# SRINIVAS UNIVERSITY

## SRINIVAS INSTITUTE OF MANAGEMENT STUDIES

Accredited as 'A' Grade by NAAC

City Campus, Pandeshwar, Mangalore – 575 001

Karnataka State, India

www.srinivasuniversity.ac.in

**National Conference on**

# EMERGING AREAS OF IT APPLICATIONS IN MANAGEMENT, EDUCATION AND SOCIAL SCIENCES

05/10/2018 and 06/10/2018

BOOK OF ABSTRACTS

# CONFERENCE ORGANIZING TEAM

## Chief Patron

### Sri CA. A. Raghavendra Rao
Chancellor
Srinivas University
Mangaluru – 575 001.

## Patrons

### Dr. A. Srinivas Rao
Pro Chancellor
Srinivas University
Mangaluru – 575 001.

### Smt. Mitra S. Roa
Secretary, ASF

### Dr. P. S. Aithal
Principal

### Prof. P. Sridhara Acharya
Conference Convenor

# SRINIVAS UNIVERSITY

## SRINIVAS INSTITUTE OF MANAGEMENT STUDIES

Accredited as 'A' Grade by NAAC

City Campus, Pandeshwar, Mangalore – 575 001

Karnataka State, India

www.srinivasuniversity.ac.in

**Two Days National Conference on**

# EMERGING AREAS OF IT APPLICATIONS IN MANAGEMENT, EDUCATION AND SOCIAL SCIENCES

05/09/2018 and 06/09/2018

BOOK OF ABSTRACTS

NOTE
All papers presented in the conference will be
published in the Proceeding Book after review
with Specific ISBN Number.

# CONTENTS

# SRINIVAS UNIVERSITY

**THE MANAGEMENT, STAFF AND STUDENTS OF**

## SRINIVAS INSTITUTE OF MANAGEMENT STUDIES

Pandeshwar, Mangalore – 575 001.

*cordially invite you to*

One day National Conference on

Emerging Areas of IT Applications in
Management, Education & Social Sciences

### Sri CA A. Raghavendra Rao
(President, A. Shama Rao Foundation, Mangalore)

*will preside over the function*

### Sri Venkat Bhat
(CEO, Venture Soft Global, California, USA)

*will be the Inaugurator of the Conference*

### Dr. A. Srinivas Rao
(Vice-President, A. Shama Rao Foundation, Mangalore)

### Smt. Mitra S. Rao
(Secretary, A. Shama Rao Foundation, Mangalore)

*will be the Guests of Honour*

### Dr. Shashidhar Kini
(Professor, Dept. of M.C.A., Srinivas Institute of Technology, Mangalore)

*will deliver the Key-note address*

**Date: 06 October, 2018**                    **Time: 10.00 a.m.**

**Venue : Gallery Hall, Pandeshwar, Mangalore.**

**Dr. P.S. Aithal**                    **Prof. P. Sridhara Acharya**
Principal                            Dean, Computer & Inf. Science &
SIMS.                                Convenor of the Conference

Paper 1

# Digital Economy – will it solve the corruption problems in India?

## Dr. P. S. Aithal

Srinivas Institute of Management Studies, Pandeshwar, Mangalore – 575 001, INDIA
E-mail: psaithal@gmail.com

## ABSTRACT

Digital economy is a concept of doing every financial transaction in digital format using online internet-based services. In digital economy, both micro transactions and macro transactions are carried out using intangible money as resource. The ICCT being general purpose technology supporting digitization of economy of entire world through its underlying technologies like artificial intelligence (AI), machine learning (ML), Cloud computing, Data analytics, Digital business & marketing, Internet of Things (IoT), 3D printing etc. Along with the global economy which is now transforming into a digital economy, Indian economy is also all set in making its footprint in the digital economy space. Digital economy, also known as internet economy boosting a new productive platform towards third industrial revolution expected to create new growth opportunities in every industrial sector. This will also be expected to improve job opportunities and most importantly, corruption and illegal money laundering problems leading to control of black money in the country. Digital economy supports legal business, fully accounted money transactions, and control tax frauds from business firms. In this paper we have discussed how secured digital economy can boost the growth of the country by controlling illegal business, fraud business transactions, and unaccounted money accumulation. The paper also discusses how the universalization of digital transactions in both public and private sector minimizes the corruptions in the country to support the country's balanced growth and to create Citizen surplus.

**Keywords:** Digital Economy, Internet based financial transactions, Corruption control in India, Citizen surplus.

Paper 2

# An Interospective Approach to Internet Banking

## Mr. Amith Donald Menezes\*, Dr. Prakash Pinto\*\*

\*Assistant Professor,  Srinivas Institute of Management Studies, Pandeshwar, Mangalore
&  Research Scholar at VTU

E-mail- amith.menezes@yahoo.co.in

\*\*Professor and Dean/ Research Guide, Department of Business Administration, St. Joseph Engineering College, Vamanjoor, Mangalore

E-mail- prakashpinto74@gmail.com

## ABSTRACT

The Indian banking system is seeing a fabulous change in the quality of service provided by them. Technology is the root of this change, which is implemented by the banks to win more business from customers. Almost all the private sector banks are moving towards e-enabling their existing products. HDFC Bank and ICICI Bank have taken a lead in introducing e- banking in India .Internet banking starts from migrating existing products to the net. This started initially with simple functions such as getting information about interest rates, checking account balances and computing loan eligibility.

Online payment systems provided by payment service providers are bringing new levels of convenience to companies looking to accept electronic payments. When organizations can accept methods of payment such as credit and debit cards, it frees them to concentrate on their business. E-commerce, with the integration of the internet, supports technologies that improve electronic data interchanges, mobile technology, online transaction processing, automated data collection, electronic funds transfers, internet marketing, inventory management systems, and supply chain management.

This paper is an effort towards finding out the usage of Online banking system, especially Internet Banking by the customers and also finding out the various factors that hinder the growth of this facility among the users and finally to suggest various ways or avenues through which the usage of Internet banking to be improved.

**Keywords:** Online Banking system, Electronic Payments, Internet Banking.

Paper 3

# A Study on Mergers and Acquisitions in the Indian Scenario

## Meghana Salins, Sujaya H., P. S. Aithal

Research Scholar, Srinivas University, Department Of Management and Commerce
Mangalore - 575001

## ABSTRACT

The process of mergers and acquisitions has gained substantial importance in today's corporate world. This process is extensively used for restructuring the business organizations. In India, the concept of mergers and acquisitions was initiated by the government bodies. Some well-known financial organizations also took the necessary initiatives to restructure the corporate sector of India by adopting the mergers and acquisitions policies. The Indian economic reform since 1991 has opened up a whole lot of challenges both in the domestic and international spheres. The increased competition in the global market has prompted the Indian companies to go for mergers and acquisitions as an important strategic choice. The trends of mergers and acquisitions in India have changed over the years. The immediate effects of the mergers and acquisitions have also been diverse across the various sectors of the Indian economy. Till recent past, the incidence of Indian entrepreneurs acquiring foreign enterprises was not so common. The situation has undergone a sea change in the last couple of years. Acquisition of foreign companies by the Indian businesses has been the latest trend in the Indian corporate sector. The Indian IT and ITES sectors have already proved their potential in the global market. The other Indian sectors are also following the same trend. The increased participation of the Indian companies in the global corporate sector has further facilitated the merger and acquisition activities in India. The various factors that played their parts in facilitating the mergers and acquisitions in India are favorable government policies, buoyancy in economy, additional liquidity in the corporate sector, and dynamic attitudes of the Indian entrepreneurs are the key factors behind the changing trends of mergers and acquisitions in India. Even though mergers and acquisitions (M&A) have been an important element of corporate strategy all over the globe for several decades, research on M&As has not been able to provide conclusive evidence on whether they enhance efficiency or destroy wealth. There is thus an ongoing global debate on the effects of M&As on firms. This article seeks to explore the trends and progress in M&As India.

**Keywords:** Restructuring, Mergers and Acquisitions, Indian economy.

Paper 4

# Challenges and Opportunities of Big Data in E-Commerce

## Panchajanyeswari M. Achar

Srinivas Institute of Management Studies, Mangalore – 575 001

E-mail: jahnavi_murali@rediffmail.com

## ABSTRACT

It is a fact that Big Data has drawn huge attention in the field of information sciences, policy and decision makers in governments and enterprises. The speed at which information is gathered is growing at an exponential rate. On the one hand, Big Data is extremely valuable to produce productivity in businesses and evolutionary breakthroughs in scientific disciplines, which give us a lot of opportunities to make great progresses in many fields. There is no doubt that the future competitions in business productivity and technologies will surely converge into the Big Data explorations. On the other hand, Big Data also arises with many challenges, such as difficulties in data capture, data storage, data analysis and data visualization. This paper is aimed to demonstrate an overview of Big data. This includes applications of big data, the opportunities and challenges faced by big data and the technologies currently adopted to deal with big data problems. This paper also focuses on the impact of big data in the ecommerce industry. The paper also throws insight into the various technologies to handle big data like cloud computing, parallel computing, distributed computing and in-memory computing.

**Keywords:** Big Data, e-commerce, cloud computing, distributed computing, in-memory computing

Paper 5

# How Universal Technologies can Solve Industrial & Social Problems

## Dr. P. S. Aithal[1] & Dr. Shubhrajyotsna Aithal[2]

[1]Srinivas Institute of Management Studies, Pandeshwar, Mangalore – 575 001, India
[2]College of Engineering & Technology, Srinivas University, Mangalore – 574146, India
E-mail : psaithal@gmail.com

## ABSTRACT

Technology is used in many ways to solve many complicated challenges in the society. Certain technologies have grown and expanded their branches to many areas and sectors of practice in such a way that they have been designated as General-Purpose Technologies (GPT). Out of many GPT's, two GPT's of 21st century are further developed and all set to solve future problems of the human society. They are Information Communication and Computation Technology (ICCT) and Nanotechnology (NT). These two technologies are getting further importance in future days and are considered as Universal technologies due to their abilities in solving many problems in the society. In this paper, we have made an attempt to investigate how these two technologies can contribute to solve the problems of common man related to both fundamental requirements and problems related to comfortability. This include solutions for nutritious food, potable drinking water for drinking & irrigation, strong and cheaper materials for shelter, low cost renewable energy, low cost & efficient transportation facilities, and solutions to all health-related diseases etc. This also include some of the advanced solutions like automation of industrial processes and all production activities by machines using artificial intelligence, machine learning & robotic technologies, Recreation and enjoyment using virtual reality technology etc.

**Keywords:** General-Purpose Technologies (GPT), Universal Technologies, ICCT, NT, Technology breakthroughs.

Paper 6

# Study on Stress Management among the Non-technical Employees: A case study of Arvind Motors Private Limited, Mangaluru

## Sandeep Hegde*, Dr. Laveena D'Mello**

*MSW, Shrinivas University, Mangalore, Karnataka, India.
**Assistant Professor, Social Work Department, Shrinivas Institute of Management Studies, Mangalore, Karnataka, India. Email: lavynoronha@gmail.com

## ABSTRACT

Stress is an emotional and physical reaction to change. Stress is highly individualistic in nature. Some people have high tolerance for stress and thrive well in face of several stressors in the environment. Job stress is very harmful that occur when the job requirement will not match with the capabilities, resource, or needs of the worker. Job stress matters to our health and our work. When we feel stressed, our bodies respond by raising the concentration of stress hormones in our blood. When our bodies continually respond to constant demands or threats, coping mechanisms stay in overdrive, which can be damaging to health over time. Research shows that excessive job stress can lead to many long-term health problems, including cardiovascular disease, diabetes, weakened immune function, high blood pressure, musculoskeletal disorders, substance abuse, depression and anxiety. Stress affects employees at all levels and types of jobs. The non-technical employees in various industries are struggling with lot of stress issues during their work life. It is causing various problems in the industries such as lack of positive relation with the employers, less productivity, conflicts, work pressure, deadlines etc. along with that the employees who are stressed are suffering from various physical as well as mental issues which directly impact their work life and their productivity in the organization. The researcher aims to analyze the above problems of the non-technical employees in the Arvind Motors Private Limited, Mangaluru and to find out stress management strategies, so that it helps the employees to lead a better life and it will improve their efficiency to positively contribute to the growth of the industry they are working with.

**Keywords:** Job, Stress, Employers, Stress management, and health problems

Paper 7

# Patent Analysis on Nanotechnology based Photovoltaic Cells

## Dr. P. S. Aithal & Dr. Shubhrajyotsna Aithal

Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, India
[2]College of Engineering & Technology, Srinivas University, Mangalore – 574146, India
E-mail : psaithal@gmail.com

### ABSTRACT

Patent analysis is a new research method proposed by us in order to interpret the newly filed and accepted patents in any field using a systematic approach. Solar energy is most abundantly available renewable energy on the surface of the earth for human usage and the efficient conversion of solar energy into electrical energy for various useful applications is considered as challenge since many years. Though many types of photovoltaic cells and panels are available in practice, it is found that nanotechnology based solar panels can give multi-fold increased efficiency through their optimum material properties. Many researches in this regard is going on in research laboratories of various countries and many patents are filed and accepted in many country patent offices. In this paper, we have analysed a patent on "Photovoltaic cell using stable $Cu_2O$ nanocrystals and conductive polymers" using ABCDEF framework.

**Keywords:** Patent analysis, photovoltaic cells, Nanotechnology, ABCDEF framework.

Paper 8

# Influence of Health and Environmental Consciousness on Attitude and Purchase Intention of Customers on Agricultural Organic Products

## Sujaya H.

Research Scholar,Srinivas University

## ABSTRACT

The main objective of this paper is to assess the factors that influence consumers' attitude and purchase intention towards agricultural organic products in India. The study used both primary and secondary data to assess the factors that influence consumer's attitude and purchase intention towards agricultural organic products. The primary data was obtained through a well-structured questionnaire. The secondary data on the other hand, was obtained from other existing literatures, thesis, journals and the internet. The scope of this work is limited to the household people in and around Mangalore city. People who purchase organic agricultural products from shopping mall are taken in to consideration in the survey. The sample design chosen for the selection of agriculture organic products consumer is non-probability sampling. The nature of sample design is purposive sampling. This is because the survey instrument was given to individuals who buy agriculture organic products more than one year. Therefore, the sample design adopted for the study is a case of non-probability purposive sampling. The sample size of this study was 186 agricultural organic products consumers.

**Keywords:** Health Consciousness, Environmental Consciousness, Agricultural Organic Product, Purchase Intention.

Paper 9

# Past, Present, & Future of Decision Support Systems: A review on Information System Revolution

## Dr. P. S. Aithal

Srinivas Institute of Management Studies, Pandeshwar, Mangalore – 575 001, INDIA
E-mail : psaithal@gmail.com

## ABSTRACT

Information systems are used in decision making since several centuries by decision makers to improve the quality of the decisions. Information systems are useful in creating right information in right time to make right decisions by managers for organizational sustainability. Information systems became part and parcel of every organization in digital and global economy due to the fact that managers can get optimum information in time to make optimum decisions to face competitions effetely. The advents in business enabling technologies and their abilities to support huge amount of data, it is essential to use such complexity technologies in information systems to handle critical problems. Many types of information systems are developed using different technologies to make effective decisions during last few centuries in the form of information system generations. In this paper we have discussed and analysed various generations of information systems based on various technologies to highlight the past and present systems for decision making. The paper also contains some of the future technologies, models and strategies to be used in the development of future decision support systems to automate the human decisions completely.

**Keywords:** Decision support systems, Information systems revolution, Technology based automation of decisions.

Paper 10

# A study on Scholastic backwardness in adolescents in Mangalore

## Gururaj G. Gouda*, Dr. Laveena D'Mello**

*Research Scholar, Shrinivas University, Mangalore, Karnataka, India.
Email: gururajitgi@gmail.com
**Assistant Professor, Social Work Department, Shrinivas Institute of Management Studies, Mangalore, Karnataka, India. Email: lavynoronha@gmail.com

**ABSTRACT**

The teenage or adolescent age is an important period in everyone's life, were character, habits and future lifestyles are developed. It is a period where the influence of peer is more than the influence of adults, parents and teachers and teenagers like to withdraw themselves from parental limitations. Further, this period is characterised by the introducing physical and emotional related behaviours like attraction towards opposite sex. When a child enters to the adolescent period, they experience hormonal variations in their body, physical and psychological change, seeking a social identity, a special consideration him or herself on the bases of gender. This age also influence the teenager to be more conscious about their physical appearance such as dressing, beauty and making them so attractive. Also due to the production of sexual hormones in their body they naturally get attracted by their peers who belong to the opposite sex. Even though it is the normal process, teenagers consider such attraction as love. They get influence by the multiple corners of society such as social media, peers and family. Modernized parental-ship adding to this and they easily influenced by the external world and slowly withdraw them self from the family. This influence is one of the risky factors to adolescent cause the negative impact to become scholastically backward. This research paper's aim is to explore A Scholastic backwardness in adolescents in Mangalore. And the objectives are to know the various reasons in adolescents for scholastic backwardness and the influence of love and affection towards opposite sex, and its impact on their education. Total 50 students are selected for the study out of which 20 are from high school, and 30 PUC students. 25 girls and 25 boys were taken and interview schedule is used. Both the primary and secondary data are used and the study is descriptive in nature.

**Keywords:** Peers, Behaviour, Adolescents, Relationship, and Scholastic backwardness

Paper 11

# An Analysis on various research agendas of Information Communication & Computation Technology

## Dr. P. S. Aithal

Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA
E-mail : psaithal@gmail.com

## ABSTRACT

This paper identifies and discuss the various potential research agendas which have future interest in either growth of technology, or business opportunities. Some of the identified fields under information communication and computation technologies with specific requirements include Optical communication, Wireless communication, Quantum computation, Photonics, Optical computation, Internet, Internet of Things, Big data and analytics, Mobile communication & computation, Artificial intelligence, Cloud computing, Digital marketing, Digital money, 3D printing of products, and Virtual reality. The scope of each area is discussed along with possible research breakthroughs and the recent contributions from different top universities and research labs from different parts of the world are also reviewed.

**Keywords:** ICCT, Research agendas, Information communication, Information computation, ICCT research outcomes.

Paper 12

# A Study on Alcohol Addiction and Its Effects on Adolescence

## Meena Monteiro*, Laveena D'Mello**

* Associate Professor, MSW Department, School of Social Work, Roshni Nilaya, Mangalore, Karnataka, India. E-mail : monteiromeena@yahoo.com

** Assistant Professor, Social Work Department, Srinivas Institute of Management Studies, Mangalore, Karnataka, India. E-mail : lavynoronha@gmail.com

## ABSTRACT

Alcoholism is a condition in which an individual loses control over his alcohol intake in that he is constantly unable to refrain from drinking once he begins. Alcoholism is one among the major social problem that our nation faces and it is a major block to the development. It is not merely a health hazard but a family problem and a menace to development. Thousands of families suffer out of this social evil which not only spoil the individual and family peace but also affects the society as a whole by wasting the human and material resources. Adolescence is a transition time when the body is undergoing many significant changes, such as hormonal alterations and brain development. It is also a time when young people start to associate more with friends and associates beyond their childhood contacts. They feel an increased pressure to fit in or go along with the crowd in order to be accepted socially. These new circumstances can be confusing and difficult for the youth to understand and deal with. Often their ability to make correct or safe decisions is also at a stage of immaturity. The main aim of this study is to find out the use of alcohol prevalence among youth and its effect on them. And the objectives are; (i) To find out the socio demographic profile of the respondents. (ii) To know the factors leading to alcohol use and their knowledge regarding the effects of alcoholism. Five colleges have been selected with 10 each students total 50 students. Researcher used Simple Random sampling method for collecting the data. Researcher used Descriptive research Design.

**Keywords**: Alcoholism, youth, impact, drinking, family, and Adolescence.

Paper 13

# ICT impact on BOP Market in India

## Keerthan Raj, [1] & P. S. Aithal[2]

[1, 2] Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001.
INDIA.
E-Mail: 2keerthanraj@gmail.com

## ABSTRACT

The Indian economy is growing at a spectacular growth rate and is one of the fastest growing economies of the World. It is expected to be one of the very few countries which is going to touch its projected rate of GDP growth. ICT has been a major precursor of growth in the poverty alleviation strategies of many countries and more so in India. From a marketing perspective, a digitized consumer offers enormous opportunities'in enterprises' efforts to grow substantially. The government on its part has been deploying several ICT initiatives in the field of healthcare and education for the benefit of the masses. With the high levels of ICT penetration enterprises can utilise SMAC (social media, mobility, analytics and cloud) technologies to achieve business goals. This paper studies the various components of ICT and its impact on creating a platform for sustainable growth in BOP market in India.

**Keywords:** ICT, growth, technologies

Paper 14

# A Machine Learning Framework to Predict the Contagious Disease from Social Media

## Sujina S.*, Dr. Sajeev G. P.**

*Faculty, college of computer & information sciences, Srinivas University, Mangalore
Associate Professor, Department of Computer Science
**Amrita school of engineering, Amrita University, Amritapuri, Kollam

## ABSTRACT

The epidemic diseases which have the potential to wipe out the entire population had become the most threatening disease for the 21st century. With the emerging growth in the field of healthcare, a significant development can be made for predicting the diseases using machine learning techniques. For predicting the behaviour of such system in some unobserved situation or to understand the previous behaviour of a particular region, we can frame a predictive model using machine learning techniques. An Immense amount of data about the users can be obtained from social networking sites. More the one billion members belonging to various social sites such as Facebook, Twitter etc. These will include the similar platforms like weblogs, discussion forums etc., where the user will usually discuss their opinions. The personal data and the hashtags can be retried and classified using machine learning algorithms to predict the possibility of spreading diseases in a particular area. Multiple self-learning systems using machine learning algorithms such as Decision tree, Support Vector machine, and Logistic regression models can be used for better classification and prediction, which will also aid the doctors for better and easier diagnosis.

**Keywords**: Decision Tree, SVM, Logistic regression, Machine learning

Paper 15

# Patent Analysis of Evaporated Fuel Processing Apparatus

## Dr. P. S. Aithal[1] & Dr. Shubhrajyotsna Aithal[2]

[1]Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, India
[2]College of Engineering & Technology, Srinivas University, Mangalore – 574146, India
E-mail : psaithal@gmail.com

## ABSTRACT

Patent analysis is a method in research methodology for analysing a patent granted on a new product or new process or new system by using a suitable framework to analyse technology/ process. A patent is a legal document granted by a country government to give an exclusive right to an inventor to make, use, and sell the invented item for a specified number of years. The patent right granted for an inventor prevents any others from making, using, selling, importing the invention without his/her permission. Systematic patent analysis is a new field untapped but provides new knowledge and new interpretations and hence is assumed as a gold mine for scholarly researchers. Recently a systematic procedure of patent analysis is developed by our team and named it as ABCDEF analysis framework. In this paper, we have used this framework to analyse a very useful patent on an apparatus developed and patented by Naoya Takagi and Yoshihiko Hyodo of Toyota Motor Corporation during 07/06/2002 on a new product called Evaporated Fuel Processing Apparatus. The analysis contains the description on the new apparatus, number of claims by the inventors, number of citations the patent contains, and the number of times the patent under consideration is cited by many other patents etc.

**Keywords:** Patent analysis, New method of research, ABCDEF analysis framework, Evaporated Fuel Processing Apparatus.

Paper 16

# Optimization of DFA Based Pattern Matching in Lexical Analysis of Compiler Construction

## Vaikunth Pai T.

College of Computer & Information Science, Srinivas University, Mangalore-575001, India
E-mail: vpaistar@yahoo.com

## ABSTRACT

A compiler is a program that reads a program written in one language - the source language and translates it into an equivalent program in another language - the target language. As an important part of this translation process, the compiler reports to its user the presence of errors in the source program.Conceptually, a compiler operates in phases, each of which transforms the source program from one representation to another. A phase is an independent task in the compilation process, which transforms the source program from one representation to another.

The process of compilation starts with the first phase called lexical analysis. In this phase the input is scanned completely in order to identify the tokens. The token structures are recognized with the help of some diagrams. These diagrams are known as finite automata and to construct finite automata, regular expressions are used. These diagrams can be translated into a program for identifying tokens. The first goal of this research is to implement and optimize pattern matchers constructed from regular expressions for lexical phase of the compilation process. It will be suitable for inclusion in a Lex compiler because it constructs a DFA directly from a regular expression, without constructing an intermediate NFA along the way.The second goal of this research is to minimize the number of states of any DFA, so it can be used to reduce the size of a DFA-based pattern matcher.

**Keywords:** DFA, NFA, FA, Lex, Regular Expression

Paper 17

# Comparative study of Research & Technology Development Strategy of Global Microprocessor Manufactures Intel & AMD

## Dr. P. S. Aithal

Srinivas Institute of Management Studies, Srinivas University, Pandeshwar, Mangalore – 575 001, INDIA
E-mail : psaithal@gmail.com

## ABSTRACT

Two international companies called Intel and AMD are competing heavily in high speed microprocessor manufacturing industry, both headquartered at California and sharing 80% of the global microprocessor market. Though both companies produce almost same quality and comparable microprocessors, the price of AMD processors are always a bit low compare to similar Intel processors. In this paper we have Compared the Research & Technology Development Strategy of these two Global Microprocessor Manufactures Intel and AMD in terms of their struggle to achieve monopoly through their blue ocean strategy framework. The paper also contains the qualitative analysis of these companies in terms of their Advantages, Benefits, Constraints, and Disadvantages. Further the discussion is focused on the monopoly strategy of both companies against each other.

**Keywords:** Global microprocessor giants, AMD & Intel, Monopoly, Black ocean strategy.

Paper 18

# A Study on Application of IT in Port Management With reference to major Ports in the Indian sub-continent

## Subrhmonya G. S.

Associate Professor, College of Management and Commerce, (SIMS)  Pandeshwar, Mangalore

subrhmonyags@gmail.com

## ABSTRACT

Ports across the world are getting modernized owing to the fast changes in IT and communication technologies. In order to face intra-port competition, it is essential that ports should arm itself with the latest IT devices and software and offer the best service to the port users. There are 12 major Ports in India as of today, who are exposed to this phenomenon. These ports have to adopt the latest applications in IT.  Based on the estimates produced by the US Government, the global free market of information technology and telecommunications via Internet is doubling every 100 days by individuals and businesses (Phillips, 1999). Port management is also on the IT radar. India's first Container Digital Exchange (CODEX) has automated the container movement at Tuticorin Port, Tamilnadu. The CODEX platform will electronically connect CFS/ICDs, Transporters, port authority, customs, port terminal operators and security forces (Central Industrial Security Force-CISF). This study aims at finding out the various measures adopted by the Port authorities at these major India ports to tackle competition and at the same time ensure its survival in the rapidly changing technology-driven world of management. It has analysed the progress of the application of IT in these major ports in India and how the Port Management has become more efficient and professional with the advances in IT and communications technology. The study concludes that the pace of introduction of IT still remains much to be desired in comparison with major ports across the world. It has adduced reasons for the tardiness such as the threat of obsolescence of IT due to its dynamic nature,. the cost factor and the ownership pattern of many of the major ports.

**Keywords:** RFID Tags; Container management; CODEX;  Major ports; Logistics; Port users

Paper 19

# A Case study on Business Promotion Strategy of Top ERP Vendors in India

## Dr. P. S. Aithal

Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA
E-mail : psaithal@gmail.com

## ABSTRACT

Enterprise Resource Planning software integrates various business management functional modules using user friendly technology. The ERP solution is such a system that can combine all the functions of a business, such as inventory management, warehouse management, manufacturing, distribution, invoice tracking, accounting, sales module, production planning, purchase management, customer support service, finance, HR, supply chain management, logistics, software, customer relationship management (CRM), etc. on to a single framework and thereby enabling business owners to take balanced and informed decisions for the future. ERP software has now become extremely important as it is impossible for the humans to keep a record of everything manually. ERP software will help to Increased operational efficiency in organizations, Improved customer satisfaction, enables better decision making and forecasting, provides support for business growth, Scalable and flexible solutions providing for future changes, Better tracking of inventory, Provides a centralized framework for all business processes. These are many top ERP vendors in India including SAP ERP, Microsoft, Netsuite, Oracle, Infor, Epicor, IFS, and Tally.

In this paper, we have identified and compared the business promotion strategy of the above top ERP companies by evaluating their product specifications, customer base, customer support, cost, and updating the technology frequently.

**Keywords:** ERP, ERP companies in India, Business Promotion Strategy, Business competition.

Paper 20

# New Software Development Methodology for Student of Java Programming Language

## Supriya M. K.

Lecturer, CCIS, Srinivas University

ksupriyaarnav@gmail.com

## ABSTRACT

This paper includes designed the new development structure of java for students. Including with the future of the java programming language. Java is a purely object-oriented programming language. Here, it contains some basic and advanced features of java, including garbage collection, multithreading and application programming interface. While java was consistently described as an excellent language for teaching the object-oriented paradigm, the environments available are regularly identified as a significant source of problems. These may be divided into 2 areas. The environments are designed for professional programmers. They are too complex and have a steep learning curve. Thus valuable teaching time is spent teaching the students how to use the environments and this detracts from the principles of programming. Most of the existing environments fail to fully adopt the object-oriented paradigm.

**Keywords:** Programming Language, Object-Oriented, Student, Learning.

Paper 21

# Advents in Information Communication & Computation Technology and their implications on Future Universities

## Dr. P. S. Aithal[1] & Dr. Mike Dillon[2]

1Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, India
[2]Institute of Productivity, Grimsby, United Kingdom
E-mail : mike@instituteofproductivity.com,  E-mail : psaithal@gmail.com

**ABSTRACT**

The objective of this paper is to imagine the possible changes in University system and higher education model to be imparted in future universities using advents in Information Communication and Computation Technology. The paper contains the changes expected in higher education model offered by the universities in a chronological order in a fifty years time frame using a new systematic data analysis model called predictive analysis. Predictive modelling is a process that uses data mining and probability to forecast outcomes. Each model is made up of a number of predictors, which are variables that are likely to influence future results.

**Keywords :** ICCT, Future universities, Higher education model, Predictive analysis.

Paper 22

# Talent management strategies in the IT sector

## Shailashri V. T.

Srinivas Institute of Management Studies, Pandeshwar  Mangalore 575001

India

shailavt@yahoo.co.in

## ABSTRACT

 IT sector is a booming sector and every company wants to succeed in capturing the market and maximizing the profit. With the changes in technology and increase in globalization the world has become a village which leads to high competition and complexity in performance of work.

As companies are not only competing with domestic companies but with companies all over the world, this is when innovation is needed in a company. How can a company be different from others? Innovation can only be achieved when there are talented human resource and good H R practices in the company. The role of HR is undergoing a drastic change .Today HR needs to integrate with the business statergies.Talent management will impact the organization and systems. Talent management is a fast forward looking activity .It needs to focus on the changes the organization looks forward .Talent management involves a host of activities like workforce planning, recruitment ,selection ,training and development ,compensation management   Innovation in companies is through talented minds in the company. Company has to acquire, develop and retain these people. This paper is a case study of the Tata Group of companies. Secondary data is used to identify how the TATA group manages to retain the best talented workforce .The HRM practices of the TATA group is  understood in depth and a linkage between HR practices and talented employees is drawn. This paper is developed to get insights of how the TATA group manages and retains its best talent.

**Keywords**: Talent management, innovation, case student TCS, retention strategies

Paper 23

# How a small invention during 1947 revolutionized the Technology & Society – The case of Semiconductor Transistor

## P. S. Aithal & P. Sridhar Acharya

Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA
E-mail : psaithal@gmail.com

### ABSTRACT

The semiconductor transistor is invented as a component of electronic systems during 1947 by John Bardeen, William B. Shockley, and Walter H. Brattain of Bell Telephone Laboratories, USA. John Bardeen shared the 1956 Nobel Prize for Physics with William B. Shockley and Walter H. Brattain for their joint invention of the transistor. The semiconductor transistor invention was definitely the most important invention of the 20th Century, and the story behind the invention was one of clashing egos and top-secret research. The semiconducting transistors in their different form including their ability to transform in integrated circuit form became basic building blocks for information communication and computation technologies. This newly invented electronic component made contributions to the development of Radio, Television, Computers, and every other electronic device used in any application in the society. The need, challenges, and the success story of developing such a magnificent device which has changed the lifestyle and experience of human beings of 21st century society are discussed and analysed in this paper as a case study.

**Keywords:** Semiconductor transistor, Bell Telephone Laboratories, Most important invention of the 20th Century, Basic building blocks of ICCT.

Paper 24

# Legal and Policy Framework on Cyber Security to Combat Cyber Crimes in India

## Pradeep M. D.

[1]Assistant Professor, College of Social Sciences & Humanities, Srinivas University, Mangaluru, Karnataka, India.
Email: mdpradeepnair767@gmail.com

### ABSTRACT

The Modern world is driven through Technology. Advanced usage of technology has facilitated for the commission of Cybercrimes creating fear among the internet users. The advanced Information Technology has broadened the sphere of communication by providing Borderless and Transnational Cyber Space. Any Criminal activity committed for monetary and non monetary benefits over the internet becomes Cyber Crimes. Cyber offenders indulge in the misuse of confidential information for committing illegal activities. The most prominent offences in this regard are stalking, hacking, phishing, online frauds, identity thefts, distributing viruses etc. This type of crimes results in causing damage to personal identity, fraud, forgery, threat, monetary losses etc. Cyber crimes are new classes of crimes rapidly growing due to the extensive use of internet and Information Technology enabled services. Through the Information Technologies (Amendment) Act, 2008, government tried to bring beneficial changes to ensure maximum Cyber Security in the country. Cybercrimes cause severe damages in the developing countries which are driving towards cashless economy. Compared to traditional crimes, Cybercrimes are new forms of offences which require special regulations. Combating Cyber violations has become the prime consideration for the Criminal Justice Administration System of developing economies. The laws dealing with Cybercrimes becomes inappropriate to deal with new offences committed by using new technologies. There is a need for Universal Criminalization of Cyber Offences supported by International laws and treaties. This paper describes about Cybercrimes, governing laws and policies, combating cyber crimes, international efforts and suggests measures for cyber security.

**Keywords:** Technology, Cyber Space, Cyber Crimes, Cyber Laws, Cyber Security.

Paper 25

# How lucrative & challenging the boundaryless opportunities for Data Scientists?

## Dr. P. S. Aithal & Dr. Krishna Prasad

Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA
E-mail : psaithal@gmail.com

## ABSTRACT

The data scientist is a new profession which is considered as a key profession in the world of technologies and is one of the best paid job. Data scientist is a person who has developed expertise in the mathematical modelling and statistics that dominates the programming and its different languages, computer science and analytics. Data science comprises of data gathering, data warehousing, data analysis, data mining, online analytical processing, artificial intelligence, machine learning, and decision science for Predictive and prescriptive analytics for supporting managers for future decision process in a hectic competitive environment. Due to globalization and ICCT supported automation of many business processes, big data supported data science importance in many industries and hence Data scientists are also getting huge demand. Since the data scientists can be real change-makers within an organization, offering insight that can illuminate the company's trajectory toward its ultimate business goals they have great demand in industries. Data scientists are integral to supporting both leaders and developers in creating better products and paradigms. And as their role in big business becomes more and more important, they are in increasingly short supply.

The demand for data scientists is increasing so quickly, that McKinsey predicts that by 2018, there will be a 50 percent gap in the supply of data scientists versus demand. In this paper, we have analysed the continued opportunities for data scientists for 21st century business and how lucrative and challenging is their job based on opportunities and challenges framework.

**Keywords:** Data scientists, Data science, Big data, Lucrative salary jobs, Business analytics, Opportunities and challenges framework.

Paper 26

# A study on Social inclusion through E-Governance in India

## Dr. Prasanna Kumar M. G.

Associate Professor, Srinivas Institute of Management Studies, Srinivas University, Mangalore-575001, Karnataka, India

Email: Prasannak1946@gmail.com

## ABSTRACT

E-Governance is very essential mantra for social development in India. There is a need of social inclusion of marginalized sections, poor peoples and social deprived communities. Most the sections are kept away from assessing of many government services like ration card services, aadhar services, administrative services, news and subsidies etc. A sophisticated theory of social welfare identifies the human good in terms of individual utility and development impact of e-governance initiatives in India. Here noted point is that the peoples are unaware about the service available and utilizing those services. On this issue the study has been conducted how E-Governance plays an important role in social inclusion of marginalized sections. E-Governance is easy and most convenient way of getting services from government and non-government authorities.

**Keywords:** E-Governance, government services and social inclusion.

Paper 27

# Marketing Strategies of Indian Pharmaceutical Industry

## Architha Aithal & Dr. P. S. Aithal

Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA
E-mail : psaithal@gmail.com

## ABSTRACT

India is the largest provider of generic drugs globally. Indian pharmaceutical sector industry supplies over 50 per cent of global demand for various vaccines, 40 per cent of generic demand in the US and 25 per cent of all medicine in UK. India enjoys an important position in the global pharmaceuticals sector. The country also has a large pool of scientists and engineers who have the potential to steer the industry ahead to an even higher level. Presently over 80 per cent of the antiretroviral drugs used globally to combat AIDS (Acquired Immune Deficiency Syndrome) are supplied by Indian pharmaceutical firms. Indian pharmaceutical market grew 5.5 per cent in CY2017 in terms of moving annual turnover. In March 2018, the market grew at 9.5 per cent year-on-year with sales of Rs 10,029 crore (US$ 1.56 billion). By 2020, India is likely to be among the top three pharmaceutical markets by incremental growth and 6th largest market globally in absolute size. The objective of this paper is to study how growth and marketing strategies of Indian Pharmaceutical Industry contributed its growth during recent years and how the improvement in medical infrastructure, increase in the penetration of health insurance, and government policies in the country which are influenced or likely influence the growth of pharmaceuticals sector.

**Keywords:** Indian Pharmaceutical Industry, Growth and marketing strategies, generic drugs, Changed health environment, Penetration of health insurance.

Paper 28

# E-Placement Training Curriculum Development : A Rough Draft

## Varun Shenoy & P. S. Aithal

Srinivas University City Campus, Pandeshwar, Mangalore – 575001

varun_shenoy@rediffmail.com

## ABSTRACT

Conducting professional training of placement assistance seeking students at campus is one of the foremost aims for a Training & Placement Department in an Institution. Considering the nature of skillsets demanded in today's technology driven job/employment markets as well as at E-HRM powered online e-campus interview processes for students, the need for possessing a fully-fledged comprehensive training plan at institution side is becoming far more essential. Therefore, with a view to device a solution for meeting this training need, an honest attempt is made here in this study to draft a robust training syllabus covering all aspects of industry expectations. The industry expectations in the e-placement training draft related to student skill procurement through the concepts of Online or E-Recruiting as an intended outcome is explored. Also, an implementation methodology or guide to institutions in devising the developed curriculum in their pedagogy is also determined to be thought here in this research paper.

**Keywords:** E-Placement Training, Online Placement Coaching, Training Plan, E-Campus Placement, E-Campus Recruitment

Paper 29

# Fingerprint Matching Algorithms: A review of State of the Art Techniques

## Dr. Krishna Prasad K.

Assistant Professor, College of Computer and Information Sciences, Srinivas University, Mangaluru-575001, Karnataka, India

E-mail: krishnaprasadkcci@srinivasuniversity.edu.in

## ABSTRACT

Biometric identification or verification system is checking and setting up the identity of an individual through physiological components or behavioral qualities. Even though biometric technologies differ in complexities, capacities and performance parameters, still all offer a few regular or similar components like biometric sensor module, feature extractor module, a matching module, decision-making module and system database. Fingerprint identification is one of the most important biometric technologies compared to other biometrics due to its popularity and widely available technologies. Fingerprint matching refers to deciding the similarity among given fingerprint snapshots. The alternative of the matching algorithm relies upon on which fingerprint image or fingerprint template is getting used. Typically, a matching set of rules first tries to get better enhancement, noise filtering, rotation and bending parameters between the specified image sets and then decides the likeness or equalities between the images. Fingerprint matching is taken into consideration a challenging problem due to the noise in the fingerprint image, massive intra-magnificence variant and small interclass variations between different impressions of the similar finger. In literature existing matching algorithms are primarily grouped into five categories as Minutiae Based Matching, Non-minutiae Based Matching, Correlation-Based Matching, Ridge Feature Based Matching, and Hybrid Methods. In this paper a true attempt is made to find all available literature review of fingerprint Matching Algorithms. This paper also compares and analyzes different methods or techniques of fingerprint matching algorithm. This paper could play an active and supportive role in real research of fingerprint matching algorithms. This paper could also play a supportive role for research scholars in biometric recognition work.

**Keywords:** Biometric Technology, Fingerprint Recognition, Minutiae, Enhancement, Filtering, Fingerprint Matching.

Paper 30

# ABCD analysis of newly emerging Organ-on-Chip Technology

## Architha Aithal & P.S. Aithal

Srinivas College of Pharmacy, Valachil, Mangalore – 574143, INDIA
Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA
E-mail : aithalarchitha@gmail.com

## ABSTRACT

An **organ-on-a-chip** (**OOC**) is a multi-channel 3-D microfluidic cell culture chip that simulates the activities, mechanics, and physiological response of entire organs and organ systems, and acts like a type of artificial organ used for drug development and testing. It is expected that in future days such chips will abolish the need for animals in drug development and toxin testing. Organs that have been simulated by microfluidic devices include the heart, the lung, kidney, artery, bone, cartilage, skin and many more. Researchers are also working towards building a multi-channel 3D microfluidic cell culture system that compartmentalizes microenvironments in which 3D cellular aggregates are cultured to mimic multiple organs in the body. Most organ-on-a-chip models today only culture one cell type, so even though they may be valid models for studying whole organ functions, the systemic effect of a drug on the human body is yet to be verified. In the early phase of drug development, animal models were the only way of obtaining in vivo data that would predict the human pharmacokinetic responses. However, experiments on animals are lengthy, expensive and controversial. Therefore, mimicking a human's physiological responses in an in vitro model needs to be made more affordable, and needs to offer cellular level control in biological experiments: biomimetic microfluidic systems could replace animal testing. The development of MEMS-based biochips that reproduce complex organ-level pathological responses could revolutionize many fields, including toxicology and the developmental process of pharmaceuticals and cosmetics that rely on animal testing and clinical trials. In this paper, we made an attempt to analyse organ-on-a-chip using ABCD analysing framework for clinical trial for discovering an effective drug in medical field.

**Keywords:** ABCD Analysis, Analysis of Technology, Organ-on-Chip, Bio-nano-technology, Clinical trial.

Paper 31

# Issues and Challenges in Achieving High Performance Computation on Distributed Systems

## Subrahmanya Bhat B.

Cllege of Computer and Information Science, Srinivas University, Mangaluru.
itsbhat@gmail.com

## ABSTRACT

Distributed Computing System is a computational setup having several autonomous systems connected each other and working together, on a common application. Since each of the systems having their own resources like Memory, Storage and Clock, a smooth coordination is required in getting any task executed, using both local and remote resources. High Performance Computation(HPC) is a term given for getting any task executed within limited constraints. In other words, if the task is executed within a limited set of resources as well as limited time, it can be considered as HPC. Various approaches have been done in getting HPC with in a given computing system both in Hardware as well as Software. But with Distributed Systems, in addition to these techniques, there are some more approaches in getting the HPC. Performance of a Distributed Computing System can be enhanced further by using methods like Data Fragmentations, Data Migration and Application Migrations. This paper will discus on these three aspects including its benifites and challenges.


**Keywords:** Distributed Systems; High Performance Computation; Fragmentations; Data Migration and Application Migration.

Paper 32

# Strategies to be planned & implemented in Teaching & Learning Methodology in Student Satisfaction Survey

## Dr. P. S. Aithal

Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA

E-mail : psaithal@gmail.com

## ABSTRACT

NAAC (National Assessment and accreditation council) is conducting a Student Satisfaction Survey regarding Teaching – Learning and Evaluation, of service quality of the Higher Education Institutions which will help to upgrade the quality in higher education. A student will have to respond to all the questions given in systematic format with her/his sincere effort and thought. Questions vary from specific teaching skills of the teacher, to his overall approach to the educational process. Specific skills of the teacher like, subject knowledge, communication skills, class preparation, and use of ICT tools are part of the questionnaire. The overall approach of the teacher and institution with respect to providing the right environment, motivation, interpersonal relationships, feedback etc. forms the second major component of the questionnaire. Twenty of the twenty one questions are objective in nature, while one question is open ended to elicit observations and suggestions for improvements providing an opportunity to the student to give suggestions and criticisms in their own words. In this paper, we have analysed each question and suggested the strategy the college and teachers to be implemented to get best scores which is based on proper planning and implementation. It is also discussed how the psychological aspects of the students and teachers can be taken care during the study period in order to get best possible favourable results in this student satisfaction survey.

**Keywords:** NAAC, SSS, Strategies for favourable results, Quality in Teaching – Learning and Evaluation.

Paper 33

# Research on HTML5 in Web Development

## Shylesh S., Chaitra B. S., Mangesh Nayak

Faculty, College of Computer and Information Sciences, Srinivas University, City Campus, Mangalore-575001

## ABSTRACT

HTML5 is everywhere these days. HTML5 is the new and elegant standard for HTML that provides web users and developers enhanced functionality. The older versions of HTML, HTML 4.01, which came in 1999, and the web development have changed notably since then. HTML 4, XHTML, CSS and the HTML DOM Level 2 are now replaced with HTML5. It was brought to deliver rich content without the need for additional plug-ins and proprietary technologies. The new power of HTML5 supplies the user everything from animation to graphics, music to movies, and can also be used to build complicated web applications and also supports cross-platform. HTML5 standard initiates the development of real-time collaborations in web browsers, which leads to less work for web developers.

**Keywords:** HTML5, Web Development cross-platform.

Paper 34

# Information Policies and Laws Emphasizing Data Protection Laws in United States: A Study

## P. K. Paul[1], P. S. Aithal[2]

[1]Executive Director, MCIS, Department of CIS, Raiganj University (RGU), West Bengal, India
[2]Vice Chancellor, Srinivas University, Karnataka, India
pkpaul.infotech@gmail.com

## ABSTRACT

Information privacy and data protection laws prevent the relation or misuse of information or data about particular person or organization. Europe is important to take necessary steps about information or data. Many countries and independent region of Europe, including nearly every country in Europe and many in Latin America and the Caribbean, Asia, and Africa, have now adopted comprehensive data protection laws. The United States is notable for not having adopted a comprehensive information privacy law, but rather having adopted laws in some limited areas (such as heath, fare, and child). All over the world every organization has information about it. So, keep the information private from other they ride through a suitable process. Firstly, Europe and nearest countries make the information privacy and data protection law. Data protection laws interdict the disclosure or misuse of information about private persona. Over 80 countries and independent region, including nearly every country in Europe and many in Latin America and the Caribbean, Asia, and Africa, has now adopted extensive data protection laws. The United States is citable for not having adopted an extensive information privacy law but rather having adopted limited sectoral laws in some areas. These laws are based on kosher Information Practice that was the Department of Health, Education, and Welfare. The privacy laws of the United States deal with several different legal concepts.

**Keywords:** Information Polices, Data Protection Act, Information Society, IT Act, United States, Information Divide.

Paper 35

# Impact of Augmented Reality Technology

## Mangesh Nayak, Shylesh Prabhu, Chaitra B. S.

Dept. of CCIS, Srinivas University, Pandeshwar, Mangalore - 575001

**ABSTRACT**

In 2020 both virtual reality technology (VRT) and augmented reality technology (ART) are estimated to be inseparable in this present education scenario. In the very near future, both virtual technologies isn't determined yet and it might possibly come out completely different and in a more advanced way than how we're imagining it at this present moment. But Still , one thing is undeniable that is both the technologies may have a great impact in a variety of education organizations and will potentially change the way the present education to society, increase productivity of the education scenario internally as well as externally. Virtual reality separates people completely from their current and real life scenarios and recreates them in a whole new 'digital' environment through AR and VR technology. This technology is software-generated, which recreates a certain situation or environment in such way that one can feel like it's their actual real life reality. If developed properly, such simulation can become even or same intense like emotions or involvement as in their real world. This technology will surely give more important tools for different types of education organization which want to take their education to the next level. More and more future-oriented enterprises are looking for new and efficient ways to innovate and make their quality of education and services to the society as well as to the competitors. By adopting the upcoming technology can surely facilitate the education industry to improve more.

**Keywords:** Virtual Reality (VR), Augmented Reality (AR), Simulation.

Paper 36

# Computer Networks and Network Technology Programs in Academics: A Study of Private Universities

## P. K. Paul[1], P. S. Aithal[2]

[1]Executive Director, MCIS, Department of CIS, Raiganj University (RGU), West Bengal, India
[2]Vice Chancellor, Srinivas University, Karnataka, India
**Corresponding Author:** pkpaul.infotech@gmail.com

## ABSTRACT

Information Technology is an important name for the development and modernization. This is most important and valuable for the purpose of internetworking and communication development among the stakeholders. Network Technology is actually an important part of IT and Computing. Initially only Computer Science treated as a field of study and gradually other streams also have been arrived into academics viz. Computer Engineering, Computing, Computational Science, Information Technology, Informatics, Information Science, Information Systems. The rising growth of IT and Computing fields and its sub fields brought us various others viz. Web Technology, Network Technology, Multimedia Technology, Database Technology and traditional core area Software Technology. Hence Network Technology is become an important field of Computing and IT. Various universities internationally have started educational program in the field with Bachelors, Masters and even Doctoral Programs. In India also recent past large number of universities have been emerged and developed and many of these have started program in this field. This paper is a kind of study on private universities highlighting the emerging program in the field and its future potentialities in Indian context.

**Keywords:** Information Technology, Computing, Network Technology, Academics, Indian Universities, Research and Development.

Paper 37

# Impact of Information Technology (IT) on Banking Sector

## Madhushree L. M.[1], Revathi Radhakrishnan[1] & P. S. Aithal[2]

[1]Research Scholar, Srinivas University, Department of Management and Commerce, Mangalore – India

[2]Srinivas Institute of Management Studies, Srinivas University, Mangalore – India

E-mail: madhushreemraju@gmail.com

**ABSTRACT**

Banking atmosphere has turn into highly competitive today. Information technology refers to the acquisition, processing, storage and dissemination of all types of information using computer technology and telecommunication systems. These technologies are used for the input, storage, processing, and communication of information. Information technology includes ancillary equipment, software, firmware, and similar procedures, services etc. Recent developments of the banking sector in India are the Internet, Society for worldwide inter-bank financial telecommunications (SWIFT), Automated Teller Machine (ATM), Cash dispensers, Electronic clearing service, Bank Net, Chip card, Phone banking, Tele-banking, Internet banking, Mobile banking, Anywhere banking, Voice mail, E-banking Etc., The basic need of Information Technology (IT) in banking sector are meeting internal requirements, effective in data handling, extending customer services, creative support for new product development, end-user development of the non-technical staff. Emerging trends of information technology in banking sector are Outsourcing, Integration, Distinctive Edge, IT as Profit Centre, Prospering in Down Market. Challenges faced by Indian banking scenario in india are Meet customer expectations on service and facility offered by the bank, Customer retention, Managing the spread and sustain the operating profit, Retaining the current market share in the industry and the improving the same, Completion from other players in the banking industry.

**Keywords:** E-Banking, Services, Innovation, Challenges.

Paper 38

# Implementation of IoT Technology for Human Individual-Speal Attention to the Health Services

## P. Sridhar Acharya & P. S. Aithal

Srinivas Institute of Management Studies, Srinivas University, Pandeshwar,
Mangalore – 575 001, India
E-mail : sridharaacharya@gmail.com, psaithal@

## ABSTRACT

Internet of Things is the current technology under research. Using this technology it is possible to connect every living and non living objects to the internet. An automated internet based applications like fast tag to pay the toll gate fee, refilling the internal contents of the refrigerator and automatic driverless vehicles are the examples of Internet of Things. In addition to these examples many more activities are under research. The new technology requires a large bandwidth which is now available in either 4G or 5G technology. This paper contains the proposal for the new model of IOT which can be implemented on all the human being. This IOT device keeps track of the medical record of the human being and whenever there is any medical emergencies all the previous records can be viewed by the doctor. A single record can be used by multiple hospitals. Using IOT the records can be dynamically updated by the doctors. The paper suggests two types of IOT devices that can be implemented on human being. One is an offline device and the other is an online device. The offline device requires additional support to connect to the internet and access the records whereas the online devices are always connected to the internet and provides additional services which an offline device cannot provide.

**Keywords:** Internet of Things, IOT, Health, Technology

Paper 39

# An Online Comparative Study on Major 4G Service Providers in India

## Ushadevi P.

Lecturer, College of Computer and Information Science, Srinivas University, Pandeshwar, Mangaluru,  Karnataka, India.
Email: ushapanoor@gmail.com

## ABSTRACT

The speed in development of technology and its impact on the society has emerged into new innovations and up gradations. 2G and 3G technologies were very successful in the past few years. With the increasing human need of faster internet speeds, the research and development of technology led to the emergence of 4G. 4G systems supports broad and personalized services, provides stable system performance and quality service.  Currently, 4G mobile communication systems are started being deployed in India, while research on the next generation of mobile communications, 5G wireless and mobile networks, begin to pave the way for the future. Many telecommunication service providers are providing 4G services in India. 4G is known as fourth generation wireless mobile network technology. Its speed is around 5 to 7 times more than 3G, gives the ability to download large files, videos and audios within seconds. Main features of 4G include faster speed, better signal, offer wider coverage compared to its predecessors and affordability. The 4G mobile network uses OFDM (Orthogonal Frequency Division Multiplexing), Ultra Wide Radio Band (UWB), wireless and smart antenna. This paper will discuss an online comparative study on major 4G service providers in India. This research gives the features of 4G, its impact, challenges while migrating from current system to 4G system and the barriers in implementing in India. Also it will give some suggestions to overcome these barriers. This will also help the researcher to compare the services of 4G technology in India and western countries.

**Keywords:** 2G, 3G, 4G, Wireless Technology, OFDM, UWD, Antenna.

Paper 40

# Patent Analysis of Short-range Wireless Power Transmission and Reception

## Dr. P. S. Aithal & Sridhar Acharya

Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA
E-mail : psaithal@gmail.com

## ABSTRACT

Patent analysis is a method in research methodology for analysing a patent granted on a new product or new process or new system by using a suitable framework to analyse technology/ process. A patent is a legal document granted by a country government to give an exclusive right to an inventor to make, use, and sell the invented item for a specified number of years. The patent right granted for an inventor prevents any others from making, using, selling, importing the invention without his/her permission. Systematic patent analysis is a new field untapped but provides new knowledge and new interpretations and hence is assumed as a gold mine for scholarly researchers. Recently a systematic procedure of patent analysis is developed by our team and named it as ABCDEF analysis framework. In this paper, we have used this framework to analyse a very useful patent on a system developed and patented in USA by E Vecchione, C Keegan during 24/04/2005 on a new product called Short-range Wireless Power Transmission and Reception. Using this system, the power is transmitted from the electrical utility mains power supply to electrically powered appliances via electromagnetic radiation. The appliances are capable of receiving the transmitted power, converting it into electricity and storing it for subsequent use, as well as using it directly to power the appliances. The analysis contains the description on the new system along with its principle and working procedure, number of claims by the inventors, number of citations the patent contains, and the number of times the patent under consideration is cited by many other patents etc.

**Keywords:** Patent analysis, New method of research, ABCDEF analysis framework, Short-range Wireless Power Transmission and Reception.

Paper 41

# Role of GST in Information Technology

## Revathi Radhakrishnan[1], Madhushree L. M.[1], P. S. Aithal[2]

Research Scholar, Srinivas University, Department of Management and Commerce
Mangalore - India 575001
e- mail id: revathireadhakrishnan93@gmail

## ABSTRACT

Information Technology is a sector which consists of two major mechanisms: IT services and business process outsourcing (BPO). The sector has increased its contribution to India's GDP from 1.2% in 1998 to 7.7% in 2017. GST is the new tax regime implemented in 2017 by the government in order to simplify the tax process in the country and it became further simpler and trouble-free for the information technology. With the advent of GST, the country has gone through the biggest tax reform in the decade. GST replaced the old tax regime, the sale of packaged software attracts both VAT and service tax. VAT rate is around 5% in most states and service tax rate is 15%. Excise duty is also applicable in the case of manufacturing of IT products. Earlier a software comes on a CD, DVD or hard disk, then there are 3 taxes that apply to it. Excise duty for manufacturing of the product, VAT for sale and, Service tax for providing service as software can be downloadable for multiple times. All businesses, large or small are rushing to get their accounting systems and ERPs in sync with GST. This will mean an increase in infrastructure costs and changes in business systems. Most large companies have set up teams consisting of their own technical experts, finance experts, and an expert from their GST software vendor.

**Keywords:** Information Technology, Goods and Service Tax, Software, ERP, VAT, Service Tax

Paper 42

# Role of PHP programming language in dynamic website development

## Chaitra B. S., Mangesh Nayak, Shylesh Prabhu

Dept of CCIS, Srinivas University, Pandeshwar, Mangalore - 575001

## ABSTRACT

PHP is an important player in software market its used in web based software development. There is language which was designed and developed to produce dynamic web pages called as Hyper-Text Mark Up Language(HTML) which is a web page programming language. Hence PHP Php HyperText Preprocessor code is embeded into HTML source file along with the Php Tags. Its users cite many reasons for he deployment such as powerful extensions, database connectivity and rich object orientation,but nearly everyone would agree that with all these features included PHP is just plain easy to use. There are 2 types of programming language one is server side programming language and the other is client side programming language and PHP is the server side programming language which can be combined with HTML which is Client side programming language. PHP o server side embedded with Structured Query language(SQL) on the server side.PHP was refered to as scripting language in the past but now its refered to as dynamic programming language. Php source code is interpreted at runtime. It does not have to be compiled. One major advantage of PHP is that its platform independent.

**Keyword:** Php HyperText Preprocessor, SQL, HTML.

Paper 43

# Social Media an Important Platform for Brand Engagement: Study on Facebook

**Anumesh Kariappa**

Assistant professor, Srinivas Institute of Management Studies, Pandeshwar, Mangalore - 575001

E-mail anumesh5@rediffmail.com

## ABSTRACT

Innovation in social networking media has immensely created a different platform for Marketers to advertise their brands. World has recognized the importance of social media in Business arena. Social networking media currently is used extensively to grab the potential opportunities in the market and to create an innovative form of communication between the producers and the consumers. The objectives of this paper are to analyze innovative communication strategy through social media and the recent massive growth in terms of consumer base in networking media. A detailed study on the new platforms of social media will also be analysed. The major brands recently have created lot of buzz among the consumers through social media. The brand loyalty survey and other promotional activities are conducted using Social media. The Brand communication strategy are followed in social networking media in India. The new platforms of social media which has recently become popular are Instagram and Pinterest. The new era of social media have been accepted by the consumer mainly by the recent growth in technology in terms of internet and variety of new age smart phones, have motivated the users to access the social media. The young population in India widely use social media for their both personal and professional communication. This growing trends has forced the corporate businesses to target the market through this social media. This paper will also study the effectiveness to social media in future and its sustainability. The brands will be advertised in a big scale with less investment in years to come, which will make market more competitive. The consumers will be benefited with social media growth, in sense of being brand awareness and quality conscious of the products and services will be a major concern among the producers, marketers and the consumers.

**Keywords:** Social media, brand engagement ,brand loyalty, and digital media.

Paper 44

# The Concept of Ideal Drug & its Realization Opportunity using present Pharmaceutical Sciences Scenario

## Architha Aithal & P. S. Aithal

Srinivas College of Pharmacy, Valachil, Mangalore – 574143, INDIA
Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, INDIA
E-mail : aithalarchitha@gmail.com

## ABSTRACT

Drug research is considered as a very important research area and probably found more investments of resources and time during last few centuries. Drug research also contributed the progress of medical sciences substantially and improving characteristics of drugs in terms of various predicted properties is continued as a challenge and agenda of these researches. Though the objective of drug research is continuous improvements of existing drugs in terms of their curing ability and to discover new drugs which have substantial abilities to cure many existing and new diseases, the final goal of drug research is directed to identifying one drug which has ability to cure all diseases. Such drug system which can cure any diseases instantaneously is called ideal drug or ideal medicine. Based on the exact property expectations from a drug system as a medicine to cure all diseases is still unknown and a systematic study on goal of ideal drug discovery is yet to be established. In this paper, we have made an attempt to study the characteristics of an ideal drug by using system model. The input characteristics, the material characteristics, output characteristics, and the environmental characteristics of ideal drug are identified and discussed. The paper also contains the suggestions on the possibility of developing a material system to achieve Ideal Drug Characteristics using Nanotechnology and discuss the possible research agendas to realize such goal.

**Keywords:** Ideal Drug, Characteristics of ideal drug, Drug to cure all diseases, Nanotechnology, Research agendas.

Paper 45

# Technology and trends of E-Payment in Global E-Commerce

## Sachin K. Parappagoudar*, Dr. N. Ramanjaneyalu**

*Faculty, College of Business Management and Commerce, Srinivas University, Mangalore-575001

**Associate Professor, Kousali Institute of Management Studies, Karnatak University Dharwad-580003

## ABSTRACT

Innovation and Technology has modified the manner in which shoppers communicate with payment frameworks. The Internet, digitization, moving purchaser inclinations and, now and again, administrative change have quickened the take-up and utilization of electronic payments (e-payments). Thusly, e-payments have added to the development of web based business, making it down to earth and conceivable. Be that as it may, while the advanced world is hypothetically borderless, national and provincial limits have not left. Limitations on the universal supply, utilize and accessibility of e-payment administrations are among the difficulties to worldwide online business. This paper illuminates discourse on e-payment difficulties and arrangements. It gives brief setting on the e-payment biological community, the open doors the division presents for private company and budgetary incorporation and the payment related obstacles looked by little players managing carefully crosswise over fringes. Given that exchange systems can address worldwide business grindings and bolster e-payment advancement, the paper upgrades comprehension of significant endeavours to date, and thinks about what else should be possible. The article tries to understand future of payment modes for e-commerce and other business transactions. No doubt the future will be for technology upgraded mode of payments the study helps to understand the opportunities and future options on the same.

**Keywords:** E-Payments, E-Commerce, Innovation and Technology, Online Business

Paper 46

# Challenges and Role of Technology in Higher Education

## Sagar Srinivas

Assistant Professor, Srinivas Institute of Management Studies, Srinivas University, Mangalore

Email: sagarsrinivas@ymail.com

## ABSTRACT

There is an emerging broad consensus around the country about the benefits that can be brought to education structure through the appropriate use of growing information and communication technology. The range of possible benefits pervaded practically all areas of activity in which knowledge and communication play a vital role. It is involved from enhanced teaching and learning processes to superior student result, increased student commitment and picture perfect communication with teachers and parents. Today there is a significant gap between knowledge and skills students learn in school and the knowledge and skills that workers need in workplaces and communities. Employers mention specifically that they need students who are professional, having good moral and work ethics, can collaboratively work in team, have critical thinking and problem solving skill, can lead a group of people and are skilled in verbal and written communication. This paper is to study role of technology in India higher education.

**Keywords**: Education Technology, e-Learning, knowledge, skills, Education and Technology in India

# For Details Contact

**THE SECRETARY**
**A. Shama Rao Foundation**
**G.H.S. Road, Mangalore – 575 001.**
**Phone: 0824 – 2425966, 244891 Fax: 0824 – 2442766**
**Email: info@srinivasgroup.com**

**SRINIVAS INSTITUTE OF MANAGEMENT STUDIES**
**A Unit of A. Shama Rao Foundation's Srinivas Group of Colleges**
**Srinivas Campus, Pandeshwar, Mangalore – 575 001. Phone:**
**0824-2441022, 2411383; Fax: 0824-2426766**
**E-mail: principalsims@srinivasgroup.com**

**www.srinivasgroup.com**

# SRINIVAS GROUP OF COLLEGES

**A Unit of A. Shama Rao Foundation's Srinivas Group of Colleges**
**Srinivas Campus, Pandeshwar, Mangalore – 575 001.**
**Phone: 0824 - 2441022, 2411383 ; Fax : 0824 - 2426766**
**www.srinivasgroup.com**

SRINIVAS INSTITUTEOF MANAGEMENT STUDIES
SRINIVAS INSTITUTE OF TECHNOLOGY
SRINIVAS INSTITUTE OF MEDICAL SCIENCE & RESEARCH CENTRE
SRINIVAS INSTITUTE OF DENTAL SCIENCES
SRINIVAS SCHOOL OF ARCHITECTURE
SRINIVAS COLLEGE OF HOTEL MANAGEMENT
SRINIVAS COLLEGE OF PHYSIOTHERAPY
SRINIVAS INSTITUTEOF NURSING SCIENCES
A. SHAMA RAO NURSING SCHOOL
SRINIVAS COLLEGE OF PHARMACY
SRINIVAS COLLEGE OF EDUCATION
SRINIVAS FIRST GRADE COLLEGE
SRINIVAS INSTITUTE OF SOCIAL WORK
SRINIVAS PRE-UNIVERSITY COLLEGE
V1JAYALAKSHMI INSTITUTE OF HOSPITALITY SCIENCES
SRINIVAS SCHOOL OF ENGINEERING
SRINIVAS SCHOOL OF BUSINESS
SRINIVAS SCHOOL OF MANAGEMENT