generations](#). *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com), 1(1), 2016, 693-703. DOI :<http://doi.org/10.5281/zenodo.160904>

100. Dr. Aithal, P.S & Shubhrajyotsna Aithal (2016). Nanotechnology Innovations & Business Opportunities in Renewable Energy Sector. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 674-692, (August, 2016), ISSN (Online): 2455 – 4200

101. Anumesh Kariappa & Maharooof Mahamood AKV, [A Study on Dealer Satisfaction With Special Reference to ACC Cements Limited](#), *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 704-708(August,2016), ISSN (Online): 2455 – 4200
102. Dr. Jincy Jacob (2016).[Academic Stress among Children and Parents Responsibilities to Overcome Stress](#).*International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 739-742(August,2016), ISSN (Online): 2455 – 4200
103. K. Krishna Prasad (2016).[A Conceptual Study on Changing Perspective of Information Technology Enabled Employment Services Through Freelance Jobs](#),*International Journal of Engineering Research and Modern Education (IJERME)*,1(1), 709-714(August,2016), ISSN (Online): 2455 – 4200
104. K. Lathika, [Recent Trends in IT – Virtualization](#) (2016).*International Journal of Engineering Research and Modern Education (IJERME)*,1(1), 715-722(August,2016), ISSN (Online): 2455 – 4200
105. Laveena D'Mello & Dr. Meena Monteiro (2016).[Age Related Problems of the elderly and their Coping Mechanisms](#).*International Journal of Engineering Research and Modern Education (IJERME)*,1(1), 723-729(August,2016), ISSN (Online): 2455 – 4200
106. Panchajanyeswari M Achar (2016). The Changing Perspectives of Management, It and Social Sciences in the Contemporary Environment: Impact of E-Learning on Higher Education in Indian Universities. *International Journal of Engineering Research and Modern Education (IJERME)*,1(1), 730-738 (August,2016), ISSN (Online): 2455 – 4200
107. Aithal, P.S and T. Vaikuth Pai (2016).[Concept of Ideal Software and its Realization Scenarios](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(1), (2016), 826-837.
DOI :<http://doi.org/10.5281/zenodo.160908>
108. Dr. Jincy Jacob, The Impact of Behavioural aspects Inteaching Practice. *International Journal of Scientific Research and Modern Education (IJSRME)*,1(1), 870-873, (August, 2016)ISSN (Online): 2455 – 5630.
109. P. Sridhar Acharya & P. S. Aithal, [Impact of Green Energy on Global Warming - A Changing Scenario](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com),1(1), (2016), 838-842. DOI :<http://doi.org/10.5281/zenodo.154575>
<http://ssrn.com/abstract=2823013>
110. Aithal, P.S & Shubhrajyotsna Aithal (2016).[Opportunities & Challenges for Green Technology in 21st Century](#). *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(1), 818-828, 2016.
DOI : <http://doi.org/10.5281/zenodo.62020>

111. Aithal, P.S and Shubhrajyotsna Aithal, (2016).[Scholarly Publishing : Why Smart Researcher Hesitate to Publish in/with Top Ranking Journals/Publishers](#).*International Journal of Current Research and Modern Education (IJCRME)* ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com), 1(1), 829-845, 2016, DOI: <http://doi.org/10.5281/zenodo.62019>
112. Aithal, P.S, Shailashree, V. T& Suresh Kumar, P. M., (2016). [Analysis of ABC Model of Annual Research Productivity using ABCD Framework](#).*International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(1), 846-858, 2016. DOI :<http://doi.org/10.5281/zenodo.62022>
113. Subrahmanya Bhat & Kamath, K. R. (2016).Directory Organizations in Cache Coherency Systems for High Performance Computation.*International Journal of Current Research and Modern Education (IJCRME)*,1(1), 868-871, (August,2016), ISSN (Online): 2455 – 5428
114. Vaikunth Pai (2016). Big Data New Challenges, Tools and Techniques.*International Journal of Engineering Research and Modern Education (IJERME)*,1(1), 743-750,(August,2016),ISSN (Online): 2455 – 4200
115. Varun Shenoy (2016). Placement Dilemma: Flipkart's Deferred Joining Dates. *International Journal of Engineering Research and Modern Education (IJERME)*,1(1), 751-756,(August,2016),ISSN (Online): 2455 – 4200
116. Shubrajyotsna Aithal & Aithal, P. S., (2016). [Student Centric Learning Through Planned Hardwork - An Innovative Model](#). *International Journal of Scientific Research and Modern Education (IJSRME)*,ISSN (Online): 2455 – 5630, 1(1), 2016. 886-898. DOI: <http://doi.org/10.5281/zenodo.61830>
117. Aithal, P. S. & Suresh Kumar, P.M., (2016). ABC Model of Research Productivity and Higher Educational Institutional Ranking, *International Journal of Education and Management Engineering (IJEME)*, 6(6), 74-84, November 2016. ISSN: 2305-3623, ISSN:2305-8463 (Online) DOI : <http://doi.org/10.5281/zenodo.161160>.
<http://ssrn.com/abstract=2866361>
118. Aithal, P. S. (2016). Ideal Banking Concept and Characteristics.*International Research Journal of Management, IT and Social Sciences (IRJMIS)*,3(11), 46-55. DOI :<http://dx.doi.org/10.21744/irjm.v3i11.311>. ISSN: 2395-7492. 11/11/2016. Published by International Journal of College and University.<https://www.academia.edu/30901410>
119. Dr. Aithal, P.S & Shubrajyotsna Aithal, (2016).[Nanotechnology Innovations and Commercialization – Opportunities, Challenges & Reasons for Delay](#).*International Journal of Engineering and Manufacturing(IJEM)*,**IJEM-V6- N6 or V7- N1**, ID-128. 6(6), 1-14, ISSN: **2305-3631**.DOI :<http://doi.org/10.5281/zenodo.161161>

120. Aithal, P.S & Suresh Kumar P. M. (2016). [Organizational Behaviour in 21st Century – Theory A for Managing People for Performance](#). *IOSR Journal of Business and Management (IOSR-JBM)*, ISSN: 2319-7668, 18(7), 126-134. July 2016.
DOI: <http://doi.org/10.9790/487X-180704126134>
121. Dr. Aithal, P.S & Shubhrajyotsna Aithal (2016). [Nanotechnology Innovations & Business Opportunities in Renewable Energy Sector](#). *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(1), 2016, 674- 692. DOI :<http://doi.org/10.5281/zenodo.160905>
122. P.S. Aithal, (2016). [Student Centric Curriculum Design and Implementation – Challenges & Opportunities in Business Management & IT Education](#), *IRA International Journal of Education and Multidisciplinary Studies*, (ISSN 2455–2526), 4(3), 423-437.
DOI :<http://dx.doi.org/10.21013/jems.v4.n3.p9>.
123. Shubhrajyotsna Aithal & Aithal P. S., (2016), [ABCD analysis of Dye doped Polymers for Photonic Applications](#), *IRA-International Journal of Applied Sciences*, (ISSN 2455-4499). 4(3), 358-378. DOI :<http://doi.org/10.5281/zenodo.155103>
DOI :<http://dx.doi.org/10.21013/jas.v4.n3.p1>.
124. Dr. Aithal, P.S & Dr. Suresh Kumar, P.M. (2016). [Theory A for Optimizing Human Productivity](#). *IRA-International Journal of Management & Social Sciences* (ISSN 2455-2267), 4(3), 526-535. DOI :<http://dx.doi.org/10.21013/jmss.v4.n3.p2>
DOI :<http://doi.org/10.5281/zenodo.158959>
125. Varun Shenoy & Aithal P.S., (2016). [Green Placement – An Innovative Concept & Strategy in Campus Placement Model](#), *IRA- International Journal of Technology & Engineering*, ISSN 2455-4480. 4(3), 151-163.
DOI :<http://dx.doi.org/10.21013/jte.v4.n3.p3>
126. Aithal, P. S., (2016). [Review on Various Ideal System Models Used to Improve the Characteristics of Practical Systems](#). *International Journal of Applied and Advanced Scientific Research*, ISSN (Online): 2456 – 3080, 1(1), 47-56, 2016.
DOI :<http://doi.org/10.5281/zenodo.159749>
127. Pradeep M. D. & Kalicharan M. L. (2016). Social Security Measures for Indian Workforce - A Legal Intervention. *International Journal of Computational Research and Development (IJCRD)*, (www.dvpublication.com) 1(1), 47-57, 2016, ISSN (Online): 2456 – 3137
128. M. D. Pradeep & M. L. Kalicharan (2016). Life Centric Skill Enrichment Framework - An Effective Pedagogy for Empowerment. *International Journal of Computational Research and Development (IJCRD)*, (www.dvpublication.com) 1(1), 40-46 2016, ISSN (Online): 2456 – 3137
129. S. Shylesh & Vaikunt Pai (2016). A Study of E-Learning: Indian Perspective. *International Journal of Engineering Research and Modern Education (IJERME)*, (www.rdmodernresearch.com) 1(2), 155-159, 2016, ISSN (Online): 2455 – 4200

130. Dr. Aithal, P. S. (2016). Realization Ideal Banking Concept using Ubiquitous Banking. *International Journal of Scientific Research and Modern Education (IJSRME)*, (www.rdmodernresearch.com), 1(2), 119-135, 2016, ISSN (Online): 2455 – 5630
131. Dr. Aithal, P. S. & Dr. Suresh Kumar P. M. (2016). CCE Approach through ABCD Analysis of 'Theory A' on Organizational Performance. *International Journal of Current Research and Modern Education (IJCRME)*, (www.rdmodernresearch.com) 1(2), 169-185, 2016, ISSN (Online): 2455 – 5428
132. Varun Shenoy & Aithal P. S., (2016). ABCD Analysis of On-line Campus Placement Model, *IRA-International Journal of Management & Social Sciences*, (ISSN 2455-2267). 5(1), 52-70.
133. Aithal P.S., (2016). Inspiring through Self-Contribution – An Analysis of How Active the Indian Top Business School Directors in Research & Publications. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(2), 2016, 137 – 154.
DOI: <http://dx.doi.org/10.5281/ZENODO.164690>.
<http://ssrn.com/abstract=2864260>
134. Aithal, P. S. & Shubhrajyotsna Aithal, (2016). A New Model for Commercialization of Nanotechnology Products and Services. *International Journal of Computational Research and Development*, 1(1), pp. 84-93. ISSN (Online): 2456 - 3137 (www.dvpublication.com)
DOI : <http://doi.org/10.5281/zenodo.163536>.
<http://ssrn.com/abstract=2860623>
135. Aithal, P. S. (2016). Research Performance Analysis of Some Indian Top Business Schools Using ABC Model. *International Journal of Computational Research and Development*, 1(1), 70-83, 2016. ISSN (Online): 2456 - 3137 (www.dvpublication.com).
DOI : <http://doi.org/10.5281/zenodo.163532>. <http://ssrn.com/abstract=2860598>
136. Dr. Aithal, P. S. & Suresh Kumar, P. M. (2016). CCE Approach through ABCD Analysis of 'Theory A' on Organizational Performance. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455 - 5428 (www.rdmodernresearch.com) 1(2), 2016, 169-185.
DOI: <http://dx.doi.org/10.5281/ZENODO.164704>.
<http://ssrn.com/abstract=2864265>
137. Dr. Aithal, P. S. (2016). Excellence in Individual Research & Publications: Examining The Active Role of Role Models (Deans) of World Top Business Schools. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(2), 2016, 179-199.
138. Dr. Aithal, P. S. & Suresh Kumar, P. M. (2016). Using Six Thinking Hats as A Tool For Lateral Thinking In Organizational Problem Solving. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(2), 2016, 225-234

139. Deekshitha (2016). A Conceptual Study of Booming Retail Sector- Opportunities and Challenges in Indian Scenario. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(2), 2016, 172-178
140. Krishna Prasad K. & Dr. Aithal, P. S. (2016). Changing Perspectives of Mobile Information Communication Technologies Towards Customized And Secured Services Through 5G & 6G. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(2), 2016, 210-224
141. Shubrajyotsna Aithal & Aithal, P. S. & G. K. Bhat (2016).. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com), 1(2), 2016, 200-209.
142. Keshava & Pavithra Kumari (2016). Analysis on Impact of Indradhanush Project in Banking Sector in India. *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(2), 2016, pp.156-159.
143. LathikaK.,(2016). Internet of Things (IoT) - Applications and Challenges.*International Journal of Scientific Research and Modern Education (IJSRME)*,ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(2), 2016, 160-165.
144. Laveena D'Mello, Dr. B. M. Govindaraju & Dr. Meena Monteiro, (2016).The Role of HIV Positive Women InManagement of Livelihood, Health and Nutrition.*International Journal of Scientific Research and Modern Education (IJSRME)*,ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(2), 2016, 167-174.
145. Shailashri V. T. & Dr. SurekhaShenoy. (2016). Study to Identify the Relationship Between Recruitment, Selection towards Employee Engagement.*International Journal of Scientific Research and Modern Education (IJSRME)*,ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(2), 2016, 149-155.
146. Dr. Suresh KumarP. M., (2016).Curriculum Enrichment for Learning Outcomes in Higher Education.*International Journal of Scientific Research and Modern Education (IJSRME)*,ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(2), 2016, 175-183.
147. Dr. P. Sreeramana Aithal, (2016). A Comparison of Ideal Banking Model with Mobile Banking System.*International Journal of Current Research and Modern Education (IJCROME)*, ISSN (Online): 2455 - 5428(www.rdmodernresearch.com) 1(2), 2016, 206-224.
148. Dr. Aithal P. S. & Shubhrajyotsna Aithal, (2016). Ekalavya Model of Higher Education – An Innovation of IBM's Big Data University.*International Journal of Current Research and Modern Education (IJCROME)*, ISSN (Online): 2455 - 5428(www.rdmodernresearch.com) 1(2), 2016, 190-205.

149. Shubrajyotsna Aithal, Aithal, P. S. & BhatG.K., (2016).Type 1 & Type 2 Optical Limiting Studies in Disperse Orange-25 Dye-Doped PMMA-Ma Polymer Films Using CW Laser. *International Journal of Applied and Advanced Scientific Research (IJAASR)* ISSN (Online): 2456 – 3080(www.dvpublication.com) 1(1), 2016, 196-208.
150. Annette Sonia Chetan & Deekshitha (2016).Human Resource Management Perspectives Towards Global Workplace By 2020. *International Journal of Computational Research and Development (IJCRD)*, ISSN (Online): 2456 - 3137 (www.dvpublication.com) 1(1), 2016, 154-160
151. 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.
152. Aithal, P. S., Shailashree V. T. & Suresh Kumar P.M. (2016). Factors & Elemental Analysis of Six Thinking Hats Technique using ABCD Framework.*International Journal of Advanced Trends in Engineering and Technology (IJATET)*, Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 85-95.
DOI :<http://doi.org/10.5281/zenodo.240259>.
153. Aithal, P. S. & Suresh Kumar, P. M. (2016). Application of Theory A on ABC Model to enhance Organizational Research Productivity in Higher Education.*International Journal of Advanced Trends in Engineering and Technology (IJATET)* Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 142-150.
DOI : <http://doi.org/10.5281/zenodo.240646>.
<https://www.academia.edu/30894832>.
154. Shubrajyotsna Aithal, Aithal, P. S. & Bhat,G. K. (2016). Literature Review on Organic Materials for Third Harmonic Optical and Photonic Applications.*International Journal of Advanced Trends in Engineering and Technology (IJATET)* Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 151-162.
<http://doi.org/10.5281/zenodo.240647>. <https://www.academia.edu/30894808/>
155. Sridhar Acharya, P. & Aithal, P. S. (2016). Clean Energy for Poor – A Changing Scenario. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*, Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 129-133
DOI :<http://doi.org/10.5281/zenodo.240287>.<https://www.academia.edu/30895131>.
156. Shubrajyotsna Aithal, & Aithal, P. S.,Bhat,G. K. (2016). Characteristics of Ideal Optical Limiter and Realization Scenarios using Nonlinear Organic Materials – A Review.*International Journal of Advanced Trends in Engineering and Technology (IJATET)*, Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 73-84.
DOI :<http://doi.org/10.5281/zenodo.240254>.
<https://www.academia.edu/30895021>.

157. Krishna Prasad, K. & Aithal, P. S.(2016). An Online Comparative Study on 4G Technologies Service Providers in India. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 96-101. DOI :<http://doi.org/10.5281/zenodo.240269>.<https://www.academia.edu/30895106>
158. Kavya, A Conceptual Study on The Impact of Online Shopping Towards Retailers And Consumers. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 25-29.
159. Keshava, Impact of Privatization on Indian Banking Sector. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 105-107.
160. Laveena D'Mello, Dr. B. M. Govindaraju & Dr. Meena, Monteiro. A Study on The Challenges of HIV Positive Children in Dakshina Kannada.. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 42-48.
161. Laveena D'Mello, Dr. B. M. Govindaraju & Dr. Meena Monteiro, A Study on The Challenges Faced by Single Parent on Teenager Care. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 54-59.
162. Dr. I. C. Licyamma, Motivation and Its Modus Operandi. . *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 60-64.
163. M. D. Pradeep & Akhilesh Suresh A Kuckian, Green Marketing to Meet Consumer Demands And Sustainable Development-Challenges And Opportunities. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 34-41.
164. M. D. Pradeep & B. K. Ravindra, Effective Disbursement of Social Security Benefits to The Labour Through Information Technology In India. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 114-121.
165. V. T. Shailashri & Dr. Sureka Shenoy. Continuous Training and Development for Employee Engagement. . *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456-4664 (www.dvpublication.com), 1(1), 108-113.
166. Sharmila S Shetty, Hr Strategies of Multi-National Companies (Mncs) In India (Top 5 Companies). *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 102-104.

167. S. Shylesh & Vaikunt Pai, Use of Windows Presentation Foundation And Windows Forms In Windows Application Programming. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 138-141.
168. Subrahmanya Bhat & Dr. K. R Kamath. Directory Based Cache Coherency, Organization, Operations And Challenges In Implementation – Study. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 30-33.
169. P. M. Suresh Kumar, Stakeholder Perception And Academic Improvements In Higher Education. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 10-14.
170. Dr. P. M. Suresh Kumar, Leadership Development and Quality Enhancement In Higher Education. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 49-53.
171. S. G. Varun Kumar, Best Practices For Reverse Logistics Management. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 22-24.
172. K. P. Vinayaraj, The Status of Readership The Perfect Past, The Imperfect Present and The Progressive Future A Retrospective Introspection. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 69-72.
173. Yashashwi. A. Ail, A Study on Employee Development Through Fundamental Human Needs: Respect And Recognition At Workplace. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 65-68.
174. Yashashwi. A. Ail, A Study on Modern Methodologies In Performance Appraisals. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 126-128.
175. Sonia D. N. and Aithal, P. S. (2016). Glass Ceiling- A silent barrier for women in highly advanced and Humanistic Society. *IRA-International Journal of Management & Social Sciences*, 5(3), 455-466. ISSN 2455-2267, 2016.
DOI: <http://dx.doi.org/10.21013/jmss.v5.n3.p9>.
<https://www.academia.edu/30676525/>
176. Shubrajyotsna Aithal, Aithal, P. S. and Bhat, G. K. (2016). CW Optical Limiting Study in Disperse Yellow Dye-doped PMMA-MA Polymer Films. *IRA-International Journal of Applied Sciences*, 5(3), 129-146, 2016, ISSN 2455-4499.
DOI: <http://dx.doi.org/10.21013/jas.v5.n3.p4>. <https://www.academia.edu/30676560/>

177. Dr. P. S. Aithal, (2016). [Realization of Ideal Banking Concept using Ubiquitous Banking](#), *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(2), 2016, 119-135.

DOI: <http://dx.doi.org/10.5281/ZENODO.164703>



28. Group Photos

BBM Final Year(2014-2017)



BBM Second year(2015-2018)



BBM First Year(2016-2019)



B.Com Final Year (2014-2017)



B.Com Second Year (2015-2018)



B.Com First Year (2016-2019)



BCA FIRST YEAR (2016-2019)



BCA Second Year (2015-2018)



MBA First Year – Section A(2016-2018)



MBA First Year – Section B(2016-2018)



MBA Second Year – Section A(2015-2017)



MBA Second Year – Section B(2015-2017)



MSW First year(2016-2018)



MSW Second Year(2015-2017)



SRINIVAS UNIVERSITY

Educating The Next Generation

(Private University established by Karnataka State Govt. Act 42 of 2013, Recognized by UGC, New Delhi, Member of Association of Indian Universities, New Delhi)

Phone : 0824-2477456 (Main Campus, Mukka), Phone : 0824-2425966 (Administrative Office),

City Campus, Pandeshwar, Mangalore -01, Phone : 0824-2441022,

E-mail – info@srinivasuniversity.ac.in, Web : www.srinivasuniversity.ac.in

29. LIST OF COURSES

(For the Academic Year 2017-18)

1. College of Business Management & Commerce

City Campus, Pandeshwar, Mangalore, - 575001, Phone : 0824-2441022

A. UNDERGRADUATE PROGRAMMES :

- (1) **BBA** in Logistics & Supply Chain Management – 3 years
- (2) **BBA** in Aviation Management – 3 years
- (3) **BBA** (Honours with Specialization in Finance/Marketing) – 3 years
- (4) **B.Sc.** in Interior Design – 3 years
- (5) **B.Com.** – (Corporate Accounting with CA intermediate Syllabus) – 3 years
- (6) **B.Com.** (International Accounting with ACCA Syllabus) – 3 years
- (7) **B.Com.** (Professional with ACCA & CA intermediate Syllabus) – 3 years
- (8) **B.Com.** (Hons.) – 3 years
- (9) **B.Com.** (Aviation Management) – 3 years

B. POSTGRADUATE PROGRAMMES :

- (10) **Integrated MBA** – 4 years
- (11) **MBA** (Regular Trimester Programme) – 2 years
- (12) **MBA** in Business Analytics – 2 years
- (13) **MBA** in Aviation Management – 2 years
- (14) **MBA** - Executive Management (Evening) – 2 years
- (15) **M.Phil.** in Business Analytics & Cloud Computing (Evening) – 1 year
- (16) **M.Phil.** in Advanced Banking & Finance (Evening) – 1 year

C. RESEARCH PROGRAMMES :

- (17) **M.Phil. (Research)** in Business Management / Commerce – 1 year
- (18) **Ph.D. (Research)** in Business Management / Commerce – 3 - 5 years
- (19) **D. Litt. /D.Sc. (Research)** in Business Management / Commerce

2. College of Computer & Information Sciences

City Campus, Pandeshwar, Mangalore, - 575001, Phone : 0824-2441022

A. UNDERGRADUATE PROGRAMMES :

- (1) **BCA** in Software Applications – 3 years
- (2) **BCA** in Aviation Management – 3 years
- (3) **BCA** in Data Analytics & Cloud Computing – 3 years

B. POSTGRADUATE PROGRAMMES :

(4) MCA in Computer Applications (Lateral Entry, Trimester & Dual Specialization) – 2 year

(5) Integrated MCA Programme – 4 + 1 years

(6) M.Phil. in Data Analytics & Cloud Computing (Evening) – 1 year

C. RESEARCH PROGRAMMES :

(7) M.Phil. (Research) in Computer Science & Applications – 1 year

(8) Ph.D. (Research) in Computer Science & Applications – 3 - 5 years

(9) D. Litt. (Research) in Computer Science & Applications

3. College of Social Sciences & Humanities

City Campus, Pandeshwar, Mangalore, - 575001, Phone : 0824-2441022

A. POSTGRADUATE PROGRAMMES :

(1) MSW (Dual Specialization) – 2 year

B. RESEARCH PROGRAMMES :

(2) M.Phil. (Research) in Social Works – 1 year

(3) Ph.D. (Research) in Social Works – 3 - 5 years

(4) D. Litt. (Research) in Social Science

4. College of Engineering & Technology

Main Campus, Mukka, Surathkal – 574146, Phone : 0824-2477456

A. UNDERGRADUATE PROGRAMMES :

(1) B.Tech. in Computer Science & Engineering – 4 years

(2) B.Tech. in Mechanical Engineering – 4 years

(3) B.Tech. in Civil Engineering – 4 years

(4) B.Tech. in Electronics & Communication Engineering – 4 years

B. INTEGRATED DUAL DEGREE B.TECH.-M.TECH. PROGRAMMES :

(5) Integrated M.Tech. in Computer Science & Engineering – 5 years

(6) Integrated M.Tech. in Structural Engineering – 5 years

C. POSTGRADUATE PROGRAMMES :

(7) M.Tech. in Computer Science & Engineering – 2 year

(8) M.Tech. in Cloud Computing & Data Analytics – 2 year

(9) M.Tech. in Structural Engineering – 2 year

(10) M.Tech. in Industrial Nano-Bio Technology – 2 year

D. RESEARCH PROGRAMMES :

(11) Ph.D. (Research) in Computer Engineering/IT/Electronics & Communication/Civil /Mechanical/Nanotech./Physics/Maths/Chemistry – 3 - 5 years

(12) D. Sc. (Research) in Engineering/Technology

5. College of Hotel Management & Tourism

City Campus, Pandeshwar, Mangalore, - 575001, Phone : 0824-2411380

A. UNDERGRADUATE PROGRAMMES :

(1) BHMCT (Hotel Management & Catering Technology) – 4 years

(2) B.Sc. in Hotel Management – 3 years

6. College of Physiotherapy

City Campus, Pandeshwar, Mangalore, - 575001, Phone : 0824-2411381

A. UNDERGRADUATE PROGRAMMES :

(1) **BPT** in Physiotherapy (USA Acceptable Curriculum) – 4.5 years

B. POSTGRADUATE PROGRAMMES :

(2) **MPT** in Physiotherapy – 2 years

C. RESEARCH PROGRAMMES :

(3) **Ph.D. (Research)** in Physiotherapy – 3 - 5 years

(4) **D.P.T./ D. Sc. (Research)** in Physiotherapy

7. College of Allied Health Sciences

Main Campus, Mukka, Surathkal – 574146, Phone :0824-2477456

A. UNDERGRADUATE PROGRAMMES :

(1) **B.Sc.** in Cardio Vascular Technology – 3 + 05 years

(2) **B.Sc.** in Perfusion Technology – 3 + 0.5 years

(3) **B.Sc.** in Medical Lab Technology – 3 + 0.5 years

(4) **B.Sc.** in Renal Dialysis Technology – 3 + 0.5 years

(5) **B.Sc.** in Optometry – 3 + 0.5 years

(6) **B.Sc.** in OT & Anesthesia Technology – 3 + 0.5 years

(7) **B.Sc.** in Imaging Technology – 3 + 0.5 years

(8) **B.Sc.** in Respiratory Care Technology – 3 + 0.5 years

B. RESEARCH PROGRAMMES :

(9) **Ph.D. (Research)** in Health Sciences – 3 - 5 years

(10) **D. Sc. (Research)** in Health Sciences

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

Bachelor of Commerce -B.Com. (Honors)

(3 year – 6 Semesters program, Admission is open for the batch 2017-18)

Eligibility : Pass in 10 + 2 / 12th Standard with minimum 40% marks.

Admission needs valid score in SUAT.

Course is offered at College of Commerce & Economics

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About B.Com. (Hons) :

The Bachelor of Commerce (B.Com.) is suitable for students who have the potential to learn, develop and apply the key professional and practical skills in various areas of Commerce & Accountancy. In response to the recently issued new set of Accounting and Reporting Standards set by the Ministry of Corporate Affairs, Srinivas University is introducing a vigorous B.Com programme called B.Com. (honors). In this programme students will develop solid fundamentals and proficiencies in accountancy, taxation and finance to meet the Industry requirements in India and Abroad. Srinivas University is committed to provide a conducive learning environment which ensures comprehensive development of students and make them competent, confident and good citizens. The objective of the B.Com. (Honors) degree program of Srinivas University is to build competence in particular areas of business studies while providing the students with a wide range of managerial skills.

Special Features:

- The B.Com. (Honours) degree program is structured on the Credit Based Semester Scheme in conformity with the UGC guidelines.
- The curriculum is prepared keeping in view that the student who is studying this B.Com. degree program shall be able to complete the Course with value added certificate programme adding value to the curriculum.
- The curriculum is practical oriented taking into consideration the industry requirement.
- The curriculum is designed such that the student shall become a highly competent in commerce field.
- The students are required to take part in co-curricular and extra-curricular activities and their participation is compulsory.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exams.
- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.
- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- Make-up exams in every semester to avoid year loss.
- Placement support, and research oriented projects for every student.

- Focus on smart skill development & training on competitive exams.
- Separate Hostels & Transport facility for boys & Girls (Optional).

Career Opportunities: A bachelor's degree in commerce is a fundamental graduating qualification, and opens up opportunities in higher education for graduates to pursue Master's-level courses such as M. Com and MBA. The B. Com. (Hons)) graduate also has opportunities to apply for professional courses in commerce and accountancy such as CA, CS, ICWA, CIMA, CFA and CMA etc.

College of Business Management & Commerce

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

B.Com. (Professional –with ACCA U.K. Syllabus)

Duration : 3 years, six semesters. (Admission open for the batch 2017-18)

Eligibility : Pass in 10 + 2 / 12th Standard with minimum 50% marks. Admission needs valid score in SUAT.

Course is offered at College of Business Management & Commerce

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About B.Com. (ACCA Syllabus) :

ACCA - stands for the Association of Chartered Certified Accountants a leading International Accountancy body in the world. The ACCA qualification is recognised and is treated in other countries as being equivalent to their Professional qualification. The ACCA qualification proves to employers that you have ability in all aspects of business. It is the largest and fastest growing qualification in the world, with over 1,90,000 members and more than 4,80,000 students in 180 countries. The B.Com. course with ACCA syllabus of Srinivas University enables graduates to take ACCA International exams conducted by ACCA, U.K.

Career Opportunities :

The B. Com. (*Professional with ACCA syllabus*) graduate also has opportunities to apply for professional courses in commerce and accountancy such as CA, CS, ICWA, CIMA, CFA and CMA etc. The ACCA Qualification takes the candidate to advanced levels in a variety of subjects such as: Management Decision Making, Financial Reporting, Financial Strategies etc.

Special Features:

- Enables you to become a Chartered Certified Accountant, by taking ACCA international exams and work in aspect of finance or management or taxation in any business.
- Better employment prospects as a result of having shown ability in all areas of business.
- Assures an employer that you have the skills necessary to progress to more senior management positions.
- Higher status in the eyes of an employer, and also your clients.
- ACCA is the largest and fastest-growing global professional accountancy body in the

world, with over 320,000 members and students in 170 countries.

- Gaining such a qualification is evidence that the holder possesses skills and knowledge which are in high demand by employers in industry, banking, auditing, consulting as well as other professions like taxation and law.
- Candidates not only gain specialist knowledge in finance and accounting, but also acquire valuable skills in organisational management and strategy.
- The qualification is based on International Financial Reporting Standards (IFRS).
- Flexibility of writing individual papers with 4 exam sessions in a calendar year. (March, June, September, December).
- Organisations know and trust ACCA designation - connecting with businesses large and small, governments, educational establishments and opinion formers.
- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

B.Com. (Professional -Corporate Auditing with CA Intermediate Syllabus)

(3 year – 6 Semesters program, Admission is open for the batch 2017-18)

Eligibility : Pass in 10 + 2 / 12th Standard with minimum 45% marks. Admission needs valid score in SUAT.

Course is offered at College of Business Management & Commerce

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 2006 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About the Course :

With the globalization of Business, the size of the business entities have grown to gigantic levels increasing the gap between the Owner (share holder) and the Executive (board of directors). Government has become stricter with new Laws and Regulations to protect the environment and mankind from the clutches of these gigantic business entities. This situation requires a breed of well informed and trained auditors. Though the Institute of Chartered Accountants of India (ICAI) is there to take care of the requirement, the requirement for the well informed and trained people is increasing. In this environment, the objective of the degree program B.Com. (Professional) of Srinivas University is to bring out such graduates who are well informed and trained in the same lines of the curriculum prescribed by the ICAI and to enable them, if they are interested, to pursue CA course and complete without any problem. The programme also aims at developing Accountancy and Finance professionals to meet the Industry requirements in India and Abroad. The syllabus is prepared to cover all the eight subjects of CA-Intermediate Exam.

Special Features :

- The B.Com.(Professional) degree program is structured on the Credit Based Semester Scheme in conformity with the UGC guidelines.
- The curriculum is prepared keeping in view that the student who is studying this B.Com.

degree program shall be able to complete Chartered Accountancy Course of the Institute of Chartered Accountants of India with full self confidence.

- The curriculum is practical oriented taking into consideration the industry requirement.
- The curriculum is designed such that even though the student is not interested in pursuing Chartered Accountancy Course, he shall become a highly competent Corporate Auditor/Advisor
- The students are required to take part in co-curricular and extra-curricular activities and their participation is compulsory.
- The entire final semester is an industry attached project/training with a practicing Chartered Accountant culminating in a Report evaluated through Viva.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exams.
- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.
- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- Make-up exams in every semester to avoid year loss.
- Placement support, and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Separate Hostels & Transport facility for boys & Girls (Optional).

Career Opportunities : This programme facilitates students to pursue higher education in Commerce & Management and also in pursuing professional qualification such as CA, ACCA

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

B.Com. (Professional- CA Intermediate & ACCA, U.K. Curriculum)

Programme Duration : 3 year – 6 Semesters, Admission is open for the batch 2017-18

Eligibility : Pass in 10 + 2 / 12th Standard with minimum 50% marks. Admission needs valid score in SUAT.

Course is offered at College of Business Management & Commerce

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About the Course :

With the globalization of Business, the size of the business entities have grown to gigantic levels increasing the gap between the Owner (share holder) and the Executive (board of directors). Government has become stricter with new Laws and Regulations to protect the environment and mankind from the clutches of these gigantic business entities. This situation requires a breed of well informed and trained auditors having knowledge, skills, and experience in national and international accounting systems. Though the Institute of Chartered Accountants of India (ICAI) is there to take care of the requirement, the requirement for the well informed and trained people is increasing. In this environment, the objective of the degree program B.Com. (Professional) of Srinivas University is to bring out such graduates who are well informed and trained in the same lines of the curriculum prescribed by the ICAI and to enable them, if they are interested, to pursue CA course as well as Association of Chartered Certified Accountants (ACCA) a leading International

Accountancy body in the world. The programme also aims at developing Accountancy and Finance professionals to meet the Industry requirements in India and Abroad.

Special Features :

- The B.Com.(Professional) degree program is structured on the Credit Based Semester Scheme in conformity with the UGC guidelines.
- The curriculum is prepared keeping in view that the student who is studying this B.Com. degree program shall be able to complete Chartered Accountancy Course of the Institute of Chartered Accountants of India and ACCA of U.K. with full self confidence.
- The curriculum is practical oriented taking into consideration the industry requirement.
- The curriculum is designed such that even though the student is not interested in pursuing Chartered Accountancy Course, together with Association of Chartered Certified Accountants (ACCA), he shall become a highly competent Corporate Auditor/Advisor
- The students are required to take part in co-curricular and extra-curricular activities and their participation is compulsory.
- Students will get opportunity to work in industry/practicing Chartered Accountants during vocation culminating in a Report evaluated through Viva.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exams.
- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.
- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- Make-up exams in every semester to avoid year loss.
- Placement support, and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Separate Hostels & Transport facility for boys & Girls (Optional).

Career Opportunities:

This programme facilitates students to pursue higher education in Commerce & Management and also in pursuing professional qualification such as CA, ACCA etc. A bachelor's degree in commerce is a fundamental graduating qualification, and opens up opportunities in higher education for graduates to pursue Master's-level courses such as M. Com and MBA. The B. Com. (*Professional*) graduate also has

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

B.Com. (Aviation Management)

Duration : 3 years – 6 semester programme

(Admissions open for the batch 2017-18)

Eligibility: Pass in 10 + 2 / 12th Standard with minimum 40% marks. Admission needs valid score in SUAT.

The classes will be held at College of Business Management & Commerce

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

B.Com. programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangaloresince 1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About B.Com. (Aviation Management):

The huge requirement of Commerce and Accounting professionals airlines, airport, air cargo, and air travel business created the need for well qualified and skilled Commerce graduates with high competency in such chosen area. The Bachelor of Commerce (B.Com.) in Aviation Management is suitable for the students who have the potential to learn, develop and apply the key professional and practical skills in various areas of Commerce & Accountancy. In response to the recently issued new set of Accounting and Reporting Standards set by the Ministry of Corporate Affairs, Srinivas University is introducing a vigorous programme in aviation Management called B.Com. (Aviation Management). In this programme, students will develop solid fundamentals and proficiencies in accountancy, taxation, and finance to meet the Aviation Industry requirements in India and Abroad.

Special Features:

- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Industry oriented syllabus with special focus on experimental learning.
- Mini project in each semester.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Opportunity to visit various domestic, national, and international airports & to work with various airlines.
- Separate Hostel & Transport facility for boys & Girls.

Career Opportunities:

Customer Service Management, Customer Relationship Management, Passenger Reservations & Ticketing, Revenue Management, Airline Sales & Marketing, Flight/Data Analysis, Loyalty Programs Management. They are allowed to pursue the MBA, M.Com. and other relevant post-graduation.

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

Bachelor of Business Administration (BBA-Hons)

Duration : 3 years, six semesters. (Admissions open for the batch 2017-18)

Eligibility: Pass in 10 + 2 / 12th Standard with minimum 40% marks. Admission needs valid score in SUAT.

The classes will be held at College of Business Management

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 2006 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About BBA (Hons):

Srinivas University's Bachelor of Business Administration (BBA-Hons) program nurtures and develops students as young global managers. The program lays emphasis on preparing students to become competent global business leaders and entrepreneurs by building their capabilities, knowledge, skills and attitude. Bachelor of Business Administration (BBA-Hons) program is a three-year graduate programme. The goal of the Bachelor of Business Administration (BBA-Hons) program is to prepare students for successful business careers in a global economy and to prepare students to become responsible and contributing members of the community.

Special Features of the Program:

- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Industry oriented syllabus with special focus on experimental learning.
- Mini project in each semester.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Opportunity to take Marketing/Finance Specialization.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Opportunity to visit various industries business organizations.
- Separate Hostel & Transport facility for boys & Girls.
- Further Opportunity to do MBA, M.Com., M.Phil., & Ph.D. Programmes.
- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.

Career Opportunities :

Customer Service Management, Customer Relationship Management, Human Resource Manager, Finance Manager, CA, accountant, Cost Analyst, IAS, IPS, FDA, Banking Sector, Marketing Executive, Sales Executive, CEO, Company Secretary, so on. They are allowed to pursue the MBA and other relevant post-graduation.

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

Bachelor of Business Administration (BBA)

In Logistics & Supply Chain Management, with CIPS, U.K. Syllabus

Duration : 3 years, six semesters. (Admissions open for the batch 2017-18)

Eligibility: Pass in 10 + 2 / 12th Standard with minimum 50% marks. Admission needs Valid score in SUAT

BBA (Logistics & Supply Chain Management) Course is offered at School of Business Management & Commerce, City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About BBA in Logistics & Supply Chain Management:

The undergraduate degree in Logistic and Supply Chain Management is designed in response the fast-growing demand for professionals capable of executing and managing operations in the procurement, warehousing, and transporting of goods in an increasingly global market and business environment. This comprehensive degree includes coverage of global sourcing, quality, demand planning, order fulfilment, information systems relevant to rescue planning, and the international regulatory framework governing the global movement of goods.

About CIPS (Chartered Institute of Procurement & Supply) :

The Chartered Institute of Procurement & Supply (CIPS) is the leading independent global body representing the Procurement and Supply profession. CIPS has a global community of over 115,000 in over 150 countries, including senior business people, high-ranking civil servants and leading academics. CIPS is the leading voice of the procurement and supply profession and, with a global community of over 103,000 in 150 countries. Some of the benefits are -

- Gain a clear understanding of the impact of procurement on competitive advantage
- Increased ability and confidence in influencing, managing and motivating teams
- Develop skills to manage and mitigate risks in the supply chain
- Gain powerful and practical tools and a unique model for product and service acquisition
- Acquire skills to drive innovation and development from a procurement perspective

Career Opportunities:

The BBA in Logistics & Supply Chain Management has opportunity to become Logistic Manager, Supply Chain Planning Manager, Integrated Programs director, Supply Chain Director, Inventory Control Manager, Contract Officer, Logistic specialist, Purchasing executive, Logistic analyst, Supply chain planner, Inventory planner, Internal consultant and quality analyst, Warehouse manager, Logistic Service and Sales Executive, Customer Service Manager, System Support Manager and so on. They are also allowed to carry their postgraduation in logistic and supply management and in other discipline too.

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

BBA (Aviation Management)

Duration : 3 years, six semesters. (Admissions open for the batch 2017-18)

Eligibility: Pass in 10 + 2 / 12th Standard with minimum 40% marks. Admission needs valid score in SUAT.

The classes will be held at College of Business Management & Commerce

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

BBA programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangaloresince 1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About BBA (Aviation Management):

The Bachelor of Business Administration (BBA) in Aviation management is an undergraduate programme designed for those who are seeking to prepare themselves for managerial responsibilities. This will help them to develop their ability to recognize and solve problems and to understand the role of business in the ever-changing scenario. BBA in Aviation Management is a three-year graduate programme. A degree in aviation management provides individuals with the education necessary to oversee the departments of airlines and airports. Students will gain in-depth understanding of the complexities involved in *aviation* economics, finance and regulatory issues.

Special Features:

- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Industry oriented syllabus with special focus on experimental learning.
- Mini project in each semester.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Opportunity to visit various domestic, national, and international airports & to work with various airlines.
- Separate Hostel & Transport facility for boys & Girls.

Career Opportunities:

Customer Service Management, Customer Relationship Management, Passenger Reservations & Ticketing, Revenue Management, Airline Sales & Marketing, Flight/Data Analysis, Loyalty Programs Management. They are allowed to pursue the MBA and other relevant post-graduation.

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

Integrated Programme on Master of Business Administration (MBA-Integrated)

Duration : Four years with Eight semesters. (Admissions open for the batch 2017-18)

Eligibility: Pass in 10 + 2 / 12th Standard with minimum 50% marks. Admission needs valid score in SUAT.

The classes will be held at College of Business Management

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

MBA programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About MBA (Integrated) :

Srinivas University's Integrated MBA program is an innovation in traditional education system to honour the importance time in one's life by saving precious one year in the process of acquiring Masters degree. The programme is designed to nurture and develop students as young global managers. The program lays emphasis on preparing students to become competent global business leaders and entrepreneurs by building their capabilities, knowledge, skills and attitude. Integrated Masters in Business Administration (MBAIntegrated)

is a four-year integrated postgraduate programme with three specializations. In this programme, students will learn undergraduate subjects in business management during first five semesters and postgraduate subjects during next three semesters. The course design avoids repetition of any subjects during UG and PG courses. In this model, the students will also be offered an opportunity to carry out a superspecialised

second Masters Degree say M.Phil. in Business Analytics or M.Phil. in Advanced Banking & Finance or M.S. degree in any Management related subject from some Foreign Universities during 5th year. The goal of this program is to prepare students al-round executive decision maker to work successfully in global business environment.

Special Features of the Program :

- Classes will be held between 9.00 am to 2.00 pm during first three years.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Opportunity to take **three specializations** with Finance/Marketing as major and other two minor specializations.
- Industry oriented syllabus with special focus on experimental learning.
- Mini projects in each semester.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Opportunity to visit various industries business organizations.
- Separate Hostel & Transport facility for boys & Girls.
- Further Opportunity to do MBA, M.Com., M.Phil., & Ph.D. Programmes.
- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.
- MOU with industries to get students trained in latest Management techniques through certificate programs / workshops.

- Dynamic, qualified and friendly teaching faculty with average experience of more than 15 years.
- Foreign Education trip & training certification opportunity during last semester to explore further study/job.

Career Opportunities :

Customer Service Management, Customer Relationship Management, Human Resource Manager, Finance Manager, CA, accountant, Cost Analyst, IAS, IPS, FDA, Banking Sector, Marketing Executive, Sales Executive, CEO, Company Secretary, so on. They are allowed to pursue the M.Phil., and Ph.D. in Management.

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

B.Sc. in INTERIOR DESIGN

Duration : 3 years, Six semesters. (Admissions open for the batch 2017-18)

Eligibility : Pass in 10 + 2 / 12th Standard with minimum 40% marks. Admission needs valid score in SUAT.

Course is offered at College of Business Management & Commerce

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since

1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About B.Sc. - Interior Design :

B.Sc. Interior design course is a six semester programme spread over three years which introduces students to the principles and characteristics of design, colour schemes, space planning and drafting, modeling, and computer aided designing .The course deals with detailed classroom sessions and practicals on various spaces. The lectures are designed with an emphasis on workshops, seminars, industry visits, internships and projects running all through the period of three years. This not only gives students a hand on experience but also gives them a thorough knowledge of how the interior design business runs. At the end of three years the students will be awarded Bachelor of Design in Interior Design.

Career Opportunities :

- Due to the rising significance of interior design, this profession has become one of the best ever emergent fields in India and abroad.
- Job opportunities are immense in both private and public sector for a qualified interior designer. Large architectural firms , building contractors , hotels and resorts are constantly on a look out for eligible professionals in this field.
- There is a scarcity of professional interior designers in our country. With more and more people willing to get their residence and working areas designed according to their taste, there has been a great demand for experienced interior designers.
- Setting up your own business is also a very lucrative option in this industry.
- International markets are opening up for interior designers now and if you are highly creative, have a good communication skills and advanced knowledge in this field then you can also look to work with international firms.

Special Features:

- Course designed according to Architectural standards.
- Affordable fee structure providing great value for money.
- Guest lecturers from the practicing professionals.
- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.

COLLEGE OF COMPUTER & INFORMATION SCIENCE**Bachelor of Computer Application (BCA –Software)**

Duration : 3 years, six semesters. (Admissions open for the batch 2017-18)

Eligibility : Pass in 10 + 2 / 12th Standard with minimum 40% marks. Admission needs valid score in SUAT.

Course is offered at School of Computer & Information Science

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022.

This programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 2006 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About BCA (Software) :

Srinivas University's Bachelor of Computer Applications is a undergraduate program nurtures the students to become young IT professionals. The course is designed to bridge the gap between IT industries and academic institutions by incorporating the latest technologies into the curriculum. State-of-the-art infrastructure provides an excellent learning environment in the IT development and management sector. Bachelor of Computer Applications is a three year undergraduate programme that is spread across six semesters. The goal of the Bachelor of Computer Applications (BCA-Software) program is to prepare students for careers in software industry understanding the skills related to the use of Computers and its application. It prepares the students to obtain the positions as System Analysts, Systems Designers, Programmers, Network engineers, network Managers, database administrators, IT Managers in any field related to information technology.

Special Features:

- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Industry oriented syllabus with special focus on experimental learning.
- Mini project in each semester.
- Campus recruitment facility.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Separate Hostel & Transport facility for boys & Girls.

Career Opportunities:

System analyst, Database Administrator, Software Developer, Web Developer, IT Manager, Hardware Professional, Networking Engineering/Administrator, Banking Sector, Website hosting, Customer relationship manager.

COLLEGE OF COMPUTER & INFORMATION SCIENCE
Bachelor of Computer Application (BCA) in Data Analytics & Cloud Computing

Duration : 3 years, six semesters (Admissions open for the batch 2017-18)

Eligibility : Pass in 10 + 2 / 12th Standard with minimum 50% marks. Admission needs valid score in SUAT.

Course is offered at College of Computer & Information Science

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 2006 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About the Course :

Srinivas University's Bachelor of Computer Applications in Data Analytics & Cloud Computing is an advanced undergraduate program nurtures the students to become young IT professionals with 21st century IT skill requirements. The course is designed to bridge the gap between industries and academic institutions by incorporating the latest technologies into the curriculum. State-of-the-art infrastructure provides an excellent learning environment in the IT development and management sector. Bachelor of Computer Applications in Data Analytics & Cloud Computing is a three year undergraduate programme that is spread across six semesters. The goal of the Bachelor of Computer Applications (BCA- Data Analytics & Cloud Computing) program is to prepare students for careers in IT enabled businesses and the information communication technology skills required to handle big data. The curriculum supports students to gain adequate programming practices along with theoretical foundation and also includes interdisciplinary courses and electives for widening the domain expertise. The curriculum also provides an environment to develop the minor project at every semester to gain the knowledge of IT requirements in Big data management.

Special Features:

- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Industry oriented syllabus with special focus on experimental learning.
- Mini project in each semester.
- Campus recruitment facility and Higher education opportunity leading to MCA & MBA.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.

- Separate Hostels & Transport facility for boys & Girls.
- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.

Career Opportunities:

Every large corporation, in private or public sector, now need Analytics professionals, with specific assignments at entry/mid/senior level depending upon your qualifications, skill set proficiencies as well as analytic experience. IT companies are briskly hiring these skilled professionals to be assigned

COLLEGE OF COMPUTER & INFORMATION SCIENCE

Bachelor of Computer Application (BCA –Aviation Management)

Duration : 3 years, six semesters. (Admissions open for the batch 2017-18)

Eligibility : Pass in 10 + 2 / 12th Standard with minimum 40% marks. Admission needs valid score in SUAT.

Course is offered at College of Computer & Information Science

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 2006 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About BCA Aviation Management :

Srinivas University's Bachelor of Computer Applications in Aviation Management is a undergraduate program nurtures the students to become young IT professionals with aviation management knowledge. The course is designed to bridge the gap between industries and academic institutions by incorporating the latest technologies into the curriculum. State-of-the-art infrastructure provides an excellent learning environment in the Aviation business development and management sector. Bachelor of Computer Applications in Aviation Management is a three year undergraduate programme that is spread across six semesters. The goal of the Bachelor of Computer Applications (BCA- Aviation Management) program is to prepare students for careers in aviation business and the information communication technology skills related to the use of Computers in the aviation industry. The curriculum supports students to gain adequate programming practices along with theoretical foundation and also includes interdisciplinary courses and electives for widening the domain expertise. The curriculum also provides an environment to develop the minor project at every semester to gain the knowledge of IT requirements in Aviation Applications management.

Special Features :

- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Industry oriented syllabus with special focus on experimental learning.
- Mini project in each semester.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Opportunity to visit various domestic, national, and international airports & to work with various

airlines.

- Separate Hostel & Transport facility for boys & Girls.

Career Opportunities:

Customer Service Management, Customer Relationship Management, Passenger Reservations & Ticketing, Revenue Management, Airline Sales & Marketing, Flight/Data Analysis, Loyalty Programs Management. They are allowed to pursue the MBA and other relevant post graduation.

COLLEGE OF COMPUTER & INFORMATION SCIENCE
Integrated Masters Programme in Computer Applications - MCA
(Integrated MCA Programme)

Duration : 4 years, 8 semesters integrated Masters Degree programme with 1 year industry internship. (Admissions open for the batch 2017-18)

Eligibility : Pass in 10 + 2 / 12th Standard with minimum 50 % marks. Admission needs valid score in SUAT.

Course is offered at School of Computer & Information Science

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

BCA & MCA programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About MCA (Dual Degree Integrated) Programme :

Srinivas University's Integrated MCA 4 years programme with one additional year Industry internship nurtures the students to become young & advanced IT professionals. This programme gives an opportunity to the students to save one important year in their life without diluting their knowledge & skills. The course is designed to bridge the gap between IT industries and academic institutions by incorporating the latest technologies into the curriculum and supplied complete skilled professional to the industry. State-of-the-art infrastructure of the college provides an excellent learning environment in the IT development and management sector. Integrated MCA comprises of four years spread across eight semesters with industry based project work during last entire semester. The goal of this programme is to prepare students for careers in software industry. It prepares the students to obtain the positions as System Analysts, Systems Designers, Programmers, Network engineers, network Managers, database administrators, IT Managers, Data scientists, mobile application developers etc. depending on their specialization chosen.

Special Features:

- Four years integrated MCA with **dual specialization** including Big Data Analytics, Networks, Software engineering and Cloud Computing with one year industry internship.
- Classes will be scheduled between 9.00 am to 2.00 pm to allow students to work in industry.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Industry oriented syllabus with special focus on experimental learning.
- Mini project in each semester.
- Support for Education Loan Facility from Leading Banks.
- MOU with IT industries to get students trained in latest technologies through certificate programs / workshops.

- Campus recruitment facility.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Opportunity to do M.Phil./Ph.D. and Dual Degree in MBA
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Separate Hostel & Transport facility for boys & Girls.
- Earn while learn opportunities in Retail/BPO/Software companies during evening time.
- Wi-fi Campus.
- One week Optional U.K./Malaysia trip with International Certification Programme.
- Scholarships based on merit and low income categories.

Career Opportunities:

System analyst, Database Administrator, Software Developer, Web Developer, IT Manager, Hardware Professional, Networking Engineering/Administrator, Banking Sector, Website hosting, Customer relationship manager, Mobile application developer, Data scientist etc.

MASTER OF COMPUTER APPLICATION (M.C.A)

(2 years – 6 Trimesters programme through lateral entry admission)

Eligibility for Lateral Entry: Pass in BCA or B.Sc. (CS / IT) with minimum 50% marks.

Admission needs valid score in SUAT/KEA-PGCET

Course is offered at College of Computer & Information Sciences

Srinivas University, City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 1966 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

UNIQUE FEATURES

- Trimester Scheme in MCA offered first time in India with **dual specialization** including Big Data Analytics, Networks, Software engineering and Cloud Computing
- Daily classes will be scheduled between 9.00 am to 2.00 pm to allow students to work in industry.
- Industry oriented latest syllabus
- Trimester scheme allows students to learn 30 latest subjects during two years lateral entry course.
- Student involvement in Five software projects during two years course
- Dynamic, qualified and friendly teaching faculty with average experience of more than 15 years
- Support for Education Loan Facility from Leading Banks.
- MOU with IT industries to get students trained in latest technologies through certificate

programs / workshops.

- Guest lecture series from IT professionals and additional certificate programmes in each semester.
- Course scheduled to complete final semester with Provisional Degree Certificate by 30th April.
- Participation/publication opportunity in two national conferences in IT & Management area organized by the institution.
- Opportunity to do M.Phil./Ph.D. and Dual Degree in MBA
- Institutional Study books /Materials prepared according to the Syllabus.
- Campus Placement Support with National & Multi-National Companies.
- Certificate courses on Network Management, Website Development, Network Routing Technologies and System Administration
- Syllabi of Network Routing Technologies and System Administration courses prepare students for CCNA certification.
- Specialization on Big Data Analytics/Cloud Computing/Networking/ERP
- Syllabus of Linux Administration subject prepares students for Red Hat Linux and Comptia Linux certifications.
- Syllabus of Oracle Subjects prepares students for Oracle International Certifications.
- One week Optional U.K./Malaysia trip with International Certification Programme.
- Earn while Learn Opportunity in Software/BPO companies in Mangalore during evening time.
- Scholarships based on merit and low income categories.

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

MBA Programme – Dual Specialization

Duration : Two year, 6 Trimester Program, (Admissions open for the batch 2017-18)

Eligibility : Any Bachelor degree of UGC recognized University with 50 % Marks
Admission needs valid score in SUAT/KEA-PGCET

The classes will be held at College of Business Management & Commerce

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This College was previously named as Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

ABOUT MBA PROGRAMME :

The MBA Programme has unique course curriculum as per the requirement of the corporate. The course aims at to develop analytical and entrepreneurial skill amongst the students. It also provides a platform to explore innovation, creativity and professionalism to the upcoming management aspirants. The present area of globalization and liberalization witnessed a revolutionary change in the domestic as well as in the global economics scenario. Indian economy is increasingly becoming market oriented economy in which private sector is going to play a prominent role. So there is large scope for job opportunity can be expected in private sector. This has asked for a different set of professionals having a sound knowledge of business, industry and economy.

Objectives :

The MBA program seeks to develop students into leaders ready to tackle the challenges of today's Domestic / global business environment. This is accomplished through the following learning goals and objectives:

- Integrative experience and experiential learning
- Strategic and innovative thinking skills to enable effective decision-making and problem solving
- Effective oral, written and presentation communication skills
- Team participation and leadership
- Functional business knowledge of marketing, operations, information technology finance, accounting, statistics and quantitative analysis

UNIQUE FEATURES :

- Trimester Scheme in MBA offered with **dual specialization** including Marketing, Finance, Human resource management, Banking and insurance, Entrepreneurship, E-Business, Technology Management, Retail Business, Business Analytics, and International Business.
- Industry oriented latest syllabus.
- Trimester scheme allows students to learn 30 latest subjects and 20 additional value added modules during two years course.
- Student involvement in Minor /Industry projects during first five trimesters & four months full time industry immersed project during sixth Trimester.
- Dynamic, qualified and friendly teaching faculty with average experience of more than 15 years.
- Support for Education Loan Facility from Leading Banks. Hostels & Transportation Facility.
- MOU with industries to get students trained in latest Management techniques through certificate programs / workshops.
- Guest lecture series from Management professionals and additional certificate programmes in each semester.
- Course scheduled to complete final semester with Provisional Degree Certificate by 30th April.
- Participation/publication opportunity in two national conferences in Management/IT /Social Sciences area organized by the institution and further publication opportunity in International journals.
- Opportunity to do M.Phil./Ph.D.
- Institutional Study books /Materials prepared according to the Syllabus.
- Campus Placement Support with National & Multi-National Companies through a dedicated Placement Officer/Councillor.
- Certificate courses on Excel Modelling, R & Graphics, SPSS, Online investment /Trading/Ad Design/Business Analytics.
- Activity based learning environment, encouragement to student research & publications.
- One week Optional U.K./Malaysia/Singapore/Dubai trip with International Certification Programme.

- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.
- Innovations in examination system with 50% weightage to continuous evaluation and 50% weightage to trimester end exam.
- Scholarships based on merit and low income categories.
- Individually Mentored Practical Internship and Project Assignments.

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

MBA - Business Analytics

Duration : Two year, 6 Trimester Programme. Admissions open for the batch 2017-18.

Eligibility : Any Bachelor degree of UGC recognized University with 50 % Marks. Admission needs valid score in SUAT/KEA-PGCET

The classes will be held at College of Business Management & Commerce

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This College was previously named as Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

ABOUT MBA in Business Analytics :

The MBA Programme in Business Analytics has unique course curriculum as per the requirement of the corporate. Business Analytics also known as Business Intelligence (BI) has become strategically important for every organisation to keep competitive advantage by extracting meaningful information from the flood of digital data collected by businesses, government, and scientific agencies. The recent years have seen explosive growth of digital data stored in computer databases. With continued innovation revolving around digital technologies, the Internet and mobile computing, the amount of data continues to grow exponentially. To address the huge requirement of skilled professionals in Business analytics area, Srinivas University is offering a full pledged Masters degree programme in Business Analytics. The course aims at to develop analytical and entrepreneurial skill amongst the students. It also provides a platform to explore innovation, creativity and professionalism to the upcoming management aspirants.

Objectives :

The MBA program in Business Analytics expects to develop students into leaders ready to tackle the challenges of today's Domestic / global business environment. This is accomplished through the following learning goals and objectives:

- Integrative experience and experiential learning
- Strategic and innovative thinking skills to enable effective handling of big data in decisionmaking and problem solving
- Effective oral, written and presentation communication skills
- Team participation and leadership
- Functional business knowledge of marketing, operations, information technology finance, accounting, statistics and quantitative analysis

Job Opportunities :

Data Scientist; Business Analyst Consultant; Business Analyst Industry Expert; Business Analyst Project Manager; Data Analyst; Data Analyst SAS Programmer; Big Data Analyst; Data Warehousing Expert; Business Intelligence Expert; Data Warehousing and BA; Data Architecture; Data Mining Expert.

UNIQUE FEATURES

- Trimester Scheme in MBA offered with focus on general management of Aviation & Airport Industry.
- Industry oriented latest syllabus.
- Trimester scheme allows students to learn 30 latest subjects and 20 additional value added modules during two years course.
- Student involvement in Minor /Industry projects during first five trimesters & four months full time industry immersed project during sixth Trimester.
- Dynamic, qualified and friendly teaching faculty with average experience of more than 15 years.
- Support for Education Loan Facility from Leading Banks.
- MOU with industries to get students trained in latest Management techniques through certificate programs / workshops.
- Guest lecture series from Management professionals and additional certificate programmes in each semester.
- Course scheduled to complete final semester with Provisional Degree Certificate by 30th April.
- Participation/publication opportunity in two national conferences in Management/IT /Social Sciences area organized by the institution and further publication opportunity in International journals.
- Opportunity to do M.Phil./Ph.D.
- Institutional Study books /Materials prepared according to the Syllabus.
- Campus Placement Support with National & Multi-National Companies through a dedicated Placement Officer/Councillor.
- Certificate courses on Excel Modelling, R & Graphics, SPSS, Online investment /Trading/Ad Design/Business Analytics.
- Activity based learning environment.
- One week Optional U.K./Malaysia/Singapore/Dubai trip with International Certification Programme.
- Earn while Learn Opportunity in Software/BPO companies in Mangalore during evening time.
- Scholarships based on merit and low income categories.
- Individually Mentored Practical Internship and Project Assignments.

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

MBA in Aviation Management

Duration : Two year (6 Trimester Program). (Admissions open for the batch 2017-18)

Eligibility : Any Bachelor degree of UGC recognized University with 50 % Marks

The classes will be held at College of Business Management & Commerce

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This College was previously named as Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore, since 1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About MBA in Aviation Management :

The Master of Business Administration Programme in Aviation Management has unique course curriculum as per the requirement of the Airline industry. The course aims at to develop analytical, entrepreneurial, and technical skills amongst the students. It also provides a platform to explore innovation, creativity and professionalism to the upcoming management aspirants in and related areas of air travel, air cargo, and airport service business. The present area of globalization and liberalization witnessed a revolutionary change in the domestic as well as in the global economics and hence air travel scenarios. Indian economy is increasingly becoming market oriented economy in which private sector is going to play a prominent role in travel industry. So there is a large scope for the job opportunity expected in this sector. This has asked for a different set of professionals having a sound knowledge of aviation related business, industry, and economy.

Objectives :

The MBA in Aviation Management program seeks to develop students into leaders ready to tackle the challenges of today's Domestic / International Airport related business environment. This is accomplished through the following learning goals and objectives:

- Integrative experience and experiential learning
- Strategic and innovative thinking skills to enable effective decision-making and problem solving
- Effective oral, written and presentation communication skills
- Team participation and leadership
- Functional business knowledge of marketing, operations, information technology finance, accounting, statistics and quantitative analysis related to Aviation Business.

UNIQUE FEATURES :

- Trimester Scheme in MBA offered with Aviation Management as Specialization.
- Industry oriented latest syllabus.
- Trimester scheme allows students to learn 30 latest subjects and 20 additional value added modules during two years course.
- Student involvement in Minor /Industry projects during first five trimesters & four months full time industry immersed project during sixth Trimester.
- Dynamic, qualified and friendly teaching faculty with average experience of more than 15 years.
- Support for Education Loan Facility from Leading Banks.

- MOU with industries to get students trained in latest Management techniques through certificate programs / workshops.
- Guest lecture series from Management professionals and additional certificate programmes in each semester.
- Course scheduled to complete final semester with Provisional Degree Certificate by 30th April.
- Participation/publication opportunity in two national conferences in Management/IT /Social Sciences area organized by the institution and further publication opportunity in International journals.
- Opportunity to do M.Phil./Ph.D.
- Institutional Study books /Materials prepared according to the Syllabus.
- Campus Placement Support with National & Multi-National Companies through a dedicated Placement Officer/Councillor.
- Certificate courses on Excel Modelling, R & Graphics, SPSS, Online investment /Trading/Ad Design/Business Analytics.
- Activity based learning environment.
- One week Optional U.K./Malaysia/Singapore/Dubai trip with International Certification Programme.
- Earn while Learn Opportunity in Software/BPO companies in Mangalore during evening time.
- Scholarships based on merit and low income categories.
- Individually Mentored Practical Internship and Project Assignments.

Career Opportunities :

Flight Analysis, Airport Operations Management, Business Development, Corporate Planning & Strategy, Airline/Airport Revenue Forecasting, Airline Operations Management, Loyalty Program Management, Ticketing and Passenger Services, Fuelling Management etc.

COLLEGE OF SOCIAL SCIENCES & HUMANITIES

MASTER OF SOCIAL WORK (M.S.W.)

Duration : 2 year – 4 Semesters program

Eligibility: Pass in any Bachelor Degree of 3 or 4 years with not less than 40% marks.

Admission needs valid score in SUAT Entrance Test.

Course is offered at College of Social Sciences & Humanities

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

MSW Course previously offered by Srinivas Institute of Social Works since 2001.

Unique Features :

- Comprehensive credit-based curriculum.
- Two weeks **Orientation** Programme for fresh students.
- **Seminars and Group Presentation** in all semesters to develop presentation skills.
- **Written and Oral Communication** proficiency enhancement incorporated in curriculum
- **Mini projects** in all semesters to improve analytical thinking among students.

- **NGO Internship**
- **Programme/Event Management** included in syllabus.
- **Human Resource Management** given focus.
- **Summer Placement** to gain additional exposure during year end vacation.
- **Basic Computer Skills** are developed as part of the course requirement through classroom training & evaluation.
- **Stage model** of student development through value added MSW++ features.
- **Campus placement** arranged periodically.
- Well planned **Academic calendar**
- **Bridge course** in preferred areas.
- **Vivekananda Study circle** for spiritual and character building.
- **Counselling and Mentoring** for weak students
- Opportunity for obtaining **Educational loan** for economically weaker students
- Periodic **Seminars and Conferences**
- **Innovation** in examination system
- Opportunity to pursue **research**
- **Conveniently located** in the heart of the city
- **Xerox Centre** and **printing** facility
- **ATM banking** inside the campus
- **Study Material** for all subjects
- Experienced **faculty**
- **Cafeteria** and Health centre
- Extended hours for **Library** and **Computer lab.**
- Free Wi Fi **Internet**

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

M.Phil. in Big Data & Business Analytics

(Evening Program, 3 days/week, Tuesday to Thursday)

Eligibility : MBA/M.Com./M.Sc. of any UGC recognized University with 50 % Marks

Duration : One year (3 Trimester Program)

The classes will be held at College of Business Management & Commerce

City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022

This College was previously named as Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 1999, recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About the Course :

M.Phil. in Big Data & Business Analytics is a super specialization course designed to meet growing needs of expertise required in 21st century business management. The course contents are designed to cope the essentials of fundamental knowledge and advanced skills required to an effective decision maker in big data handling environment. By keeping the entry level as postgraduates in any business, commerce or technical subjects, the course contents spreading three trimesters with 12 core subjects and one master industry level project lifts the participants to advanced level as multi-disciplinary backed decision makers. This will add strength to their lateral thinking beyond the imagination while handling critical situations to make optimum decisions in global bigdata environment. The course is offered to working professionals during evening time with weekly three days contact based training and other three days self-study through online distributed software/assignment work. The course also facilitates the postgraduates who want to grow quickly through identifying and encashing attractive opportunities or accelerated promotions in their job with an objective and true sense of creating innovators.

Why Business Analytics :

Business Analytics also known as Business Intelligence (BI) has become strategically important for every organisation to keep competitive advantage by extracting meaningful information from the flood of digital data collected by businesses, government, and scientific agencies (big data). The recent years have seen explosive growth of digital data stored in computer databases. With continued innovation revolving around digital technologies, the Internet and mobile computing, the amount of data continues to grow exponentially. At this rate, there will soon be a shortage of talented analysts who can help organisations work with this much big data. McKinsey Global Institute's Big data: The next frontier for innovation, competition, and productivity estimates that by 2018, "The United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions." The earning opportunity through job & consultancy work for Business Analytics Experts is 5 to 10 times more than other professions in the society.

REGULATIONS GOVERNING THE MASTER OF PHILOSOPHY

(M.PHIL. (Reserch))

3.1 Organisation of M.Phil Programme:

M.Phil. (Research) Degree programme shall be run by the University in its Departments/Constituent Units in the disciplines approved by the Academic Council on the recommendation of the Board of Studies. Further provided, that two or more Departments/

Constituent Units of the University may have an Inter-disciplinary M.Phil. (Research) Programme with the approval of the Academic Council.

3.2 Duration of the Programme:

The M.Phil. (Research) Programme may be run on a full time basis or a part time basis, or both, depending upon the facilities available in the Department/ Constituent Unit to run the programme.

(a) Full Time Programme:

The full time (day/evening) M.Phil. (Research) programme for regular students shall be of one year duration or as prescribed by the Regulatory authority, if any.

(b) Part Time Programme:

The duration of the part-time M. Phil programme shall be two continuous academic years or as prescribed by the Regulatory authority, if any.

The part-time students shall have to fulfill the requirement of a minimum residency period of two months for their studies at the University Department/ Constituent Units. Summer vacations or other vacations can also be utilized for this purpose.

3.3 Maximum duration of M. Phil Programme:

The maximum period for completing the M.Phil. (Research) programme shall be (n+1) year from the date of registration where 'n' is the prescribed duration. Extension in the maximum time period may be allowed by the Vice Chancellor on the recommendations of DRC in each individual case on merit.

3.4 Credits for the Programme:

The M.Phil. (Research) Programme shall require a minimum of 24 Credits of which at least 12 Credits shall be for Course work and a minimum of 12 Credits for research and dissertation.

3.5 Admissions:

(a) Applications for admission to M.Phil. (Research) programmes shall be made by the University through an open advertisement for pre-determined intake as per guidelines prescribed by the University through entrance/ screening test within the due dates notified.

(b) An interdisciplinary M.Phil. (Research) Programme may be proposed by two or more Department(s)/ Constituent Units, with the approval of their Boards of Studies, for consideration of the Academic Council and the Executive Council.

(c) Non Resident Indian (NRI), Persons of Indian Origin (PIO) and Foreign nationals may be admitted to the programme in accordance with the policy guidelines laid down by the Government of India.

3.6 Qualifications Required for Admission to M.Phil:

(a) The required minimum qualification for admission to a M.Phil. (Research) programme shall normally be a Master's Degree in the relevant field with a minimum of 50% marks or equivalent grade*.

(b) The minimum qualification for admission to M.Phil. (Research) programme can be relaxed on case to case basis by the Vice Chancellor, on the recommendations of the concerned Board of Studies which will give justification for relaxation. The matter shall be reported to the Academic Council.

**Provided that where the minimum eligibility criteria for admission laid down by various Statutory/Regulatory bodies is higher than the minimum eligibility criteria as prescribed above, the criteria laid down by such Statutory Bodies will be followed.*

3.7 Attendance:

(a) Every candidate shall be required to attend lectures, tutorials and practicals and participate in seminars arranged in the Department/ Constituent Unit during the Programme. However, to account for late joining or other such contingencies, the attendance requirement for appearing at the examinations shall be a minimum of 75% of the classes actually held. Attendance in Seminars is compulsory. In exigencies, permission for absence in a Seminar shall be taken by the candidate.

(b) If a student is found to be continuously absent from the classes without any information for a period of 30 days, the name of such a student shall be struck off from the rolls. Such a student may, however, apply for re-admission within 15 days from the date of issue of the notice of striking off his name. The request for re-admission may be considered by the Head of Department/Constituent Unit, and only after his permission, the student shall be readmitted on payment of prescribed re-admission fee.

(c) A student with less than 75% of attendance in the lectures, seminars and practicals, separately in each Course-Unit in the first semester, shall be detained from appearing at the Semester examination. The Vice Chancellor may consider written requests made on genuine grounds for the condonation of attendance upto 5% on the recommendations of the HOD.

(d) A student, who has fulfilled the attendance requirements and is eligible to appear at the examination, fails to appear at the examination or fails in the examination, shall be required subsequently to appear/reappear in a second examination on payment of prescribed fee in accordance with the Examination Regulations.

3.8 Supervision & Guidance:

(a) **Every student registered for M.Phil. programme shall be required, in addition to the prescribed course work, to pursue research work and write a dissertation under the supervision of guide(s), not more than two.** (b) Guide(s) for the candidate shall be approved by DRC concerned. (c) The Teachers of the Departments/Constituent Units having an experience of not less than five years in teaching and research, and those with Ph.D. and at least two years of teaching/research experience, shall be eligible to be Guides. (d) An external person with proven merit and experience in the subject area may be appointed as Co-Guide.

3.9 Evaluation:

(a) The Board of Studies of the Department/Constituent Unit concerned shall prescribe an evaluation scheme for evaluation of performance of the students with the approval of the University. The evaluation of students shall have the following components: (i) Performance in Course Units Examination (ii) Seminar (iii) Dissertation, (iv) One published research paper in any ISBN numbered conference Proceedings/ ISSN numbered Refereed journal.

(b) The grading shall be done on a ten point scale on each above component according to the Table given below:

3.10 Passing Criteria:

(a) **The students have to obtain a minimum of grade C+ to pass in an individual unit and SGPA 5 in each Semester and CGPA of 6 for qualifying. No improvement of grade of SGPA & CGPA will be allowed, if the student has already qualified.**

(b) A student who has failed in one or more Course Units shall be required to secure passing grade by

(i) Repeating the Semester Examination(s) in the Course Units in which he has failed when these examinations are held in normal schedule

OR

(ii) Repeating the above Course Unit(s) when they are offered.

(c) A student, who has failed to secure the required passing SGPA in order to secure a passing SGPA shall, apart from fulfilling the requirements of 3.10(b) above, has options to
(i) Repeat the Semester Examination(s) of other Course Units of the concerned Semester in which he has secured passing grades, when these examinations are held on normal schedule,
OR

(ii) Repeat the above Course Unit(s) when these are offered.

3.11 M.Phil. Dissertation:

The M.Phil. Dissertation work shall involve in depth study and critical review of the area of the topic and creation of new knowledge in the area. It may include results of original research, a fresh interpretation of existing facts and data or a critical analysis of the state-of-art in the area.

3.12 Submission and Evaluation of M.Phil. Dissertation:

(a) The M.Phil. dissertation will be allowed to be formally submitted only after the completion of the required Course Units.

(b) Before submission of the dissertation, the student shall submit to HOD a long abstract of the dissertation and its proposed final title through the Guide(s).

(c) The HOD shall constitute a Committee of two faculty members and the Guide(s) to scrutinize the contents of the abstract and the proposed title of the dissertation. The Committee shall consider the abstract and the title for approval. The Committee will also recommend a panel of four external examiners to DRC.

(d) The Committee shall submit its report in the prescribed proforma to HOD who will countersign the proforma and forward it to CoE.

(e) The DRC will prepare a Panel of Examiners which will be submitted to the CoE who shall submit the same to the Vice Chancellor for his approval. The Vice Chancellor shall choose one examiner from the panel.

(f) The Dissertation prepared in the prescribed format, will be submitted to the Department/Constituent Unit by the candidate by the last date of submission announced by the Department/Constituent Unit. In exceptional circumstances, the HOD may permit submission of dissertation within a maximum period of three months after the last date fixed by DRC.

(g) The M.Phil. Dissertation will be evaluated by the approved Evaluators as per guidelines prescribed by the University.

3.13 Resubmission of Dissertation:

(a) In case a candidate is required to resubmit a dissertation after revision, an additional fee for re- evaluation shall be payable by the candidate.

(b) The revised dissertation may be submitted normally within a period of six months from the date of intimation for submission of a revised dissertation.

3.14 Disciplinary Regulations:

If a M.Phil. candidate is found to be involved in an act of misconduct and/or indiscipline, disciplinary action will be taken by the University as per Guidelines and Regulations relating to maintenance of discipline among students.

3.15 Award of M.Phil. Degree:

(a) A candidate who has successfully completed all the requirements of the M.Phil. degree programme, shall be eligible for the award of degree after the approval of the Academic Council. (b) **On successful completion of the evaluation process announcements of the**

award of the M.Phil., the Head of the Institution shall submit a soft copy of the M.Phil. thesis to the University within a period of 30 days for onwards transmission to UGC for hosting the same in INFLIBNET, accessible to all authorities / University. Hard copy of the same will be placed in Central Library.

Course Work Pattern :

S. No. Course Eligibility Course

Duration

Type

1 Ph.D. (Research)

(in Approved subjects)
Pass in Master Degree in
respective subject/ related
area with minimum 55%
marks.

3 - 5 years Annual

REGULATIONS GOVERNING THE DOCTOR OF PHILOSOPHY (Ph.D.)

1. Organisation of the Ph.D. Programme:

- (a) Programmes leading to the Degree of Doctor of Philosophy will be offered at the Colleges/ Constituent Units of Srinivas University.
- (b) Subject to the general guidance of the Academic Council, research studies in the University leading to the Degree of Doctor of Philosophy (Ph.D.) shall be overseen by the University Research Council (URC).
- (c) The Ph.D. Programme shall be organized on full time and part time basis.

2. Classification of Applicants:

An applicant for admission to the Ph.D. programme shall be classified under any one of the following categories:

- (a) *Corporate Research Scholar*: Candidates working with reputed organizations in India and abroad having at least three years experience and possessing minimum prescribed academic qualifications;
- (b) *Regular Academic Staff of the University*: Regular academic staff of Departments/ Constituent Units who are allowed to register for Ph.D. on part time basis;
- (c) *Working Teachers*: Faculty members on regular strength of other Universities and recognized/ approved institutions in India and abroad, possessing minimum prescribed academic qualifications;
- (d) *Non-academic Staff of University/Constituent Units* : A regular member of non-academic staff of the University and its Departments/Constituent Units who satisfies eligibility qualifications and is allowed to be registered for a part-time Ph.D. programme;
- (e) *Sponsored Candidates*: Sponsored candidate getting Government/Semi Govt. or other Scholarships/ Fellowships/stipends, who applies for admission through the sponsoring organization;
- (f) *Self-financed Indian Candidates satisfying eligibility qualifications*
- (g) *Self financed Foreign Candidates satisfying eligibility qualifications*

3. Minimum qualifications for admission:

Main Campus, Srinivas Nagar, Mukka, Surararhkal, Mangalore – 574146.

Phone : 0824-2477456.

(a) The required minimum qualification for admission to a Ph.D. programme shall normally be a Master's Degree in the relevant field with a minimum of 55% marks or equivalent grade (50 % for SC, ST or those who have minimum five years relevant experience).

(b) If considered necessary, DRC may propose other qualifications/ requirements in specific areas, consistent with the norms of UGC, AICTE and other statutory bodies, to URC for its recommendation to the Academic Council for approval*.

**Provided that where the minimum eligibility criteria for admission laid down by various Statutory/Regulatory bodies is higher than the minimum eligibility criteria as prescribed above, the criteria laid down by such Statutory Bodies will be followed.*

4. Eligibility conditions for admission:

(a) It is desirable that the applicants who possess minimum prescribed qualifications for admission to Ph.D. programme, should also have an excellent academic/ professional attainment in the relevant discipline.

(b) The applicant for Part-time Ph.D. should:

(i) prove to the satisfaction of DRC that his official duties permit him to devote sufficient time to research.

(ii) ensure that facilities for pursuing research are available at his place of work in the chosen field of research, where required.

(c) An applicant who was initially registered for the M.Phil. Programme of the University and whose CGPA is at least 7 in Course Work of M.Phil. programme, may be considered for admission to the Ph.D. programme without completing M.Phil. programme on the specific recommendations of DRC and approval by the University Research Council. In such cases, a relaxation in the minimum period hereinafter prescribed for pursuing Ph.D. Degree programme, may be granted by the University Research Council to the extent necessary on merits of the individual case.

(d) Candidates already registered for Ph.D. with other Universities approved by UGC can transfer the registration on producing No objection certificate from that university, and subject to the approval of the Vice chancellor. Once admitted the existing rules and regulations shall be applicable however, the date of registration will be considered to be the original date of registration with the previous university.

5. Application for Admissions:

(a) Applications for admission to Ph.D. programmes shall be invited through an open advertisement, twice a year in July and January for pre-determined intake for each programme in the prescribed form as laid down by the University.

(b) Applications shall be screened by DRC and the candidates shall be shortlisted based on the entrance/screening test to be conducted by the Department/Constituent Unit.

(c) Non Resident Indian (NRI), Persons of Indian Origin (PIO) and Foreign Nationals may be admitted to the programme in accordance with the policy guidelines laid down by the Government of India.

(d) DRC shall prepare a tentative list of guides depending on the specific areas of research indicated by the shortlisted applicants.

(e) DRC shall for each applicant, constitute a Student Research Committee (SRC).

(f) HOD shall invite each selected candidate to submit the synopsis of his proposed research in consultation with a teacher from the tentative list of guides. The synopsis shall be scrutinized by the Student Research Committee.

(g) The HOD after considering the recommendations of the Student Research Committee and

the Departmental Research Committee shall recommend to the University for approval of the applicant for registration to the Ph.D. programme.

6. Constitution & Functions of Student Research Committee:

Main Campus, Srinivas Nagar, Mukka, Surarahkal, Mangalore – 574146.

Phone : 0824-2477456.

(a) The Student Research Committee shall comprise Guide(s), two other teachers in the related area and HOD as the Chairman.

(b) SRC shall perform the following functions:

(i) invite the candidate for scrutinizing his research proposal to ensure that the proposal is suitable

(ii) ascertain the availability of facilities required for the proposed research

(iii) prescribe the Course Units to be taken by the candidate, subject to a minimum of two or in exceptional cases, recommend exemption from the requirement with justification

(iv) recommend to DRC about the suitability or otherwise of the candidate and his proposal along with relevant details and documents

(v) periodically monitor the performance of the work of the candidate and provide advice to candidate, where necessary

(vi) approve the long abstract of the thesis on its completion and the final title of the thesis.

(vii) recommend the panel of examiners.

7. Registration:

(a) **The University Examination section after considering the recommendations of DRC and SRC shall approve the registration of the candidate communicates it to the candidate through concerned departmental Head.**

(b) A summary report of the candidates registered for Ph.D. shall be duly sent to the Registrar of the University for enrolment of the candidate.

8. Registration Period:

The date of regular registration of the candidates shall be the date of payment of fee.

9. Renewal of Registration:

Candidates have to submit progress report of their work for every six months after registration failing which their registration stand cancelled.

10. Time Period Requirement for submission of the Ph.D Thesis:

(a) *Minimum Time Period:*

(i) The minimum period of registration for full time Ph.D. candidate shall be two years.

(ii) The minimum period of registration for part-time Ph.D. candidate shall be three years.

(iii) The minimum period of three years for Part-time Corporate Research Scholars having rich experience while working with reputed organizations in India and abroad may, on the recommendations of DRC, be reduced to two years.

(b) *Maximum Period:*

The candidate registered for full time Ph.D Programme shall be allowed to submit their thesis within five years of the date of their registration and part-time candidates within seven years. Thereafter, the registration shall stand cancelled automatically unless, for valid reasons, an extension is granted by the Vice-Chancellor.

11. Re-Registration:

After the expiry of the maximum period of Ph.D. registration, a candidate will be allowed to re-register only if an extension of registration is approved by the Vice-Chancellor

12. Residency Period:

The minimum Residency Period for full-time Ph.D. candidates in the Department/Constituent Unit shall ordinarily be one year. This period, in exceptional circumstances, can be reduced to not less than six months by URC on the recommendations of DRC.

13. Change of Registration:

Main Campus, Srinivas Nagar, Mukka, Surarahkal, Mangalore – 574146.

Phone : 0824-2477456.

(a) A candidate may be allowed for valid reasons to change his status from part-time to fulltime or vice-versa on the recommendations of DRC and with the approval of the University.

(b) If a full time candidate changes his status to a part-time candidate, the minimum period requirement shall be three years and maximum will be seven years. However, one and a half time of the period spent as a full-time candidate shall be counted.

(c) In case a candidate is registered as a part-time candidate and applies for registration as a full time candidate, the minimum period requirement shall be two years and maximum will be five years. However, only two-third of the period already spent as a part-time candidate shall be counted.

14. Course Work Credit Requirements and Registration for Courses:

(a) Departments/Constituent Units shall draw a list of post graduate Course Units which can be offered to Ph.D. candidates.

(b) Each candidate will be required to take Course Units as prescribed by SRC and approved by the DRC.

(c) A candidate will earn credits for a Course Unit only if he obtains a minimum of Grade B+. Further, if a candidate fails to get qualifying Grade B+ i.e., he will be given second opportunity to improve his minimum qualifying Grade B+, failing which his registration will be liable to be terminated.

(d) The candidates registered for Ph.D. Programmes in Departments/ Constituent Units can be allowed to complete the Course Unit requirements, if considered necessary, through outside department courses.

(e) Those who have M.Phil. from this or any recognized university is exempted from course work for the Ph.D.

15. Comprehensive Examination:

(a) Each candidate, normally after one semester, shall be required to take a comprehensive examination which will test his comprehension or knowledge in his broad field of research and his academic preparation and potentials to carry out the research work. The comprehensive examination shall be a combination of both written and oral examination and shall be conducted by the Department/Constituent Unit. The candidate should secure at least Grade B i.e. 60% marks in comprehensive examination.

(b) Unsuccessful candidates shall be allowed a second opportunity to clear the comprehensive examination. If a candidate is unsuccessful again, his Ph.D. registration shall be cancelled.

16. Thesis Guide(s)

(a) The Guide(s) can be

(i) Any full-time faculty member of the University/Constituent Unit with a Ph.D. degree and with at least two years of teaching experience.

(iii) An external person with proven merit and experience in the subject area may be appointed as Co-Guide.

(b) No person who himself is registered for Ph.D. degree at the University or any other Institution would be eligible to act as a Guide.

(c) The maximum number of Ph.D. students who can be supervised by a faculty member at any time in the University will be eight. However, in special circumstances, the Vice Chancellor may allow relaxation in the ceiling limit.

(d) A faculty member who is due to retire within the next two years can be appointed as a Guide and can continue to be the Guide even after his retirement provided the DRC is convinced of his availability for continued guidance to the candidate. In other cases, a faculty member on retirement may continue as a Guide, if re-employed or appointed Emeritus Fellow; or, if the long abstract of the thesis has been submitted by the candidate. Appointment of another Guide, if necessary, will be as per provisions made in these regulations.

Main Campus, Srinivas Nagar, Mukka, Surarahkal, Mangalore – 574146.
Phone : 0824-2477456.

(e) In case the Guide proceeds on leave for twelve months or more, resigns or expires, an arrangement shall be made as provided in the Guidelines of the Research Degree Programmes.

(f) Once registered, the change of Guide will not allowed.

17. Appointment of Guide(s) / Co-Guide(s):

(a) The DRC with the approval of URC may appoint more than one Guide(s) not exceeding a total of three to guide a candidate. Normally, there should not be more than two Guides from within the Department/Constituent Unit. Appointment of any other Guide(s) shall not be made after the lapse of 18 calendar months from the date of registration of the candidate.

(b) A faculty member appointed as a Ph.D. Guide is normally expected to be available to a research candidate in the University Department/ Constituent Unit till the thesis is submitted.

18. Performance Monitoring:

The academic/research progress of each candidate shall be monitored by DRC. For this purpose each candidate shall submit a progress report at the end of each Semester to the Chairman, DRC through his Guide(s). DRC shall evaluate the work of the candidate and award S (Satisfactory) or U (Unsatisfactory) grade.

(a) If the progress is “unsatisfactory”, on the first appearance of “U” grade, a warning would be issued to the candidate.

(b) If a candidate gets three “U’s” or two successive “U’s”, his registration will be liable to be terminated.

19. Seminar & Publications :

The student before submitting the long abstract of his/her Ph.D. thesis must have published **minimum of three research papers of which two papers must be published in refereed journals and the third paper in refereed / renowned Journal for adjudication and produce evidence in the form of acceptance letter or print.** Such students have to give a seminar on their overall results for Doctorial Committee constituted by DRC to get approval for submission.

20. Long Abstract (Synopsis):

(a) On completion of research work, the candidate shall submit to DRC through Guide(s), eight copies of the long abstract of his thesis.

(b) The long abstract will be submitted by the candidate normally within two months after the presentation in Seminar.

(c) DRC shall, in a meeting in which the candidate shall be required to be present, scrutinize the long abstract for approval and approve the title of the thesis after its revision, if necessary.

The candidate shall then be excused and DRC shall prepare panel(s) of examiners as specified in the Guidelines for Research Degree Programmes.

(d) The DRC will forward the long abstract with its recommendations to the University Research Council for appointment of the thesis examiners.

(e) If a candidate fails to submit his thesis within four months of the approval of long abstract, he shall be required to submit a fresh abstract. However, in case a candidate fails to submit his thesis within the stipulated time and has proper justification for the delay, the Head of Department/ Constituent Unit may, on the recommendations made by the DRC and on individual merits of each case, grant him an extension of not more than two months.

21. Panel of Examiners for Ph.D.:

(a) A Ph.D. thesis shall be evaluated by three examiners, two of whom shall be external and the third shall be guide or guides (to be counted as one examiner). DRC shall decide for each discipline if (i) both the external examiners should be Indian **or** (ii) one of the external examiners be Indian and the other a foreigner/Indian working in foreign university. In the Main Campus, Srinivas Nagar, Mukka, Surarahkal, Mangalore – 574146.

Phone : 0824-2477456.

first case, DRC shall prepare a panel of at least five Indian examiners and in the second case DRC shall prepare two panels one of at least three Indian examiners and the other of at least three foreign examiners.

(b) The HOD shall submit the panel(s) of examiners to Controller of Examinations for seeking approval by the Vice Chancellor.

22. Thesis Preparation and Submission:

(a) The thesis shall be written in English or in any other language as approved by DRC in the format and style in accordance with the guidelines for Research Degree Programmes. (b) No part of thesis shall have been submitted for the award of any other degree or diploma. (c) The thesis shall involve in depth study and critical review of the area of his topic and creation of new knowledge in the area. It should bear evidence of the candidate's capacity for analysis and judgment as well as his ability to carry out independent investigation, design or development. It should be characterized by discovery of facts or fresh approach towards interpretation of facts and theories or significant contribution to knowledge or development or a combination of these. (d) After clearing the viva-voce examination, two copies of the thesis in maroon colour hard cover binding must be submitted. These hard bound copies shall include supplements if required in viva-voce examination, with a covering certificate of guides in prescribed proforma. Additional copies of the supplement shall be provided by the candidate for the external examiners and guides. (e) The format of the thesis document shall be in the format prescribed in the guidelines for Research Degree Programmes.

23. Thesis Evaluation:

Detailed procedure for evaluation of thesis shall be prescribed in the Guidelines for Research Degree Programmes. (a) Each examiner shall be requested to send a detailed evaluation report and his recommendations on the prescribed proforma within six weeks of the date of receiving the thesis. (b) If the thesis report is not received from an examiner in six weeks, a reminder will be sent to the examiner. If no response is received from the examiner in two weeks thereafter, another examiner shall be appointed from the approved panel (c) Each Examiner will examine the thesis to judge that the thesis is a piece of research work characterized by: (i) the discovery of facts, or (ii) a fresh approach towards interpretation and application of facts or theories, and creation of new knowledge, and give his opinion on the

candidate's capacity for critical examination and sound judgment. (d) All examiners will submit the reports on the prescribed form clearly stating one of the following: (i) The thesis is recommended for the award of Ph.D., or (ii) The thesis is recommended for the award of Ph.D. Degree subject to the candidate giving satisfactory answers to queries specifically mentioned in the report, at the time of Viva Voce examination, or (iii) The candidate be allowed to resubmit his thesis in a revised form, or (iv) The thesis be rejected.

(e) The examiners reports shall be forwarded to the Guide(s) who will inform the candidate eligible for oral defense only those comments and queries in the reports which require explanation and answers without disclosing the identities of the examiners.

(f) The reports of all internal examiners shall be counted as one report.

(g) If all the three reports recommend acceptance of the thesis, the candidate shall be eligible for oral defence.

(h) In case one of the reports recommends revision of the thesis, Sub-Clause (d)(iii) of Clause 4.23 shall be applicable, and the candidate will have the option to revise the thesis within one year. The revised version of the thesis would be sent to all the examiners for their recommendations. If the candidate does not agree for revision, he may ask for appointment of a fresh examiner, under the provision (j) below.

(i) If two of the three reports recommend revision of the thesis, the candidate will be given opportunity to revise the thesis accordingly and resubmit it normally within a period of one year for the evaluation by the same set of examiners.

Main Campus, Srinivas Nagar, Mukka, Surarahkal, Mangalore – 574146.

Phone : 0824-2477456.

(j) If one of the reports recommends rejection, the comments and queries in the report, shall be communicated to the candidate, and the candidate shall be given an opportunity to give replies to the comments made in the report. Such reply of the candidate and his thesis shall be sent to the next examiner on the panel for evaluation. If the report of the next examiner also recommends rejection, the thesis shall be rejected.

(k) If two of the three reports recommend rejection, the thesis shall be rejected. The candidate may, however, be allowed to re-submit the thesis normally after one year, provided the title of the thesis remains unchanged. Normal procedure will be followed for the evaluation of the resubmitted thesis.

(l) The new examiner, when appointed, shall be Indian or Foreign depending on whether the thesis was rejected by the Indian or the foreign examiner in the first instance. The reports of all the examiners will be sent to him without revealing the identity of the examiners along with the response of the candidate, if any, to these. The thesis shall be deemed to be acceptable if three out of four examiners recommend acceptance.

(m) If the fourth examiner recommends revision, the thesis would be suitably revised and resubmitted normally after three months and sent for examination to all the examiners except to the one in whose place the fourth examiner was appointed. In case the fourth examiner recommends rejection or his recommendation for revision is not accepted by the candidate, the thesis shall be rejected.

(n) Any doubt arising out of the procedure laid down in these regulations shall be referred to the Vice Chancellor for a decision.

(o) In case of ambiguous recommendations by the examiner, the HOD will approach the examiner for a clear recommendation. In case, a clear recommendation is not forthcoming,

the matter may be referred to the Vice Chancellor for his decision.

24. Re-submission of Thesis:

- (a) In case of resubmission of a thesis after revision, an additional fee for the re-evaluation of the thesis shall be payable by the candidate;
- (b) The revised thesis may be submitted normally in one year from the date of intimation for resubmission.

25. Oral Defence Examination (Viva-Voce):

(1) If the thesis is recommended for award of degree, the candidate shall be required to defend his work/thesis orally (viva-voce examination) before a duly constituted Committee hereinafter referred to as the Oral Defence Committee (ODC). The date and time of the vivavoce shall be duly notified by HOD to enable the interested faculty members, staff members and students to attend it.

(2) Composition of ODC:

(a) For the candidates who get unanimous recommendations of acceptance in three reports in the first instance, the composition of the ODC shall be

(i) HOD - Chairman

(ii) Guide(s)

(iii) Two faculty members with specialization in the related area to be appointed by HOD with the approval of the Vice Chancellor.

(b) For candidates who do not get unanimous recommendations of acceptance in three reports in the first instance, the composition of the ODC shall be

(i) HOD - Chairman

(ii) Guide(s)

(iii) Indian External Examiner

(c) In case of non-availability of the Indian External Examiner for conducting the Viva voce examination, the next person on the approved panel of examiners shall be appointed to be on ODC.

Main Campus, Srinivas Nagar, Mukka, Surarahkal, Mangalore – 574146.

Phone : 0824-2477456.

(3) HOD shall convene a meeting of ODC on an appropriate date. The date of viva-voce shall be communicated to the candidate at least fifteen days in advance.

(4) In the viva-voce examination, the candidate shall be required to give his response to comments and questions arising out of the examiners reports apart from the queries and questions raised by members of ODC and, with permission of HOD, questions asked by others who are present.

(5) The ODC shall give its recommendations in the prescribed proforma. The ODC shall have the following options for its recommendations:

(i) Ph.D. degree be awarded for the reasons to be recorded

(ii) Ph.D. degree be awarded. However, the candidate should prepare a supplement to be added to the thesis document as specified in the report of ODC and or textural corrections, if needed.

(iii) Ph.D. degree be not awarded for the reasons to be recorded in the report.

(6) In case of difference of opinion among the members of ODC, separate reports shall be submitted.

(7) HOD shall forward the report(s) of ODC to CoE in a folder which shall also contain,

(a) A copy of the thesis along with the Supplement, if required, in the report of ODC and

(b) All the reports of the examiners of the thesis.

(8) COE shall obtain the recommendations of the Standing Committee of URC on the report of ODC and its accompanying documents.

(9) The recommendations of the Standing Committee shall be submitted to the Vice-Chancellor for final decision, which shall be reported to URC and the Academic Council.

(10) If any other matter not explicitly provided herein or of an exceptional nature arises, it may be referred to the Vice Chancellor for his decision.

26. Attendance:

For Ph.D. students, the minimum requirement of attendance for completing the Course Units, prescribed by Student Research Committee, shall be the same as laid down in the Attendance Regulations for other students.

27. Passing Grades:

For Ph.D. students, the minimum passing grade in each Course Units on ten point scale is B + i.e. Point 7.

28. Cancellation of Registration:

Registration of a candidate shall be cancelled in any one of the following eventualities, after due approval of the Vice-Chancellor:

(a) If his academic progress is found unsatisfactory in three consecutive monitoring reports.

(b) If he absents himself for a continuous period of six weeks without sanction of leave.

(c) If he withdraws from the Ph.D. programme and his request is duly forwarded by HOD

29. Disciplinary Regulations:

If a Ph.D. candidate is found to be involved in an act of misconduct, misbehaviour and/or indiscipline, disciplinary action will be taken by the University as per Regulations relating to maintenance of Discipline by students.

30. Award of Ph.D. Degree:

(a) A Ph.D candidate shall be eligible for award of Ph.D. degree at a Convocation, after the Vice Chancellor has, on the recommendations of the Standing Committee of URC, approved that the degree be awarded and the approval has been subsequently endorsed by the Academic Council.

Main Campus, Srinivas Nagar, Mukka, Surarahkal, Mangalore – 574146.

Phone : 0824-2477456.

(b) On successful completion of the evaluation process announcements of the award of the Ph.D., the Head of the Institution shall submit a soft copy of the Ph.D. thesis to the University within a period of 30 days for onwards transmission to UGC for hosting the same in INFLIBNET, accessible to all authorities / University. Hard copy of the same will be placed in Central Library.

D. Litt. /D.Sc.

(Post-Doctoral Research Degree) Ph.D. with 6 years post doctoral experience & minimum 10 Publications*as first author.

Any Time

-

REGULATIONS GOVERNING THE DEGREE OF DOCTOR OF LETTERS/DOCTOR OF SCIENCE (D.Litt./D.Sc.)

1. PREAMBLE:

The Degrees of Doctor of Letters (D.Litt.)/ Doctor of Science (D.Sc.) is the highest Post-Doctoral Research degree of this University in respective disciplines which are awarded to a candidate who has earlier acquired a Ph.D. degree. This Post-Doctoral Research degree is awarded on the basis of original and independent research in a particular discipline that has made distinct contributions to the advancement of knowledge, as evidenced by publications in reviewed journals and are recognized by peers. The research work of the candidate must have been characterized either by the discovery of facts or by a fresh approach towards interpretation of facts or theories, or formulating a new theory/hypothesis and evince his capacity for original thinking, critical examination and sound judgement.

2. ADMINISTRATION OF THE PROGRAMME:

- (a) The Programme leading to Post-Doctoral Research degree will be offered at the Colleges of Srinivas University.
- (b) Subject to the general guidance of the Academic Council, research work in the University leading to Post-Doctoral Research degree shall be overseen by the University Research Council (URC).
- (c) The Programme shall be offered on full time, part-time or direct submission of Thesis basis.
- (d) The candidates who have involved in the research for long period specified in the eligibility condition in any academic/research/industry of repute and fulfill the essential eligibility can directly register for the programme by getting special permission from Vice chancellor.

3. DURATION OF THE PROGRAMME:

The duration of the Programme is **three months to five years** from the date of enrolment. Provided, however, that the University Research Council may on the recommendations of DRC, permit a Post Doctoral Research degree thesis to be submitted in prescribed time from the date of enrolment.

4. ELIGIBILITY CONDITIONS:

The applicant for enrolment must have A Doctoral degree from a recognized Indian or foreign University in the relevant discipline provided that

- (1) He/she has done post-doctoral research work for a minimum period of six years in the Department of this University or other University or Affiliated colleges or Institutions recognized for purpose of advanced research, located within India or abroad.
- (2) The publications submitted by him/her for consideration for the award of D.Litt./D.Sc. degree are substantially the result of Post-Doctoral research work carried out during this period.
- (3) He should have published at least 10 publications in high impact factor journals as first author and the proposed D.Litt./D.Sc. thesis shall be based on these published papers after the award of the Ph.D. Degree to the candidate. Also, the number of Journal publications as first

author should be equal to or greater than number of years elapsed after Ph.D. degree.

(4) However, connected to the area/topic of D.Litt./D.Sc. thesis, the requirement of minimum number of publications may be reviewed, on a case to case basis, only if they are in high impact factor journals.

A candidate already holding D.Sc./D.Litt. degree in a particular discipline is eligible to register for D.Sc./D.Litt. in another discipline after a gap of two years provided that evidence of standard publications are produced in the second discipline in which he/she intends to submit for D.Sc./D.Litt. degree.

5. SUBJECT OF THESIS

(1) The Thesis submitted by the candidate for consideration for the award of the degree of Doctor of Literature (D.Litt.)/ Doctor of Science (D.Sc.) shall be substantially related to the result of his/her post-doctoral research work.

(2) The candidate shall state in his/her application the faculty/discipline on which he/she bases his/her qualification for the Doctorate. The topic of the D.Litt./D.Sc. thesis may be related to his/her Ph.D. work or independent research work. If the thesis submitted for D.Litt./D.Sc. is related to the thesis of Ph.D. or any other equivalent previous research degree, the findings shall be confined only to the review of literature. The thesis submitted for the Ph.D. degree or any other equivalent previous degree, shall not form part of the D.Litt./D.Sc. Thesis. He/she shall submit with his/her application five copies of his/her thesis, which shall be in the form of published work or published papers that contain original contribution to the advancement of scientific knowledge.

(3) The subject of the thesis shall be one which relates to the branch of knowledge chosen for the Ph.D. degree or inter-disciplinary.

(4) The Thesis must be on one main theme and no candidate can submit as a thesis a series of unconnected papers. A series of published research papers can be submitted provided they form one connected theme with analytical chapter(s) to show as to how the postdoctoral work/publications area interconnected leading to new knowledge or additional knowledge to the chosen area of research which lead to advancement of scientific knowledge and form valuable contributions to the concerned branch of science. Additional papers can be submitted in support of the main thesis only on an undertaking that the candidate indicates in the preface the main work, or memoir, or thesis upon which he/she bases his/her application for the D.Litt./D.Sc. Degree.

6. ENROLMENT & REGISTRATION FOR THE PROGRAMME:

The application form for the award of D.Litt./D.Sc. shall be downloaded from the University website www.srinivasuniversity.ac.in and duly filled form should be submitted to the Registrar during round the year with prescribed Application/Interview fee.

In addition, he/she should enclose

(1) Bio-data with 2 Photos.

(2) List of his/her research publications with reprints.

(3) Reprints of required number of research papers as per eligibility criteria published in journals mentioning average Impact factor.

(4) Copy of Ph.D. Thesis.

(5) Attested copies of certificates in support of the qualifications (from matriculation to Masters, Ph.D. degree) and experience.

(6) Proposal for D.Litt./ D.Sc. Thesis recording an outline of the proposed research work, why it is important, the methodology to be used/used and the expected outcome of the

research, specifically highlighting in what respect the research will advance the knowledge in the particular field of his Post-Doctoral work.

(7) Two references from eminent scholars each of whom is either a member of the Academic Council of this University, working/retired directors of any Post graduate institutions, or a graduate of D. Litt./ D.Sc. to the effect that he/ she is by habits and character a fit and a proper person to be admitted to the degree.

The University Research Council (URC) shall constitute an Academic Expert Committee (AEC) of three members who shall be reputed scholars in the relevant area. The Academic Expert Committee shall consider and recommend the suitability of the applicant. The Academic Expert Committee, while considering the proposal shall invite the applicant for detailed discussion, and make a recommendation with a provisional date of registration for starting of the Post Doctoral programme by providing a provisional approval letter to the candidate.

Registration for the Programme :

Upon receiving provisional approval letter, candidate has to register for the programme by paying the prescribed admission fee along with the eight copies of Synopsis of the Thesis.

Submission of final Thesis :

After registration, the candidate has to submit the final thesis (five copies along with a soft copy) in prescribed format, any day between three to six months along with prescribed examination fee.

7. FORMAT OF THE THESIS

- (1) Title page
- (2) Certification from the Head of the Department/ constituent college/ institution
- (3) Declaration
- (4) Preface
- (5) Literature review
- (6) Compilation of Postdoctoral research as reprints of publication with a narrative write up justifying the connectivity and continuity of research output through the publications.
- (7) Analytical discussion to demonstrate the research contribution leading to new knowledge and/or additional knowledge to the chosen area.
- (8) Additional publications if any, with explanatory note on thesis relevant to the thesis
- (9) Summary and conclusion
- (10) Bibliography
- (11) Copy of papers published in Journals relevant to the thesis.

8. ACCEPTANCE OF THE THESIS FOR EVALUATION

(1) Upon receipt of the application and thesis, the Controller of Examinations shall, in the first instance, arrange to refer the thesis to the Standing Committee of the URC to make suitable recommendations as to its acceptability for valuation. The Standing Committee may co-opt such other member or members, who are specialists/experts in the subject of the thesis, it deems fit for this purpose. Thereafter the Standing Committee shall make its recommendations as to the suitability or otherwise of the thesis for processing for valuation based on its assessment as to its originality, etc.

(2) When the thesis is not accepted for valuation, the thesis will be returned to the candidate and the fee paid by him/her will be refunded (after deducting a processing fee of Rs. 30,000/-).

(3) When the thesis is accepted for valuation, the procedure prescribed *infra* will be followed.

9. EXAMINERS

(1) If the thesis is recommended to be accepted for valuation, the Standing Committee of the URC shall suggest a panel of not less than nine external Examiners being experts in the field of research chosen by the candidate for the D.Litt./D.Sc. Thesis, three from abroad, remaining from India, for consideration for appointment as examiners for evaluating the thesis, to the Controller of Examination by name in a cover marked "confidential".

(2) If the panel of nine names of external examiners suggested by the Standing Committee of the URC is found to be inadequate, the Vice-Chancellor shall be at liberty to obtain additional names of experts, in consultation with experts of his/her choice, in the concerned field.

10. VALUATION OF THESIS

(1) The Thesis shall be referred by the Vice-Chancellor for valuation to a Board of Examiners consisting of three persons (usually two from India and one from abroad) from the panel submitted by the Standing Committee of the URC. (2) The Board of Examiners who value the Thesis shall report on the merit of the candidate for the D.Litt./D.Sc. Degree. As "Commended" "Highly commended" or "Not commended" If two of the three Examiners do not commend the thesis, the thesis shall stand rejected. If two of the three Examiners commend the thesis and one examiner does not commend the thesis, the Vice-Chancellor may refer the same to a fourth examiner for his valuation. The fourth Examiner shall be from the same category of examiner, who rejected the thesis (i.e., Examiner from Southern state/Northern state/ rest of India/ abroad). If the fourth examiner commends the thesis, the candidate will be declared qualified for the award of the D.Litt./D.Sc. Degree. If the fourth Examiner also does not commend the thesis, the candidate will be declared not qualified for the degree. (3) The reports of the Board of Examiners appointed by the University shall be placed before the URC and Board of Management for declaring the candidate to be qualified/not qualified for the award of D.Litt./D.Sc. Degree.

(4) A candidate who has been declared qualified, shall be awarded the Degree of D.Litt./D.Sc. in the Convocation of Srinivas University.

11. RE-SUBMISSION OF THESIS

(1) A candidate shall not be permitted to submit thesis for the award of D.Litt./D.Sc. Degree on more than two occasions.

(2) A candidate whose thesis has not been commended in the first instance may be permitted to re-submit the Thesis a second time after a period of one year and after inclusion of additional publications on the subject, following the procedure prescribed under Regulation of the University. Ordinarily the re-submitted thesis will be referred to the same Board of Examiners which valued the thesis on earlier occasion.

12. SAVINGS

(1) For anything not specifically covered by the above Regulations and questions arising out of these regulations, the same shall be referred to the Standing Committee of the Board of Research Studies, whose decision shall be final.