



# SRINIVAS UNIVERSITY

## SRINIVAS INSTITUTE OF MANAGEMENT STUDIES

Accredited as 'A' Grade by NAAC

City Campus, Pandeshwar, Mangalore – 575 001

Karnataka State, India

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Two Days National Conference on

# Innovations and Implications in Information Technology, Management, Social Sciences and Education

22/12/2017 and 23/12/2017



BOOK OF ABSTRACTS

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Education**

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## NOTE

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

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Paper 1

## **STRATEGIC INNOVATION FOR SUSTAINABLE COMPETITIVE ADVANTAGE FOR COMPANIES**

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### **ABSTRACT**

A company's competitive advantage depends on the capacity of the company to innovate and upgrade. Around the world, companies that have achieved international leadership employ strategies that differ from each other in every respect. Companies achieve competitive advantage through acts of innovation. Innovation can be manifested in a new product design, a new production process, a new marketing approach or a new way of conducting training. Once a company achieves competitive advantage through innovation, it can sustain it only through relentless advantage. Strategic innovation include innovation in process or product or both which involve unproven business model. Strategic innovations require large investment for longer time periods and results can remain indecipherable for years. Long term survival of a company depends on strategic innovations because it is the most devilishly difficult and most enigmatic management challenge. Strategic innovation is most attractive option for breakthrough growth and generates a new life cycle curve. Companies that develop their capability for strategic innovation early in life delight investors with sustained growth and overtake competitors. They can create change to remain ahead of their competitors. Strategic innovation occurs when a company identifies gaps in the industry positioning map, decides to fulfill them and the gaps grow to become the new mass market. Strategic innovation can be initiated as (i) redefine the business (ii) redefine your customer (iii) redefine your product/services (iv) redefine your existing competencies to leverage new one and (v) new thinking process. The critical pre-condition for making breakthrough innovation can be explained in terms of (i) creating time and space in people's lives for reflection, ideation and experimentation (ii) maximizing the diversity of thinking that innovation requires and (iii) fostering connection and conversation chemistry that serves as a breeding ground for breakthrough idea.

Paper 2

## **IDENTIFYING OPPORTUNITIES FROM THE BOTTOM OF THE SCIENCE AND SOCIAL SCIENCE PYRAMID: A CASE OF RICHARD FEYNMAN AND C. K. PRAHALAD**

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### **ABSTRACT**

This paper is a case study of two well known personalities in scientific and management Science Richard Feynman and C. K. Prahalad who have opened up a big avenue to do research by discovering opportunities from the bottom of the pyramid of science and society respectively.

Richard P. Feynman was an American theoretical physicist known for his work on development of quantum electrodynamics, received the Nobel Prize in Physics in 1965. He assisted in the development of the atomic bomb during World War II. Along with his work in theoretical physics, Feynman has been credited with pioneering the field of quantum computing and introducing the concept of nanotechnology. "*There's Plenty of Room at the Bottom of the Pyramid*" was a lecture given by Richard Feynman at an American Physical Society meeting at Caltech on December 29, 1959 included hint on development of new area of Science and Technology called Nano-science and Nano-technology which is considered as new promising breakthrough of 21<sup>st</sup> century to solve basic and advanced problems in the society including, hungry, thirsty, energy, health and even immortality. Similarly, C. K. Prahalad, considered as father of strategy in Business Management for his theory on core-competency for organizations. A core competency results from a specific set of skills or production techniques that deliver additional value to the customer. These enable an organization to access a wide variety of markets. He has popularised the idea of this demographic as a profitable consumer base in his 2004 book *The Fortune lies at the Bottom of the Pyramid*. According to him, Low-income markets present a prodigious opportunity for the world's wealthiest companies — to seek their fortunes and bring prosperity to the aspiring poor. The paper analyse how the same idea of both physical science and management science opened up a new field of research and new hope in science and management research.

**KEYWORDS:** Opportunity at the bottom of the Pyramid, New opportunities in Science and Management research, Richard Feynman, C. K. Prahalad, Nanotechnology, Theory of core competency.

Paper 3

## A STUDY ON IT ENABLED LEARNING ENVIRONMENT

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### ABSTRACT

Individuals learn in four stages or modes: concrete experience, reflective observation, abstract conceptualization, and active experimentation. However, in different learning situations individuals often use different combinations of learning modes; hence no one mode clearly identifies an individual's learning style. The combination of learning modes forms four quadrants reflecting four learning styles: Accommodator, Diverger, Assimilator, and Converger. This paper is an attempt to identify learning patterns of e learners. A descriptive Experimental analysis is carried out for this purpose .The paper analysis the various learning styles adopted by students using the KOLBS Learning Style inventory .It further investigates if learning styles have an impact on performance. Learning methods did not have a significant impact on performance. Accommodators and Divergers contribute to an online discussion by challenging point of views, whereas Assimilators and Convergents like to put content into a model/framework. Accommodators like to communicate with their peers via email and Assimilators via general discussion board. Divergers prefer email exchange with the tutor if faced with a problem. This paper is based on secondary data and is an attempt to identify the various types of learners. These findings have implications for delivery of online learning material. No single e-learning approach will be suitable for all learning styles.

**KEYWORDS:** Learning style, Accommodator, Diverger, Assimilator, Convergents E-Learning.

Paper 4

**EMERGING CONCEPT OF TECH-BUSINESS-  
ANALYTICS AN INTERSECTION OF IOT & DATA  
ANALYTICS AND ITS APPLICATIONS ON  
PREDICTIVE BUSINESS DECISIONS**

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**ABSTRACT**

This paper discusses the emerging areas of data analytics and decision prediction using the data gathered through various systems on Internet of things. The *Internet of Things* (IoT) is a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are provided with unique identifiers and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction. The huge and continuous data generated should be processed through a defined objective of predicting the future along with the description of the problem using another high tech system and model. In this paper, we have discussed the possibility of realizing (design and development) such systems for so called Tech-Business-Analytics for various real world applications of predictive business decisions.

**KEYWORDS:** Internet of Things, Data analytics, Tech-Business-Analytics.

Paper 5

## **A 'DESI' MULTINATIONAL – A CASE STUDY OF HINDUSTAN UNILEVER LIMITED**

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### **ABSTRACT**

India has become a second home to many multinationals' over the years. The fact that India has second largest population in the world is alluring because it translates itself into a huge opportunity to encash for marketers across the globe. Hindustan Lever Limited which set foot as the subsidiary of Unilever has been one such multinational which has almost become a home grown brand. The strategies adopted by this corporate leaves no stone unturned in cashing in on the tiniest niche markets available. Reaching the four billion populations in the base of the pyramid markets has been a topic of research in recent times. Lot of exploratory and case studies have been made in this field. This paper is a study on the strategies developed by Hindustan Lever Limited which has been one of the most successful companies to foray into the emerging markets in South East Asia and successfully tapped the base of the pyramid in India.

A case study using archival material and secondary information sources suggest that having a global lookout and one world one market strategy is not successful when attempting to cut into base of the pyramid segments in emerging markets. The critical aspect here is developing grassroots' connection and social empathy which should translate to a cooperative spirit which will leverage the strengths and overcome the weaknesses.

**KEYWORDS:** Base of the pyramid, grassroots, marketers, multinationals, niche, strategies.



Paper 6

## **INNOVATION IN B2B SALES TRAINING A CONCEPTUAL MODEL PROPOSAL**

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### **ABSTRACT**

In the fast changing global business scenario, the Business to Business (B2B) selling is evolving and transforming to keep abreast with the well informed and tech-savvy buyers. B2B selling is much more complex than retail sales. Since higher value or volumes are involved, it demands higher degree of professional salesman-ship, techno-commercial acumen, in depth industry domain knowledge. Moreover, customer engagement, acquisition, retention and account relationship management occupy foremost priority for capturing the value from market and achieve better realization of sales revenue. With an array of e-commerce options, and ever changing industry buyer needs, the role of Industrial B2B (Business to Business) Selling, has to be competitive and effective in Buying centre engagement, understanding B2B Buyer Procurement Process as well as efficient key account management for maintaining the top line growth of the organization. No doubt, Professional and Successful Sellers should tread faster than the swiftness of Business purchase by their prospects or accounts to remain competitive.

The demographic composition of the sales force across Indian Gen-X to Z is vastly diverse, multicultural, and regional. This further varies a great deal on competencies and skill sets required in B2B Selling, especially from the preview of sales training and skill development initiatives deployed in SME's, MMEs (Small and Medium Enterprises) to Large Corporate enterprises. The connotation of these macro and micro multiplicity reflects onto a widening gap between conventional and contemporary Sales Training approaches, methodologies and models in engaging today's Millennial sales force and that necessitates changes towards innovation in Sales Training efforts. This paper attempts to blend and build on the anthology of traditional as well as recent practices in Sales training for improving competitive selling skills (CSS) of B2B Selling professionals employed in SME's. Thereupon the research carries forth to develop an innovative CSS Model and define the Professional Selling Quotient (PSQ) of Sales people for the degree of productive professionalism sought by Small and Medium enterprises. It is believed that the proposed CSS & PSQ proposal Model would facilitate the significant efforts of sales trainers and coaches into congregating, innovating and aligning sales training interventions accordingly in the modern and complex B2B sales environment.

**KEYWORDS:** Sales Training, Selling Skills, B2B Selling, Professional Selling Quotient.

Paper 7

## **EXTRACTING WEALTH AT THE BASE OF THE PYRAMID- STUDY OF THE BUSINESS MODELS USING ABCD ANALYSIS TECHNIQUE**

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### **ABSTRACT**

The wealth and revenue generation capabilities at the base of the pyramid, especially in emerging markets have been the topic of many studies and research in the recent years. The potential of customers with a annual purchasing power parity of \$1500 per year, (aptly termed as base of pyramid by C K Prahalad) is immense. This population of four billion is expected to grow to six billion in the coming 10 years.

This paper is a study to analyse the business model of selling in BOP segments of emerging markets and its effectiveness in providing value to companies and generating revenues.

**KEYWORDS:** Revenue generation, Wealth from bottom of the pyramid, Revenue, Wealth.

Paper 8

## **A STUDY ON CUSTOMER ANALYTICS INITIATIVE (WCAI) AND ITS IMPACT ON THE BRAND OF WHARTON BUSINESS SCHOOL**

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### **ABSTRACT**

The Wharton Customer Analytics Initiative (WCAI) is the preeminent academic research center focusing on the development and application of customer analytics methods. WCAI is the world's preeminent academic research center focusing on the development and application of customer analytics methods. Through our innovative Research Opportunity program and R&D "crowdsourcing" approach, WCAI enables academic researchers from around the world to help companies understand how to better monetize the individual-level data they collect about customers through the development and application of new predictive models. We marry our work with companies and researchers around the world with a range of co-curricular student programs that foster talent development and recruitment. Launched with a generous gift from Wharton alumnus Art Bilger and his wife, Dahlia, and an executive partnership with Omnicom Group, Inc., WCAI has a broad impact on the practice of data-driven business decision-making, and the dissemination of relevant insights to managers, students and policymakers. Customer Analytics refers to the collection, management, analysis and strategic leverage of a firm's granular data about the behavior(s) of its customers. In this paper, we have studied the characteristics and impact of Wharton Customer Analytics Initiative (WCAI) on various stakeholders.

**KEYWORDS** : Customer Analytics, Wharton Customer Analytics Initiative (WCAI), Impact of customer analytics on WBS brand.

Paper 9

## **ABCD ANALYSIS ON PRIMARY RECRUITMENT METHODS BY ORGANIZATIONS**

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### **ABSTRACT**

The process of recruitment is a primary method of people absorption function in any organization. Various companies small and big, strategize and adopt various tactics to recruit or hire quality professionals on to their workforce. Therefore, this research aims to investigate or enquire the various research literature published on various main recruitment methods implemented in company's recruitment process or function. Upon the determination of primary sources of recruitment post investigation, a new model of framework analysis named ABCD analysis developed by Aithal et al. (2015) is adopted here for arriving at appropriate understanding, hypothesis or postulate comprehension regarding the universal appeal of important recruitment methods.

**KEYWORDS:** Organizational Recruitment, ABCD Analysis, Recruitment Literature Review, Company Recruitment, Strategic Recruitment Analysis

Paper 10

## IMPORTANCE OF TECHNOLOGY IN BANKING IN THE 21<sup>ST</sup> CENTURY

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### ABSTRACT

Banking was in existence since ages unknown. Hints of innovation and technology started to bloom in one off cases, but failed to succeed and grow. But with the dawn of 21<sup>st</sup> century a major impetus was given to technology, which proved to be vital. Technology is the one that has made the present banking system reliable, safe and efficient. It is this factor that has been a great influence in making the private sector to have an edge over the public or the nationalised banks.

Let the changes be in terms of core banking, Net banking, Mobile banking or MICR System or the CTS system. All these changes have been for the betterment of the banking sector, while keeping the technology factor in mind.

This is a conceptual paper which tries to explore the changes that have taken place in the banking system in the past, present and will also try to visualise the future changes in the banking system, with special reference to the importance of technology.

**KEYWORDS:** Technology, Innovation, MICR, CTS

Paper 11

## **IDEAL KNOWLEDGE MANAGEMENT SYSTEM AND IT'S REALIZATION PERSPECTIVES**

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### **ABSTRACT**

Knowledge management is the process of creating, sharing, using and managing the knowledge and information of an organisation. It refers to a multidisciplinary approach to achieving organisational objectives by making the best use of knowledge. The issue of knowledge management systems has probably always been the most discussed and debated topic within knowledge management (KM). Even though knowledge management systems are not the most important part of KM (with some arguing that they are not even absolutely necessary), this is still the subject that generates most interest. Knowledge management systems refer to any kind of IT system that stores and retrieves knowledge, improves collaboration, locates knowledge sources, mines repositories for hidden knowledge, captures and uses knowledge, or in some other way enhances the KM process.

In this paper, we have discussed various knowledge management models, their properties, their advantages, benefits, constraints, and disadvantages. Further, using system model concept we have developed a model of ideal knowledge management system based on its proposed input characteristics, processor characteristics, output characteristics and environmental characteristics. Even through an ideal KMS is a hypothetical system, the possibility of realizing them through online knowledge repository-integrated decision support systems in practice. The opportunities and challenges of realization of such ideal systems are also discussed.

**KEYWORDS :** KMS, Knowledge management system, Ideal KMS, KMS models, Online knowledge repository-integrated decision support systems as ideal KMS.

Paper 12

## **A STUDY ON FINGERPRINT HASHCODE GENERATION USING EUCLIDEAN DISTANCE FOR IDENTIFYING A USER**

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### **ABSTRACT**

Biometrics innovation has ended up being a precise and proficient response to the security issue. Biometrics is a developing field of research as of late and has been dedicated to the distinguishing proof or authentication of people utilizing one or multiple inherent physical or behavioral characteristics. The unique fingerprint traits of a man are exceptionally exact and are special to a person. Authentication frameworks in light of unique fingerprints have demonstrated to create low false acceptance rate and false rejection rate, alongside other favorable circumstances like simple and easy usage strategy. But the modern study reveals that fingerprint is not so secured like secured passwords which consist of alphanumeric characters, number and special characters. Fingerprints are left at crime places, on materials or at the door which is usually class of latent fingerprints. We cannot keep fingerprint as secure like rigid passwords. In this paper, we discuss fingerprint image Hash code generation based on the Euclidean distance calculated on the binary image. Euclidean distance on a binary image is the distance from every pixel to the nearest neighbor pixel which is having bit value one. Hashcode alone not sufficient for Verification or Authentication purpose, but can work along with Multifactor security model or it is half secured. To implement Hash code generation we use MATLAB2015a. This study shows how fingerprints Hash code uniquely identifies a user or acts as index-key or identity-key.

**KEYWORDS:** Fingerprint Image, Fingerprint Hashcode, Authentication, Multifactor Authentication Model, Euclidean Distance.

Paper 13

## **COMPETENCY ENHANCEMENT IN HIGHER EDUCATION INSTITUTIONS – EFFORT OF UGC’S NATIONAL ACCREDITATION AND ASSESSMENT COUNCIL AND MHRD’S NATIONAL INSTITUTIONAL RANKING FRAMEWORK**

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### **ABSTRACT**

Quality has become the defining element of education in the 21st Century in the context of new social realities. The information communication revolution, the knowledge economy, and globalization are greatly influencing the “next society”, to borrow the expression of Peter Drucker, that has emerged. This networked complex and competitive society places a great premium on education for development. The Millennium Development Goals of the United Nations (MDGs, 2002) consider knowledge as the prime mover of development in the new millennium. How to provide quality education to large numbers at affordable costs is the primary concern of developing countries. Quality, as all of us are aware, makes education as much socially relevant as it is personally indispensable to the individual. In this sense quality becomes the defining element of education. In this context quality and excellence should be the vision of every higher education institution. Acquisition of quality and excellence is the great challenge faced by all higher education institutions.

As higher education systems grow and diversify, society is increasingly concerned about the quality of programmes. Much attention is given to public assessments and international rankings of higher education institutions. However these comparisons tend to overemphasise research, using research performance as a yardstick of institutional value. If these processes fail to address the quality of teaching, it is in part because measuring teaching quality is challenging.

**KEYWORDS** : Quality in higher education. NAAC, NIRF, Competency Enhancement, Higher Education Institutions.



Paper 14

## **A STUDY ON BRAND BUILDING EXERCISE THROUGH SOCIAL MEDIA**

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### **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 ,brand loyalty, and digital media.

Paper 15

## **COMPETENCY MAPPING THROUGH CUSTOMIZED RESEARCH AS A COMPULSORY NON-CORE SUBJECT IN POSTGRADUATE EDUCATION**

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### **ABSTRACT**

Competency Mapping is a process of identifying key competencies for a company or Institution and the jobs and functions within it. Competency required for a particular job depends on many factors. The factors include social culture, nature of the business, business environment, organizational culture, work environment, organizational structure, duties and responsibility, nature of processes and assigned activities, attitude and motive of colleagues, superior and subordinates. Some of these factors may change with time and thus changing competency requirements for the same job position in the organization. Unlike other resources, human being is the only asset that can appreciate with useful inputs. It is one such asset that adds value to itself with respect to time. And therefore it is considered as a resource that can be cultivated by the manure of training and development. In this paper, we have developed new concept of competency mapping in higher education through customized research as a compulsory non-core subject in Postgraduate Education and involved higher education curriculum as customized research as a compulsory non-core subject.

**KEYWORDS :** Competency Mapping, key competencies in higher education, Competency mapping in higher education, Competency Mapping customized research.

Paper 16

## **EVALUATION APPROACH TO MEASURE NETWORK PERFORMANCE IN DISTRIBUTED APPLICATIONS**

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### **ABSTRACT**

Distributed Applications are systems where autonomous nodes are connected each other through a strong communication network and each of such nodes are running a conman application in order to fulfill a designated task. In such environment the entire systems performance totally rests on the performance of interconnecting network over which the distributed application has been deployed. Today we happen to see many such distributed applications being used in day today life for various needs of the society. A Information Technology Service provider should always focus on improving the systems performance so as to be competitive in his field of service. This ultimately leads the company to come up with different metrics for measuring the network performance as well as to evaluate a given network system. The Network Bandwidth happens to be one of the most important factor, but there are other parameters which also needs to be considered while measuring the performance of a given network. Mainly the metrics like , Number of Packets Dropped, Number of Packets Collided, In-Throughput, Out-Throughput and Bit-Error Rate at at different Network Interface are the factors which needs to be considered because each of them has its own contribution on overall systems performance. Hence this paper discus each of these metrics and their significance on the over all systems performance in a Distributed Application. NCTUns network simulator could be a important tool in developing, testing and evaluating network in terms of above defined metrics so that results are obtained and analyzed.

**KEYWORDS:** Distributed Applications, Information Technology, Bandwidth, Packets Dropped, Packets Collided, In-Throughput, Out-Throughput, Bit-Error Rate.

Paper 17

## **ANALYSIS OF THE USE OF PHARMACY & PHYSIOTHERAPY GRADUATES IN TASK-SHIFTING AS AN ALTERNATIVE MANAGEMENT STRATEGY IN HEALTHCARE ORGANIZATIONS**

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### **ABSTRACT**

The shortage of health care professionals and large patient load in developing countries like India, leads to large burden in healthcare system, resulting in impediment to optimum patient care. This leads to degradation in healthcare service quality. Based on our analysis, the data collected from 532 subjects reveals that only 7.01% of the subjects have received counselling always, 59.65% thinks counselling should be given and only 41.66% are satisfied with current healthcare system. This concludes that there is a scarcity of optimum patient care in the country for many chronic diseases. Hence a quick optimum solution is needed to address the critical shortage of trained healthcare professionals and it is found that Task shifting is an optimum alternate solution to address such acute shortage of professionally qualified healthcare workers in developing countries. In Task-shifting model, task acceptors should be a paramedical including Pharmacy & Physiotherapy professional who can be trained quickly to treat the patients. In India, Pharmacists & Physiotherapist being ignored professions in healthcare system have crucial role to play between the prescriber and the patients. Pharmacy & Physiotherapy graduates could be used as medicine prescribers as in other developed countries as addition rather than substitution. This paper contains the analysis of the advantages, benefits, constraints, and disadvantages of the use of pharmacy & Physiotherapy graduates for task-shifting by healthcare organizations as alternative survival strategy. Factors influencing the various determinant issues of task shifting according to identified key attributes under four constructs are derived and the critical constituent elements (CCE) of these factors are listed and analysed.

**KEYWORDS:** Task shifting in healthcare organization, Pharmacy graduates, Alternative strategy, Optimum patient care, Physiotherapy graduates, Factor and elemental analysis of Task shifting.

Paper 18

## **UBIQUITOUS KNOWLEDGE SHARING SYSTEMS – ROLE OF NPTEL, COURSERA & EDX**

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### **ABSTRACT**

Technology supported education is becoming more popular in higher education segment. Online education through various consortiums using expert and internationally acclaimed professors from world top universities is gaining relevance and popularity in many developed and developing countries. Here online education is provided by means of either dedicated TV channels within the country or through ubiquitous internet based online systems worldwide.

In this paper, we have compared the effectiveness of online education models provided three ubiquitous knowledge sharing systems NPTEL, COURSERA, and EDX. NPTEL is an Indian government sponsored National Project on Technology Enhanced Learning majorly supported by top institutions like IIT's and IIMs and majorly focussed on online video lectures on Engineering, Management, Social Science, and Humanities subjects along with time bound certification programmes. Coursera is a venture-backed, education-focused technology company founded by Stanford professors Andrew Ng and Daphne Koller that offers online courses and presently has 25 million registered learners, 149 university partners, 2000+ courses, 180+ specializations, and 4 degree programmes. edX is a massive open online course provider worldwide hosts online university-level courses in a wide range of disciplines to the registered students, including some courses at no charge.

**KEYWORDS:** Ubiquitous Knowledge Sharing Systems, NPTEL, COURSERA & EDX.

Paper 19

## **STUDENT EMPOWERMENT STRATEGIES IN HIGHER EDUCATION**

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### **ABSTRACT**

The objective of higher education institutions is to transform the youth into economically productive, intellectually robust, emotionally balanced, socially committed and spiritually satisfied individual so that they make meaning in their lives and contribute to society. Curriculum design and delivery should incorporate multitude of learning experiences if this objective is to be attained. Role of the institution is to identify and provide such experiences as to improve their learning through all-round learning opportunities available to them. The whole environment of the institution should be student friendly. Curriculum should be student centric, teachers should be innovative, pedagogy should support quality education and this together with a variety of learning experiences should result in empowerment of students. Extension activities performed in the community helps to build students' leadership skills, service mindedness, human values thereby aim at empowering. Leadership development results in increased receptiveness to change, increased motivation and faster absorption of intended changes aimed at quality enhancement. This paper discusses ways and means of leadership development for student empowerment.

**KEYWORDS:** Leadership development, Student empowerment, Higher education

Paper 20

## **BORDER DISPUTE BETWEEN INDIA & CHINA – A BUSINESS CASE IN INTERNATIONAL BUSINESS FOR NONTARIFF BARRIER?**

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### **ABSTRACT**

In international business, tariff is a special type of tax that is imposed on imports. Tariffs increase the price of imports, which helps protect domestic industries because the imports become more expensive than locally produced products. Hence it acts as a barrier for international business. There are different types of tariffs used to control imports in every country. But there are other types of barriers for international exchange of goods, services and other resources called non-tariff barriers. Some of the non-tariff barriers are (1) Financial limits, (2) Exchange rate controls (3) Controls that restrict the flow of currency like limits on FDI and limits on transfer or remittance of funds.

Apart from the above nontariff barriers for international business management by country governments, a new type of nontariff barrier is recently observed between China and India due to the intensive boarder dispute. The paper discuss and analyse this nontariff barrier which is predicted to be appear so intensive that both countries realized the effect of such barrier on cross-border commodity exchange and on country economy and hence taken decision to solve their border dispute amicably. The observation of such nontariff barrier and its effect on solving inter-border dispute shows another advantage of globalization. The paper discusses the impact of such nontariff barrier on diluting unsolved disputes between neighbouring countries.

**KEYWORDS:** Nontariff barriers in international business, Diluting border disputes, Advantage of globalization, Dispute between India & China.

Paper 21

## **OPTIMIZATION OF THE ENERGY USAGE IN IT INDUSTRIES- OPPORTUNITIES AND CHALLENGES**

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### **ABSTRACT**

IT industry is one which consumes a lot of electrical energy for the uninterrupted power supply for the computers, servers, network devices, security devices and air conditions. Also it is true that many of the IT industries are functioning 24hours a day by having three shifts for the Engineers. This leads to the heavy consumption of Electricity in this industry. This paper contains the proposal to use the renewable energy resource for the requirements. Also this paper contains the proposal for the use of natural light in the place of electrical light wherever it is applicable to reduce the need of electrical consumption. This paper also contains proposal for the IT equipments to be used to minimize the usage of electrical energy. This technique helps in switching over to the renewable energy than the conventional energy. This paper also gives the comparative study of the usage of computers, network devices and other devices and their power consumption with the new proposal for replacement of the above devices and their power consumptions. This paper also gives the cost estimation and recovery period if the energy requirement is fulfilled by using renewable energy.

**KEYWORDS:** IT industry, renewable energy, natural light, NUC, network



Paper 22

## **TEACHING, LEARNING SKILLS AND KNOWLEDGE- PHILOSOPHY OF EDUCATION**

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### **ABSTRACT**

Education is known to the Human virtue. It is a lifetime process starting at birth and ends at death. Illiteracy increases ignorance and dependency pushing the masses into social evils. Education deliver knowledge along with disseminating skills and values. The usage of acquired knowledge leads to critical and experimental outcomes which are useful to the society. Being human through education will derive wisdom. Education should not aims to derive wealth but upon righteous life. Indian education found predominant changes during the period of civilization to modernization. Ancient education was highly influenced by Vedas, Upanishad, Puranas, Manusmrithi but the modern education is powered from Information Technology. Education equips individuals with social, moral, cultural and spiritual aspects of human life. Teaching and learning are the two faces of education upon which the pedagogies, methodology, delivery systems are made. The ability to Read, write and usage of number are the immediate outcome in this regard but elements of understanding, analysis, critical evaluation, comparision, conclusion, logical view, review are the aftermaths of real education. There is a need to notify that more than what a person studies, it is important to understand why he studies. Education should aims to serve people and society using the knowledge derived from the formal or informal system of education. Social, economic, political, cultural, spiritual empowerment of the masses is the need of the day. This paper review the philosophical ideologies, views of achievers, thinkers, gurus, leaders etc, theories & principles of teaching and learning and try to suggest the core mission of education to serve the society in humanity.

**KEYWORDS:** Education, Knowledge, Skills, Study, Ability, Social Service, Humanity.

Paper 23

## **THEORETICAL STUDY ON METAL NANOPARTICLES SENSITIZED DYE DOPED POLYMER FILMS FOR OPTICAL LIMITING & OPTICAL PHASE CONJUGATION**

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### **ABSTRACT**

Nanophotonics is an emerging area where nanotechnology is used to change the physical and chemical properties of photonic materials or the effectiveness of photonic processes which have major applications in optical communication, and optical computation. Though many photonic devices are developed using the nonlinear optical materials, the efforts are still on to increase their efficiency towards 100 % and other device characteristics towards their optimum level. In order to improve the efficiency of the third harmonic processes further, we have a plan to use dye sensitized metal nanoparticles doped in PMMA films. It is expected that the ability of nanotechnology in tailoring the physio-chemical properties of the materials will give rise to the optimum nonlinear devices to be used in nanophotonics.

In this paper, we have discussed the theoretical possibility of some metal and metal composite nanoparticles sensitized by nonlinear dyes doped in PMMA-MA polymer films (1) to enhance nonlinear efficiency, (2) to increase laser damage threshold, (3) to broaden optical limiting bandwidth, and (4) for enhanced phase conjugation reflection efficiency. Based on these theoretical predictions given in this paper it is proposed to study the variation in nonlinear susceptibility and other material properties of the samples by using different metal nanoparticles and different nonlinear dyes. The effect of density of nanoparticles, effect of concentration of dyes, effect of intensity & wavelength of incident light on third harmonic optical properties of the samples will be also discussed. Based on the results, the fabrication of an optimum wideband optical limiter device, all optical switch, and an optimum phase conjugation device for photonic and optical computation applications is proposed.

**KEYWORDS:** Metal nanoparticles, Dye sensitized metal nanoparticles, Organic Nonlinear Materials, Dye sensitized metal nanoparticles doped polymers, Optical Limiting using different Schemes, Optical Phase Conjugation.

Paper 24

## AN ANALYSIS ON BYJU'S LEARNING APP

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### ABSTRACT

The educational apps are the latest technological advancement by products that promote the importance of videos and pictures more than texts and descriptions in the realm of knowledge and education in schools. The human brain stores every bit of information in the form of images and not in the form of texts. The quality and features of the educational apps is a significant attribute in the progressing world of technology, and it can add a great touch of value to the learners. BYJU'S the learning app is one such app that helps the students to learn the concepts in an interactive manner. These interactive features enhance the learning ability of the students. Interactive features not only engage students, but also demonstrate concepts and enhance learning in ways that traditional methods can't. The app supports various fascinating and featuring articles, news and also opinions. BYJU'S the learning app is the largest K-12 educational app in India with over 300000 annual paid subscribers. This app has a mix of video lessons and interactive tools to make learning sessions personalized to each and every student. This paper mainly focuses on the working model of the BYJU's app. The paper also highlights the merits and demerits of the app.

**Keywords:** BYJU'S app, learning app, educational app, technology

Paper 25

## **BIO-INFORMATICS IN PRIVATE UNIVERSITIES IN INDIA: AN EMERGING STUDY ON PROMOTION OF BIOLOGICAL INFORMATION SCIENCES IN HIGHER EDUCATION**

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### **ABSTRACT**

Information Science is an interdisciplinary domain and plays a great role in the development at large. Information Science and Informatics normally treated as a synonym in academia worldwide. Information Science/Informatics is an applied science branch and thus with the combination of other areas and subject created many other knowledge cluster and field viz. Geo Information Science, Chemo Information Sciences, Environmental Information Science. Bio Information Sciences may be considered as a field of intersection of Biology and Information Science. Bio Informatics may be treated as one of the areas of Bio Information Sciences. Indian universities moving towards education, training, and research in interdisciplinary fields and as a result Bio related Informatics become vital. Higher Educational Institution's number wise India also holds a rank in the world. In recent past private universities expanded rapidly. Many of them started offering Bio Informatics program in different level of study. This is a theoretical framework in terms of research paper and here several knowledge on information sciences, informatics with reference to Bio Informatics have been provided. The paper also highlighted emerging other allied areas including future potentialities in brief.

**KEYWORDS:** Informatics, Information Science, Bio Sciences, Bio Informatics, Health Informatics, Interdisciplinary Science.

Paper 26

## **A STUDY ON 4G TECHNOLOGY AND ITS COMPATIBILITY IN NETWORKS IN INDIA**

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### **ABSTRACT**

With the increase in demand for more sophisticated mobile communication handsets, more features, speed, and convenience are taking front seat in the design of mobile instruments. At the same time, the customers also demand more from wireless telecommunication technology. In India having progressed till 4 G wireless network as on date, deeper research is on to satisfy, high-speed, high-bandwidth, packetized data communications demand from consumers. Unfortunately, in India, we are just in the beginning of the revolution in communications and our existing techniques of wireless accesses still lagging in terms of high-speed or high-bandwidth transmission capacities.

From 2G to 3G, users expected more value-added services, much more than voice communication. Now the expectation of the market is that the next generation of wireless technology should also have faster Internet with voice and video functionality. Almost all the service providers in India have now started their research to meet such user demands. The question of compatibility of the existing networks with 4 G has necessitated new Towers and new bandwidths and the service providers are on the path to establish 4G with Voice (VoLTE) and Video (ViLTE).

This paper is an attempt to assess the inroads made in the field of communications in India, which would benefit many types of users, especially the health-care sector. It is only in the 4G Network, one can transfer large files (like x-rays) in quick time, assisting the medical professional to interact, monitor and direct the case of his patients in a better, faster and less expensive way and respond to emergencies in a jiffy.

**KEYWORDS:** 4G; International Standards Union's (ITU); WiMaX; Wi-Fi; CDMA; EDGE;

VoLTE; ViLTE..

Paper 27

## **IMPACT OF DIGITIZATION ON INDIAN BUSINESS – SECTORAL ANALYSIS WITH FOCUS ON BOP SEGMENT**

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### **ABSTRACT**

The digital Indian plan was a major step by the government in India to bring all segments into purview. Predominantly, India has a large unorganized market segment. The statistics of this segment is not easily available for data capturing and the digital India program was primarily intended to streamline the economy and make the unorganized and cash segments accountable. This paper through empirical data and statistics studies the impact on the Indian business sectors with focus on the Bop segment.

**Keywords:** Bop segment, Digital, Unorganized.

Paper 28

## **STRATEGIC MANAGEMENT OF EDUCATIONAL INSTITUTIONS ENABLING TRANSFORMATION TO EXCELLENT EDUCATION INNOVATIVE CENTERS IN INDIA**

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### **ABSTRACT**

Over the last two decades, India has astonishingly transformed its higher education hub which has led to widespread access to low-cost high-quality university education for students of all levels. With well-planned expansion and a student-centric learning-driven model of education with highly competent faculty Mangalore has overtaken other megacities and is climbing the ladder of success in imparting world class education. With number of private universities on the rise, there is a need to have a distinct strategic objective which will enable the universities to build on their strengths and cater across different categories of educational needs. With the effective use of technology, educational institutions will be able to resolve the longstanding tension between excellence and equity.

To achieve this goal there is a need to undertake large-scale reforms to better faculty-student ratios by making teaching an attractive career path, expanding capacity for doctoral students at research universities and delinking educational qualifications from teaching eligibility.

**KEYWORDS:** Higher education, Educational institutions, Reforms in higher education, Faculty-student ratios, Research universities.

Paper 29

## **LEGAL FRAMEWORK ON GREEN BUSINESS IN INDIA**

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### **ABSTRACT**

Today Indian business is coming to realize that Green Strategy makes eminent business sense. The green industry set to take off over the next years and huge amounts of investment in this sector can be witnessed. Therefore, it is the high time for the business community, academia and other stakeholders to think on, as to why and how business, consumers, policy makers and society at large can contribute to the goal of sustainable economic development. The need reflects for strategic sustainability issues confronting contemporary business, and explores the transformation in values, strategies, and practices needed by businesses to attain sustainable growth. Thus protection of the environment is an issue of key concern which has permeated into all spheres of life. Consumers are increasingly becoming concerned about the environment and various issues related to it at the global level. This change has encouraged a couple of organizations and has also compelled many organizations to respond with 'environmentally' friendly products. Green marketing is perceived as an opportunity by many organizations to achieve their long term goals. Green marketing incorporates a broad range of activities, including product modifications, changes to the production processes, packaging changes, as well as modifying advertising. This paper will review various policies, legislation, International treaties & conventions of green business in India.

**KEYWORDS:** Environmentally, Policies, Investment, Sustainability.



Paper 30

## CLASSTALK: A CLASSROOM COMMUNICATION SYSTEM FOR ACTIVE LEARNING

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### ABSTRACT

TRADITIONAL METHODS for teaching science courses at the post-secondary level employ a lecture format of instruction in which the majority of students are passively listening to the instructor and jotting down notes. Current views of learning and instruction challenge the wisdom of this traditional pedagogic practice by stressing the need for the learner to play an active role in constructing knowledge. The emerging technology of classroom communication systems offers a promising tool for helping instructors create a more interactive, student-centered classroom, especially when teaching large courses. In this paper we describe our experiences teaching physics with a classroom communication system called *Classtalk*. *Classtalk* facilitated the presentation of questions for small group work as well as the collection of student answers and the display of histograms showing how the class answered, all of which fed into a class-wide discussion of students' reasoning. We found *Classtalk* to be a useful tool not only for engaging students in active learning during the lecture hour but also for enhancing the overall communication within the classroom. Equally important, students were very positive about *Classtalk*-facilitated instruction and believed that they learned more during class than they would have during a traditional lecture.

**KEYWORDS:** Classroom communication systems active learning physics higher education interactive lectures cooperative learning science teaching lecture courses constructivism educational technologies.

Paper 31

## **A STUDY ON MANAGEMENT OF THE TRIBAL PROBLEMS: A CASE STUDY OF KURICHIYA TRIBES AT WAYANAD DISTRICT**

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### **ABSTRACT**

Kurichiyas are one of the most developed tribes in Wayanad District and are one of the major tribal communities of Kerala state in India, migrated to Wayanad between the first and third century A D. They are staying in the hilly area and have their own agricultural fields. They are first settled in the Wayanad hills and started cultivation. They are also very good archers. The Kurichiya tribes have their own caste hierarchy. They observe untouchability with other tribal communities in Wayanad and they claim to be best among all other tribal groups in Kerala and have their own dialect. The name kurichiyas was given by the Kottayam Raja to this class of people as they were adepts in archery. The word Kurichiyas is derived from two words Kuri (target) and Chiyas (people). They are mostly found in Mananthavady, Thavinjal, Periya, Vellamunda, and Edavaka of Mananthavady Taluk and Kariampady, Kaniyampetta, Kottathara, Padinjarathara, Thariyode and Vengappulli and Muttill of Vythiri Taluk. Originally, the Kurichiyas were follow the matriarchal system. The main aim of the research study is to give introduction about the Kurichiya tribes. And the objectives are, to study their life style, culture, situation, the challenges and management of the situation. The study basically is secondary in nature where data is collected through secondary source and also visiting the wayanad area, observation of the situation and life style of the people through case study.

**KEYWORDS:** Wayanad, Tribe, Culture, Lifestyle, Traditions, occupation and challenges.

Paper 32

## **MACHINE LEARNING - AN OVERVIEW**

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### **ABSTRACT**

Machine Learning is a very broad and elusive topic which has been around for decades. The term Machine Learning has been used in many contexts and many ways. We will begin with a basic definition upon which to build our discussion. A review of the initial work in the field will be considered including salient problems which have been faced for many years by many researchers in the field. Some important terms will be defined in order to properly discuss the issues which have been encountered and remained extant. Over a period of several decades progress had been slow with only limited results. Reasons for this will be discussed and current failures and most recent successes will be given. Aside from the technical aspects of the problem, ethical and social ramifications are treated. The future of Machine Learning is considered in the light of current and future technology and ethical norms.

Paper 33

## **EDUCATION MODELS--COMPARATIVE AND CONTRASTIVE GLOBAL STUDY**

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### **ABSTRACT**

Education perhaps is one of the schematic matters that had been subjected for periodic checks and balances. In another sense it underwent constant tests of appropriation over a period of time. It remains a matter of discourse as to attribute whose contribution was unique after ascertaining the role of both oriental and occidental pedagogists. The involuntary experiments were based on how students reciprocated to it. In the classical period education was regarded as psychological exercise to attain cultural sublimation. In the history of impartment of education right from classical schools to the current employment oriented style one can see different education models were conceived and practised all over the world. The very basic need for the evolvement of these experimental models is the demand for the skills a student should inculcate.

In this paper the author takes an altitudinal perception on the multi-faceted aspects of these educational models. The close relevance for the emergence of these models is identified as psychological, societal, reformative, personality and employability. One cannot gainsay the fact that pseudo and stubborn models also had been thrust upon the student community by certain myopic and pseudo education reformers. But such schemes never yielded any desired result. Hence they were flung in the dust bin of history.

**KEYWORDS:** Oriental and occidental, psychological exercise, educational models

Paper 34

## **EXPLORING A.R.T. – MOBILE AUGMENTED REALITY TECHNOLOGY**

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### **ABSTRACT**

As we know today the mobile technology is growing rapidly everywhere. Mobile devices are now fully equipped with latest technology as well as softwares. Because we are using mobile devices it is necessary to integrate with the latest technology called Augmented Reality. Augmented reality is the integration of digital information with the user's environment in real time scenario. Unlike virtual reality, which creates a totally artificial environment for the user, augmented reality uses the existing environment and overlays new information on top of it so it can be used on a day to day basis. Basically, augmented reality experiences were used in recreation and gaming businesses, but now other business industries are also getting interested about AR's possibilities for example in knowledge sharing, educating, managing the information flood and organizing distant meetings. Augmented reality has a lot of potential in gathering and sharing tacit knowledge. Augmentation techniques are typically performed in real time and in context with real environmental elements, such as an AR helmet for construction workers which displays information about the construction sites.

Paper 35

## **THE IDEAL NOVELL INTERNET PROTOCOL**

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### **ABSTRACT**

As the developing use of web and intranet keep on expanding colossally, the issue to suit more clients and gadgets has been risen. Subsequently, a location range must be required to oblige the hurry. Sadly, IPv4 address region and alternatives are insufficient to meet this new necessity. A fresh out of the box new Protocol is expected to satisfy the developing interest. IPv6 is the best response to the above issues. We should have an early on study on IPv6 convention. IPv6 convention offers verity of advantages that incorporates a more ex-tensive location region and upgraded choices and changes that are not beforehand be found in the IPv4. IPv6 in contrast with IPv4 have a wide address range, simple documentations for representation of a location, enhanced administrations and alternatives, upgraded header, propelled highlights, new choices and bolster, auto setup highlight, new convention bolster, Network Security, Virus and Worms Security, Support for different Operating frameworks and stage including Microsoft windows, Linux and MAC.

**KEYWORDS:** Internet Protocol, Network-topology, IPv4, IPv6.

Paper 36

## **A STUDY ON PRESENT EDUCATION SCENARIO OF INDIA**

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### **ABSTRACT**

Education zone in India is undergoing hasty revolution. ever since Independence this sector has developed extremely. Our motherland now is the largest higher education system in the world in terms of number of Institutions; it holds the second largest place in terms of student enrolment. The present day education system in India has come from a long way and the age old customs have undergone a new conversion. Our government is getting better in the field of country's education rank to improve the standard of living of the people and also to achieve some of other goals like, overcome the problem of poverty and unemployment, social equality, equal income distribution, etc. Education contributes to the individual's well being as well as the overall development of the country. Education is not only an instrument of enhancing efficiency but is also an effective tool of widening and strengthening country's literacy level. This paper tries to address the challenges before education sector and also suggests actions to be taken to make India a real 'knowledge hub' of the world.

**KEYWORDS:** Knowledge Hub, Literacy, Education and Higher education.

Paper 37

## **ONLINE RETAILING IN INDIA CHALLENGES AND OPPORTUNITIES**

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### **ABSTRACT**

India is drastically changing with the help of internet and it has been affected the lives of the people. The percentage of population using internet in India is large in number. This provides great opportunities for various e commerce sites to reach this segment. Internet penetration rate is 7.1% in India which is highest in the world. Online retailing witnessed growth of 50-60% over the years. Even though there are growth prospects for online retail in India we have challenges which need to be considered. The Online-retailing is the concept of selling of goods with the help of electronic media. i.e, Internet. Online retailing is a very new and advanced concept to the Indian market. This study focuses on the opportunities and challenges for online retailers in Indian Business economy.

**KEYWORDS:** Internet, Population, E commerce, Online Retailing , Economy.



Paper 38

## **A STUDY ON WORK LIFE BALANCE OF MARRIED WOMEN IN MANAGEMENT INSTITUTION.**

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### **ABSTRACT**

The entry of women in the entire field in corporate world made significant changes. At the beginning in India only male concept can be seen in the entire sector and females had to look after their children and domestic work. But now tremendous change has been made by women by stepping in all fields. After the marriage, women are finding difficult to balance family and work, which lead to dissatisfaction in life as well as working environment. Either they have to move out of work or else most of the cases end up with family conflict. So, this paper tries to study the variables of work life balance of married women.

**KEYWORDS:** corporate world, tremendous change, married women, working environment etc

Paper 39

## HCL

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### ABSTRACT

HCL Technologies Ltd. IT Software, service, and consulting company, headquartered in Noida, Uttar Pradesh, India. It is the part of HCL Enterprises Company. In 1976, a group of six engineers, started a company that would make personal computers and the group was led by Shiv Nadar. Initially the company name was Micro Comp Ltd. The company started to sell tele digital calculators to gather capital for their main project. On 11 August 1976 the company was renamed to Hindustan Computer Limited (HCL). On 12 November 1991, another subsidiary company called HCL overseas limited was incorporated as a provider of technology development service. HCL company is one of the four companies comes under the company HCL enterprises. Hindustan computer limited begin as the R&D division of HCL Enterprises, a company which was a contributor to the development of growth of IT and Computer industry in India. HCL developed an indigenous microcomputer in 1978, and a networking OS and client-server architecture in 1983. On 12 November 1991, HCL Technologies was distributed as a separate unit to provide software services. Hindustan Computer limited offers services offers including IT Consulting, Enterprise Transformation, remote infrastructure management, engineering and R&D, and business process outsourcing (BPO). HCL also provide services like as DRYiCE, Cybersecurity, and digital & analytics. The company has the branches in 34 countries including USA, CANADA, JAPAN, UK, FRANCE and GERMANY. It operates across sectors including aerospace and defence, automotive, consumer electronics energy and utilities, financial service and governments. HCL Technologies in Forbes Global 2000 list. It is among the top 20 largest publicly traded companies in India with a market capitalisation of \$18.7 billion as of May 2017. As of September 2017, the company along with its subsidiaries, had a consolidated revenue of \$7.4 billion.

**KEYWORDS:** Micro Comp Ltd., R&D Division, DRYiCE, Business Process Outsourcing, Forbes Global List.

Paper 40

## ACCENTURE

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### ABSTRACT

Accenture PLC is a global management consulting and professional services company that provides a strategy, consulting, digital, technology, operations services. The word “Accenture” is supposedly derived from “Accent of the future”. Accenture felt that the name should represent its will to be a global consulting leader and high performer, and also intended that the name should not be offensive in any country in which Accenture operates. Accenture Strategy provides business strategy, technology strategy and operations strategy services. Accenture Consulting provides technology, business and management consulting. Accenture Digital provides digital marketing, analytics and mobility services. Accenture Technology focuses on technology solutions, implementation, delivery and research and development, including its Technology Labs for emerging technologies. Accenture Operations focuses on an “as-a-service” model of service delivery. This includes business process outsourcing, IT services, cloud services, managed operations, security and infrastructure services. The company also operates a “National Security Services” business. In this case study of Accenture we are going to analyse the growth and development saga of Accenture, analysing the various products of the company, analysing the HR and training strategy of the company, analysing the financial performance of the company, analyse the performance of the company with other companies, SWOT analysis of Accenture.

**KEYWORDS** : Accenture, Accenture Company analysis, Accenture case study, Accenture business analysis, Accenture HR training strategy

Paper 41

## **ADOBE SYSTEMS**

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### **ABSTRACT**

A case study is a research search method involving an up-close and detailed examination of a subject of study, as well as its related contextual conditions. Adobe system is an American multinational company that is well known on for its creativity and multimedia software product. Adobe systems engage in the provision of digital marketing and digital media solution. Adobe is changing the world through digital experiences. They help the customers to create, deliver and optimize the content and applications. The company distributes certain products and services through a network of distributors, value-added resellers (VARs), systems integrators (SIs), independent software vendors (ISVs), software developers and original equipment manufacturers (OEMs). In addition, it licenses its technology to hardware manufacturers, software developers and service providers for use in there products and solutions. The company's products run on personal and server-based computers as well as on smartphones, tablets and other devices, depending on the product. It operates in the americas, europe, middle east, africa and asia pacific. The company's digital media segment offers creative cloud, which is a subscription service that allows members to download and install the latest versions of its creative products, such as adobe photoshop, adobe illustrator, adobe premiere pro, adobe photoshop lightroom and adobe in-design. Creative cloud members can also access a growing marketplace of digital content through adobe stock, an online marketplace for photos, graphics, and videos. It also offers members access to online services to synchronize, store and share files, participate in its behance community of over five million creative professionals, publish and deliver digital content through application stores, develop mobile apps, and create and manage websites.

**KEYWORDS:** Case study, Software company, Adobe photoshop, Adobe illustrator, Adobe premiere pro, Adobe in-design.

Paper 42

## COGNIZANT

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### ABSTRACT

Cognizant is an American multinational corporation it's headquartered in Teaneck, New Jersey, United States. It's IT services including digital, consulting, technology, and operation services. Cognizant was founded in January 26 1994 by in house technology unit of Dun & Bradstreet bought Satyam's 24% stake in DBSS for \$3.4 million. Kumar Mahadeva named as a first CEO of Cognizant. Present CEO and Vice-Chairman of Cognizant is Francisco D'Souza and Lakshmi Narayan. Cognizant is listed in the NASDAQ-100 and the S&P 500 indices. Cognizant had a period of fast growth during the 2000s, becoming a Fortune 500 company in 2011. In 2015, the Fortune magazine named it as the world's fourth most admired IT service company. The company has more than 255,800 employees globally, of which over 150,000 are Indians. In 2016 US\$13.487 is the revenue of the cognizant. According to the 2015 financial statements, the major portion of Cognizant's revenues is derived from clients in the Financial Services (40.3%) and Healthcare (29.5%) industries. Other substantial revenue sources include clients from Manufacturing, Retail & logistics (18.9%) and Communications, Information, Media & Entertainment and Technology (11.3%) Industries.

**KEYWORDS:** Company analysis, Business case study, company achievement, Profit, Reference.

Paper 43

## DELL EMC

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### ABSTRACT

This vast digital-industry multinational has over 70,000 employees. Headquartered in Massachusetts, USA, it's the largest provider of data-storage systems by market share. With the recent partnership with Dell and EMC, the power of two of the world's biggest technology franchises makes for an end-to-tend tech company with many moving parts.

EMC provides the technologies and tools that can help you release the power of your information. We can help you design, build, and manage flexible, scalable, and secure information infrastructures. And with these infrastructures, you'll be able to intelligently and efficiently store, protect, and manage your information so that it can be made accessible, searchable, shareable, and, ultimately, actionable.

Dell EMC brings together Dell's and EMC's respective strong capabilities and complementary portfolios, sales teams and R&D. We seek to become the technology industry's most trusted advisor, providing capabilities spanning strategy development, consultative services and solution deployment and support to help our customers and partners drive the digital transformation of their businesses.

**KEYWORDS:** Dell EMC World is where IT and innovation intersect. Experience the full Dell Technologies ecosystems-in an environment built to educate and empower.

Paper 44

## **GODREJ INFOTECH**

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### **ABSTRACT**

Godrej Infotech Limited, a subsidiary of Godrej & Boyce Mfg. Co. Ltd, which is one of the holding companies within the USD 4.1 billion Godrej Group. This group started its journey in 1897 and through the years have diversified from High Tech Engineering to Consumer Products. Godrej Infotech Ltd is a software services and consulting company headquartered in Mumbai, India. Formerly an IT division of Godrej & Boyce Mfg. Co. Ltd., which started operations in 1971, Godrej Infotech Ltd, commenced its operations as a separate corporate entity on April 1, 1999. Godrej Infotech Ltd, embarked on the journey of Business Excellence using EFQM 2013 (formerly known as The European Excellence Model Foundation for Quality Management), which outlines the foundation of achieving sustainable excellence in any organization. An SEI-CMM Level 4 company, it also has to its credit ISO 9001:2015 Quality Systems Certification for Analysis, Design, Coding, testing, Delivery and Maintenance of Commercial Application Software, ERP Consultancy and Facilities Management Services. Godrej infotech place a high premium on people, quality and business values. Develop employees through continuous training and provide them with opportunities to work on state-of-art technologies. Encourage employees to develop their skills and to nurture the pursuit of professional excellence. Draw strength from the team of committed and customer oriented professionals. It is to this team that we owe our recognition for quality.

**KEYWORDS:** Case Study, Godrej Infotech, Product and Service, Career, Quality and Business values.

## Google LLC.

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### ABSTRACT

**Google LLC** is an American multinational technology company that specializes in Internet-related services and products. These include online advertising technologies, search, cloud computing, software, and hardware. Google was founded in 1998 by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University, in California. Together, they own about 14 percent of its shares, and control 56 percent of the stockholder voting power through super voting stock. They incorporated Google as a privately held company on September 4, 1998. An initial public offering (IPO) took place on August 19, 2004, and Google moved to its new headquarters in Mountain View, California, nicknamed the Google plex. In August 2015, Google announced plans to reorganize its various interests as a conglomerate called Alphabet Inc. Google, Alphabet's leading subsidiary, will continue to be the umbrella company for Alphabet's Internet interests. Upon completion of the restructure, Sunder Pichay was appointed CEO of Google; he replaced Larry Page, who became CEO of Alphabet. The company's rapid growth since incorporation has triggered a chain of products, acquisitions, and partnerships beyond Google's core search engine (Google Search). It offers services designed for work and productivity (Google Docs, Sheets, and Slides), email (Gmail/Inbox), scheduling and time management (Google Calendar), cloud storage (Google Drive), social networking (Google+), instant messaging and video chat (Google Allo/Duo/Hangouts), language translation (Google Translate), mapping and turn-by-turn navigation (Google Maps/Waze/Earth/Street View), video sharing (YouTube), notetaking (Google Keep), and photo organizing and editing (Google Photos). The company leads the development of the Android mobile operating system, the Google Chrome web browser, and Chrome OS, a lightweight operating system based on the Chrome browser. Google has moved increasingly into hardware; from 2010 to 2015, it partnered with major electronics manufacturers in the production of its Nexus devices, and in October 2016, it released multiple hardware products (including the Google Pixel smartphone, home smart speaker, WIFI mesh wireless router, and Daydream View virtual reality headset). The new hardware chief, Rick Osterloh, stated: "a lot of the innovation that we want to do now ends up requiring controlling the end-to-end user experience". Google has also experimented with becoming an Internet carrier. In February 2010, it announced Google Fiber, a fiber-optic infrastructure that was installed in Kansas City; in April 2015, it launched Project Fi in the United States, combining Wi-Fi and cellular networks from different providers; and in 2016, it announced the Google Station initiative to make public Wi-Fi available around the world, with initial deployment in India.

**KEYWORDS:** Google LLC, Larry Page, Search engine.



Paper 46

## **INTERNATIONAL BUSINESS MACHINES (IBM)**

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### **ABSTRACT**

IBM is an American multinational technology and consulting corporation headquartered in Armonk, New York, United states, ranks among the worlds largest information technology companies, providing a wide spectrum of hardware, software and services offerings . Over the years , the company shifted its focus from hardware to software and services .By the 2010s IBM further modified its business mix to emphasize such fields as cloud-based services and cognitive computing. IBM Watson, a cognitive system ,has become the company's high-visibility offering in the latter technology segment.IBM ,while still a major IT player, has lost the dominance it enjoyed during the mainframe era. The company, as of October 2016, had seen 18 consecutive quarters of revenue declines amid its transition into new technologies and lines of business.IBM had a 2015 revenue of \$81.7 billion compared with \$106.9 billion in 2011. IBM manufactures and sells computer hardware and software (with a focus on the latter),ranging from mainframe computers to nanotechnology. Ginni rometty is the president, chairman and CEO of IBM. Big Blue's research center launched 1961,encompasses research labs in Yorktown Heights , N Y notable developments out of IBM's research center include the invention of dynamic random access memory and the Fortran language. More recent research endeavours include blockchain , quantum computing and cognitive technology.IBM also invests heavily in semiconductor research as it investigates chips to support cloud computing and big blue conducts research on silicon the company exited the microelectronics manufacturing business in 2015 , selling that operation to global foundaries.

**KEYWORDS:** Company focuse hardware and software services ranging from mainframe computers nanotechnology.

Paper 47

## INTEL

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### ABSTRACT

Intel Corporation is an American multinational technology corporation founded in July 1968. Intel makes motherboard chipsets, network interface controllers and integrated circuits, flash memories, graphic chips, embedded processors and other devices related to computing and communications, but is best known as semiconductor chip maker. It is now the world's second largest and second highest valued semiconductor chipmakers based on revenues after being overtaken by Samsung. Intel supplies processors for computer system manufacturers such as Apple, Lenovo, Hp and Dell. This case study concentrates mainly on the development of semiconductor chips, and its 'Intel Inside' marketing campaign.

**KEYWORDS:** Intel, Computing and communications, Semiconductor chips, Intel Inside, Processor.

Paper 48

## **MASTEK**

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### **ABSTRACT**

Mastek Limited (BSE: 523704) is an IT technology business in India, mastek limited publicly held , leading IT PLAYER With global operations providing enterprise solution to insurance, government, and financial services organization worldwide. Mastek has a global headquarter in India The company was incorporate on 14<sup>th</sup> may 1982, with its principal offshore delivery facility based at Mumbai, India; mastek operates across the US, Europe, Japan and Asia pacific regions, also has been at the forefront of technology, which along with proven methodologies and processes, increase IT value generation to its customers though onsite and offshore deliveries.

Mastek was the first company in India to create software products during the year 1985. In 1989, the company had introduced relational database management system (RDBMS) in India; it was the first of its kind. To work additionally a subsidiary company in Singapore was established in the year 1990. Mastek was the first company developed enterprise resource planning in India during the year 1992 and in the same year, the mastek USA was founded. One more subsidiary company was incorporate under the company's control in Malaysia during the year 1994. The company made its footprint in UK and also formed a subsidiary in Germany in the year 1996 and 1999respectively.

**KEYWORDS:** Mastek, Making A Valuable Difference, Enterprise Resource Planning.

Paper 49

## MINDTREE

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### ABSTRACT

A case study is a research method involving an up-close and detail examination of a subject of study, as well as its related contextual conditions. Mindtree Limited is an Indian IT company delivers business and technology solutions through global software development. Mindtree develops applications to helps companies enhance their operations. The company also delivers product-development services and designs reusable building blocks for high-tech companies. MindTree Consulting is an international IT consulting company with revenues of about \$103 million in 2006, an increase of over 85% from the previous year's revenue of \$55 million. Besides, MindTree had several laurels to its credit. It was the world's youngest company to be assessed at Level 5 in both CMMI and P-CMM. The company was ranked among the top five Great Places to Work in 2004 in a study conducted by Grow Talent Company and Businessworld and rated as one of the Best Employers in India in 2004 by Hewitt Associates. When MindTree was established in 1999, the founders had set a clear Mission and Visions keeping in mind a timeframe of 2005. The company had almost reached the Vision parameters. It went on to set bigger Vision targets for the future. However, there were questions raised whether a mid-sized IT firm like MindTree can battle the big players like Wipro, Infosys, Satyam and TCS. At the same time, it was also important how the company would keep its core values and culture which formed the foundation of the company from getting diluted as the company grew bigger in size.

**KEYWORDS:** MindTree Consulting, Subroto Bagchi, IT, Vision, Mission & Goals Case Study, Mission, Vision, Mindtree careers, Mindtree company.

Paper 50

## **MPHASIS**

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### **ABSTRACT**

Mphasis is an IT services company based on Bangalore, India. The case study provides infrastructure technology and applications outsourcing services, as well as architecture guidance, application development and integration, and application management services. It serves financial services, telecom, logistics, and technology industries. Mphasis was formed in June 2000 after the merger of the US-based IT consulting company Mphasis Corporation (founded in 1998 in Santa Monica by Jerry Rao and Jeroen Tas.) and the Indian IT services company BFL Software Limited (founded in 1992). In September 2009 Mphasis changed its brand identity by dropping EDS association to become "Mphasis, an HP Company" after HP retired EDS Brand to become "HP Enterprise Services". Mphasis operated as an independent HP subsidiary with its own board and continued to be listed on Indian markets as "Mphasis Limited". HP owned close to 62% in Mphasis and Mphasis got around 50% of its revenues from HP. In February 2014, Mphasis changed its logo and the brand name as Mphasis Unleash the Next, seeking to boost business other than from parent Hewlett-Packard, its largest client. Mphasis provides information technology services to its customers around the world. Mphasis provides integrated solutions that include business process outsourcing, infrastructure technology, and application services. The application services offered by the company includes application development as well as applications maintenance and support services. The markets served by the company are financial services & insurance, healthcare, manufacturing, government, transportation, communications, and consumer & retail industries. Mphasis has more than 30 offices in 19 countries with delivery centers in India, Sri Lanka, China, Australia, Japan, North America and Europe. In India it has presence with centers in Bangalore, Raipur, Chennai, Pune, Hyderabad, Mumbai, Vadodara, Indore, Puducherry, Ahmedabad, and Mangalore.

**KEYWORDS:** Case Study, IT Services, Markets Services, HP Enterprise Services.

Paper 51

## **NIIT TECHNOLOGIES PVT LTD.**

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### **ABSTRACT**

NIIT Technologies is a leading global IT solutions organization-servicing customers across the Americas, Europe, Asia and Australia. Differentiated on the strength of its industry expertise, NIIT Technologies services clients in travel and transportation, banking and financial services, insurance, manufacturing and media verticals, offering a range of services including Application Development and Maintenance, Infrastructure Management, and Business Process Management. Focused on Digital Services, the Company is helping businesses design agile, scalable and digital operating models. NIIT Technologies adheres to major global benchmarks and standards of quality and Information Security. NIIT's learning outsourcing services are built on the sound principles of running training like a business. Managed Training Services including content development, delivery of third party programs and vendors, delivery of proprietary training programs, and management of learning technology. It has three main lines of business worldwide: Corporate Learning Group (CLG), Skills and Careers Group (SNC), and School Learning Group (SLG). NIIT began its foray into the software domain, beginning with Software Product Distribution under the 'Insoft' brand. The company also began offering advice and consultancy to large corporations on how to leverage technology and make optimum use of their IT investments. NIIT is organized along the following three lines of business Corporate Learning Group, Skills and Careers Group, School Learning Group. NIIT Limited focuses on several industry segments besides the IT-BPM sector. NIIT include courses related to banking, finance, insurance, executive management, digital marketing, Big Data and Analytics, among others. NIIT also provides customers with services including content development, learning administration, learning technology, learning delivery, strategic sourcing and advisory solutions.

**KEYWORDS:** Case study, Corporate Learning Group (CLG), Skills and Careers Group (SNC), and School Learning Group (SLG).

## NORTHGATE TECHNOLOGIES

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### ABSTRACT

**Northgate Information Solutions Limited (Northgate)** is the holding company of NGA Human Resources, a provider of specialist software and outsourcing services for human resources (HR) and payroll, based in the United Kingdom. It has more than 8,500 staff in 35 countries. Following the sale of two business divisions, Northgate has only one division: NGA Human Resources. Specialising in services to the Public Sector, Northgate Public Services was acquired by Cinven in December 2014. Northgate Managed Services, specialising in managed information technology services to the UK mid-market, was acquired by Capita in February 2013. Humble in its beginnings on September of 1991, Northgate started as a dealer of compatible computer systems, peripherals and computer supplies. Today, Northgate offers a diverse range of best-of-breed IT products and quality services to provide clients with the right solutions fit for their business needs. From desktops to branded top-of-the-line blade servers, multifunction printers to imaging systems, productivity software to security suite, data cabling to wireless networks, LAN setup to WAN deployment, IP telephony to telepresence, Northgate can provide the right products and solutions for your company. In all cases, we evaluate all our vendor solutions to be sure we always offer the right solution for our clients. Northgate has forged partnerships with industry leaders and has continuously gained brand accreditations and citations to sustain its endeavours. We work with global best-of-breed vendors including IBM, HP, Cisco and Ruckus who have a proven track record for delivering effective solutions irrespective of the business category. New innovations in information technology, its convergence with other technologies like voice and video, and its integration in various industry sectors present new challenges and opportunities to businesses and organizations. Through the years, Northgate has stood to its commitment to rationally deliver its customers' needs. Manned by competent and dynamic personnel, proficiency is continuously being sharpened in order to stay at the cutting-edge of existing and emerging technologies. With its roster of certified technical engineers, Northgate is proud and confident in providing reliable technical support for its products and solutions. Northgate is consistently helping various institutions by offering competitive prices of the best products and services in the industry today. Nurtured by technical expertise and professionalism, Northgate Technologies, Inc. provides strategic IT solutions with a long-term commitment of helping companies to be in the best position to adapt to new technologies as they emerge. Trends, strategies, and solutions that solve critical business problems are provided to optimize and enable business productivity making Northgate not just a reseller but your trusted IT partner in the competitive world of business.

**KEYWORDS:** Northgate, NGA Human Resources, Line-blade servers.

Paper 53

## ORACLE

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### ABSTRACT

A case study is a research search method involving an up-close and detailed examination of a subject of study, as well as its related contextual conditions. Oracle Corporation is an American multinational computer technology corporation, headquartered in Redwood Shores, California. The company specializes primarily in developing and marketing database software and technology, cloud engineered system and enterprise software products-particularly its own brands of database management systems. In 2015, Oracle was the second-largest software maker by revenue, after Microsoft. The company also develops and builds tools for database development and systems of middle-tier software, Enterprise Resource Planning (ERP) software, Customer Relationship Management (CRM) software, and Supply Chain Management (SCM) software. Larry Ellison co-founded Oracle Corporation in 1977 with Bob Miner and Ed Oates under the name Software Development Laboratories (SDL). Ellison took inspiration from the 1970 paper written by Edgar F. Codd on relational database management systems (RDBMS) named "A Relational Model of Data for Large Shared Data Banks. He heard about the IBM System R database from an article in the IBM Research Journal Provided by Oates. Also derived from Codd's theories. Ellison wanted to make Oracle's product compatible with system R, but failed to do so as IBM kept the error codes for their DBMS a secret SDL changed its name to Relational Software, Inc. (RSI) in 1979 then again to Oracle System Corporation in 1982, to align itself more closely with its flagship product Oracle Database. At this stage, Bob Miner served as the company's senior programmer. On March 12, 1986, the company had its initial public offering. In 1995, Oracle Systems Corporation changed its name to Oracle Corporation, officially named Oracle, but sometimes referred to as Oracle Corporation, the name of the holding company. Part of Oracle Corporation's early success arose from using the C programming language to implement its products. This eased porting the different operating system (most of which support C).

**KEYWORDS:** Oracle, Case Study, Oracle Mission and Vision, Oracle achievements, Oracle Carrier, Oracle support, Oracle database.



## CISCO SYSTEM

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### ABSTRACT

Cisco Systems was founded in December 1984 by [Leonard Bosack](#), who was in charge of the [Stanford University](#) computer science department's computers, and his wife [Sandy Lerner](#), who managed the Graduate School of Business' computers. The stock was added to the Dow Jones Industrial Average on the June 8, 2009, and is also included in the S&P 500 index, the Russell 1000 index, NASDAQ-100 index and the Russell 100 growth Stock Index. Cisco Systems was founded in December 1984 by Leonard bosack and Sandy Lerner. Leonard bosack, who was in the charge of the Stanford University computer science department's computers, and his wife sandy Lerner, who managed the Graduate School of Business' computers. Cisco partners can offer cloud –based services based on Cisco's virtualized Unified Computing System (UCS). Cisco systems also sponsors a line of IT professional certification for Cisco products. Cisco is the largest networking company in the world. The stock was added to the [Dow Jones Industrial Average](#) on June 8, 2009, and is also included in the [S&P 500](#) Index, the [Russell 1000 Index](#), [NASDAQ-100](#) Index and the Russell 1000 Growth Stock Index.<sup>[5]</sup> Cisco Systems was founded in December 1984 by [Leonard Bosack](#) and [Sandy Lerner](#), two [Stanford University](#) computer scientists, who pioneered the concept of a [local area network \(LAN\)](#) being used to connect geographically disparate computers over a multiprotocol [router system](#). By the time the company went public in 1990, when it was listed on the [NASDAQ](#), Cisco had a market capitalization of \$224 million. Cisco was the most valuable company in the world by 2000, with a more than \$500 billion market capitalization.

**KEYWORDS** : Cisco technology, Profit and loss, Smart product and service,

Paper 55

## WIPRO

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### ABSTRACT

Wipro is one of India's most well known computer software companies. The financial statements of the company are prepared in accordance with the Indian generally accepted accounting principles (GAAP) as well as the US GAAP. he case discusses Wipro's accounting policies with special reference to revenue recognition, investments, intangible assets, goodwill, and employee stock plans. Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship or responsible business) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms. With some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law." The aim is to increase long-term profits and shareholder trust through positive public relations and high ethical standards to reduce business and legal risk by taking responsibility for corporate actions. CSR strategies encourage the company to make a positive impact on the environment and stakeholders including consumers, employees, investors, communities. Customer Stewardship Customer hinges on meeting customer expectations by being responsive to the emerging trends and offering portfolio of products and services which integrate resource efficiency, dematerialization, organizational transparency, connectedness and collaboration. Engaging with customers is critical to meet customer expectations and it is the foundation on which stewardship rests.

Wipro's vision is to deliver maximum value to our customer businesses based on a solid relationship of trust, collaboration and competence. This we ensure by providing solutions that integrate deep industry insights, leading technologies and best in class delivery processes.

**KEYWORDS:** Industrial Product, Customer Stewardship, Deliver the maximum value to our customer based on solid relationship of a trust, Social Responsibilites.

Paper 56

## SALESFORCE.COM

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### ABSTRACT

Salesforce.com is an American cloud computing company head quartered in San Francisco California. Though its revenue comes from a customer relationship management (CRM) product, and Salesforce also capitalizes on commercial applications of social networking through acquisition and internal development. As of early 2016, it is one of the most highly valued American cloud computing companies with a market capitalization above \$61 billion. In August 2017, Sales force announced that it had reached the \$10 billion revenue run rate becoming the first enterprise cloud company to do so. Though its revenue comes from a customer relationship management (CRM) product, Salesforce also capitalizes on commercial applications of social networking through acquisition and internal development. Salesforce is the world's No1 Customer Relationship Management (CRM) platform. Cloud-based applications for sales, service, marketing, and more don't require IT experts to set up or manage simply log in and start connecting to customers in a whole new way. Salesforce is the primary enterprise offering within the Salesforce Platform. It provides companies with an interface for case management and task management, and a system for automatically routing and escalating important events.

**KEYWORDS:** Case Study, Salesforce , Services, Operation, Technology, Venture Capital Fund, Careers.

Paper 57

## SONY ERICSSON

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### ABSTRACT

Two losing teams in mobile telecommunications entered into loose talks in the summer of 2000 to join forces – for Ericsson to cut its dreadful losses and for Sony to re-enter the global arena in mobile handsets. Serious discussions followed by the end of the year, although real planning for a full-scale joint venture started only after a Memorandum of Understanding had been signed in April 2001. The two companies brought together complementary resources and made bold statements at the start on October 1 2001. This paper discusses the background and partially covers the implementation process. Sony has been able to considerably broaden its platform for mobile communications which it considers of great significance for its future presence in advanced electronics consumer products and systems. Ericsson has simultaneously departed from consumer products and focused its strategy on mobile infrastructure.

**KEYWORDS:** Mobile Telecommunications, Sony, Ericsson, Joint Venture, Technology Strategy, Supply-Chain-Management.

Paper 58

## **SYNTEL**

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### **ABSTRACT**

Syntel, Inc. is a U.S.-based multinational provider of integrated technology and business services. Headquartered in Troy, Michigan, Syntel utilizes development centers in India. Syntel is a certified minority-owned business (MBE). The company is led by CEO and President Rakesh Khanna. In 1992 Syntel opens its first two Global Development Centers in Mumbai and Chennai, India – one of the first U.S.- based IT service companies to employ a Global Delivery model. Syntel's global headquarters is located in Troy, Michigan, in suburban Detroit, but has 30 worldwide facilities located in the United States, United Kingdom, Germany, Philippines, Australia, and Canada.[19] The company's offshore software development centers are located in Mumbai, Chennai, Gurgaon and Pune, India, as well as Manila, Philippines. The Company's U.S.-based development centers are located in Phoenix, Arizona, Nashville, Tennessee, and Memphis, Tennessee. Syntel's first global development centers were established in Mumbai in 1992, and the company still maintains a strong presence in that city, as well as in Chennai. According to public filings, the company has over 80% of its billable workforce in India. According to Syntel's Fourth Quarter and Full Year 2016 financial results, the company posted Q4 revenues of \$237.9 million, Full Year 2016 revenue of \$966.6 million and Earnings per share of \$0.57.

**KEYWORDS:** Tata syntel, Case-Study, Core Services, Digital Services, Intelligent Automation.

Paper 59

## **TATA ELXSI**

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### **ABSTRACT**

In 1989 the company was incorporated on 30th March, as a Public Limited Company and obtained the Certificate of Commencement of Business on 5th May. The Company was promoted as a joint venture between Tata Industries, Ltd. (TIL) and Tata Elxsi (Plc.), Ltd. (TEPL), Singapore. Tata Elxsi is amongst the world's leading providers of design and technology services for product engineering and solutions across industries including Broadcast, Communications and Automotive. Tata Elxsi strives to provide a highly conducive work environment for each of its employees, which is coupled with fair and transparent processes and systems, to ensure each employee is provided with the right opportunities and options for career growth. Typically, companies use solution accelerators, automation and portfolio changes to achieve this. Tata Elxsi, a Bangalore-based Rs 622-crore design services firm, has taken a different route by setting up a business incubator. The concept isn't new, it started in the US as a way to encourage entrepreneurship. In India, incubators were mostly associated with academic institutions. In recent years, a variant of incubators called accelerators is taking off, driven by the private sector.

**KEYWORDS:** Tata elxsi, Case-Study, Technology Services & Product Engineering, Design, Systems Integration Services.

Paper 60

## **DISCONNECTED DATA ACCESS ARCHITECTURE USING ADO.NET FRAMEWORK**

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### **ABSTRACT**

A significant aspect of any software application is the creation, storage, processing, transmission, and access to data. ADO.NET is the data access component for the .NET Framework of the Microsoft. This component used by .NET products to communicate with a database for recording, fetching, and updating data and also to support all type of databases. It has collections of classes, interfaces, and structures for managing the data access from different databases. ADO.NET bridges the .NET application and database communication through XML to exchange data and add many new program interfaces to access the database. This paper introduces the structure, feature and inbuilt object of the ADO.NET technology and analysis database access technique of the ADO.NET. The paper also analyses the method of the ADO.NET connection with various types of database.

**KEYWORDS:** .NET Framework, ADO.NET, Data Adapter, Data Command, Data Reader, Data Provider, DataSet, ADO.NET object model, Namespaces in ADO.NET.

Paper 61

## **ADVANCES IN DATA SCIENCE AND ITS IMPLICATIONS FOR BUSINESS**

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### **ABSTRACT**

Volume of data on business information from raw materials to products, visitors to loyal customers, sales to service and maintenance, local authorities to international agencies, private partners to government policy makers, insurance agencies to legal authorities etc. are increasing exponentially both within and across organizations. To turn this enormous volume of data into useful smart data quickly that can enhance productivity and competitive advantages, organizations must invest in data science to analyze complex data sets. Developing the right environment to do so, however, remains challenging task. Fortunately, analytics technology has advanced from the stage where implementations required complex software installations and in-house data experts to get any value from the system. Just like many other core enterprise applications, data analytics is now available as a service from different technology service provider firms like Qlik and Tableau, that can be downloaded and set up within minutes, and does not require data scientists to make sense of the results. The shift to data analytics as a service is great news for all businesses, especially small and medium-sized organizations, as there is no longer a need for in-house data experts or expensive analytics systems to get results. Small and medium-sized organizations are now able to make use of cloud-based data analysis tools to build customer loyalty, boost sales or adapt to market fluctuations in the same way that was previously restricted to only the largest enterprises.



Paper 62

## **AUTOMOBILE INDUSTRY**

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### **ABSTRACT**

The Indian auto industry is one of the largest in the world. The industry accounts for 7.1 per cent of the country's Gross Domestic Product (GDP). The Two Wheelers segment with 80 per cent market share is the leader of the Indian Automobile market owing to a growing middle class and a young population. Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector. The overall Passenger Vehicle (PV) segment has 14 per cent market share. India is also a prominent auto exporter and has strong export growth expectations for the near future. In April-March 2017 exports of PV and Commercial Vehicles (CV) registered a growth of 16.20 per cent and 4.99 per cent respectively, over April-March 2016. In addition, several initiatives by the Government of India and the major automobile players in the Indian market are expected to make India a leader in the 2W and Four Wheeler (4W) market in the world by 2020. Production of passenger vehicles, commercial vehicles, three wheelers and two wheelers grew at 5.41 per cent in FY17 to 25,316,044 vehicles from 24,016,599 vehicles in FY16. The sales of passenger vehicles, commercial vehicles and two wheelers grew by 9.23 per cent, 4.16 per cent and 6.89 per cent respectively, during the period April-March 2017. India's electric vehicle (EV) sales increased 37.5 per cent to 22,000 units during FY 2015-16 and are poised to rise further on the back of cheaper energy storage costs and the Government of India's vision to see six million electric and hybrid vehicles in India by 2020.

**KEYWORDS :** Automobile, Vehicles and Commercial Vehicle.

Paper 63

## **OIL AND GAS INDUSTRY**

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### **ABSTRACT**

The oil and gas sector is among the six core industries in India and plays a major role in influencing decision making for all the other important sections of the economy. In 1997-98, the New Exploration Licensing policy (NELP) was envisaged to fill the ever increasing gap between India's gas demand and supply. India's economic growth is closely related to energy demand, therefore the need for oil and gas is protected to grow more, thereby making the sector quite conducive for investment. The Government of India has adopted several policies to fulfil the increasing demand. The government has allowed 100 per cent Foreign Direct Investment (FDI) in many segments of the sectors, including natural gas, petroleum products, and refineries, among others. Today, it attracts both domestic and foreign investment, as attested by the presence of Reliance Industries Ltd (RIL) and Cairn India. India is expected to be one of the largest contributors to non-OECD petroleum consumption growth globally. Total oil imports rose 4.24 per cent year on year to US\$ 86.45 billion in April-March 2016-17. India's oil consumption grew 8.3 per cent year on year to 212.7 million tonnes in 2016, as against the global growth of 1.5 per cent, thereby making it the Third largest oil consuming nation in the world. India is the fourth largest liquefied Natural Gas (LNG) importer after Japan, South Korea and China, and accounts for 5.8 per cent of the total global trade. Domestic LNG demand is expected to grow at a CAGR of 16.89 per cent to 306.54 MMSCMD by 2021 from 64 MMSCMD in 2015. The demand of petroleum oil and Lubricants grew at a Compound Annual Growth Rate (CAGR) of 5.6 per cent under the 12<sup>th</sup> Five Year Plan (2012-17)

**KEYWORDS:** Oil, Middle East and Refinery importer, total global trade

Paper 64

## HEALTHCARE INDUSTRY

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### ABSTRACT

The Healthcare Industry is one of the world's largest and fastest growing industries. Healthcare has become one of India's largest sectors-both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players. India's competitive advantage lies in its large pool of well-trained medical professionals. India is also cost competitive compared to its peers in Asia and western countries. The cost of surgery in India is about one-tenth of that in the US or Western Europe. Deloitte Touché Thomaston India has predicted that with increased digital adoption, the Indian healthcare market, which is worth around US\$ 100 billion, will likely grow at a CAGR of 23% to US\$ 280 billion by 2020. the revenue of India's corporate healthcare centre is estimated to grow at 15% in FY 2017-18. India is experiencing 22-25% growth in medical tourism and industry is expected to double its size from present (April 2017 US\$ 3 billion to US\$ 6 billion by 2018. Medical tourist arrivals in India increased more than 50% to 2,00,000 in 2016 from 1,30,000 in 2015. The healthcare information technology (IT) market is valued at US\$ 1 billion currently (April 2016 and is expected to grow 1.5 times by 2020. There is a significant scope for enhancing healthcare services considering that healthcare spending as a percentage of Gross Domestic Product (GDP) is raising. Rural India which accounts for over 70 percent of the population is set to emerge as a potential demand source. A total of 3598 hospitals and 25723 dispensaries across the country of a AYUSH (Ayurveda ,yoga and naturopathy unani , siddha and homoeopathy) treatment, thus ensuring availability of alternative medicine and treatment to the people.

**Keywords:** healthcare, medical equipment, information technology

Paper 65

## **Analysis of the Waste Management Industry in India - Challenges and Future Prospects**

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### **ABSTRACT**

India being a rapidly developing country, the amount of waste per annum generated is whopping, ranging from municipal solid waste(MSW), hazardous waste, biomedical waste and e-waste. The Swachh Bharat Mission was launched with the initiative of improving the waste management system in India opening up doors for private players into this sector. With the growth in manufacturing and domestic consumption, India's total waste production is expected to increase from the current 62 million tons to a whopping 162 million tons by 2030. In such a scenario, effective handling of waste becomes even more imperative. There are many challenges currently and the future prospects are immense. If the current growth rate of waste is not controlled properly, it can lead to catastrophic effects on the environment and health of the people of the country. This analysis is an effort to list out the current measures being taken and the problems therein and to also identify the gaps in order to suggest appropriate solutions for tackling them. The SWOC analysis framework has been used for this purpose of analysis to identify the key opportunities and challenges in this industry in India and also to look at the environmental effects, the associated supporting industries and the employment opportunities. Among the key drivers for solid waste management, socio-economic drivers seem to be emerging as the primary driver. Analyses of the numbers suggest that Waste Management sector in India is expected to be worth US \$13.62 billion with an annual growth rate of 7.17% by 2025. India generates roughly 62 million tons of garbage a year. Out of this, approximately 43 million tons are collected annually - 11.9 million tons of collected wastes are treated and the remaining 31 million tons disposed off in landfills. Indian Municipal solid waste management is expected to grow at a CAGR of 7.14% by 2025 while e-waste management is expected to grow at a CAGR of 10.03% during the same period. E-waste is a new phenomenon and is to set to increase by time with India producing 18.5 MT of e-waste every year – 70% of this coming from govt, private or public industries and 15% coming from households. Plastic waste is another menace with no official data on the amount waste generated. Bio medical waste includes all refuse use in the healthcare industry. Government has regulations setup for each type of waste category, for example Solid Waste is regulated by the solid waste management rules of 2016.

**KEYWORDS:** E-waste, Solid waste, Biomedical waste, Hazardous waste, Waste management, Environment, Climate change, Dumping, Disposal, Recycling, Segregation, Swachh Bharat, Start-ups, Innovations, Waste to Energy, Composting

Paper 66

## **Tourism & Hospitality Industry**

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### **ABSTRACT**

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. India's rising middle class and increasing disposable incomes has continued to support the growth of domestic and outbound tourism. Domestic Tourist Visits (DTVs) to the States/Union Territories (UTs) grew by 15.5 per cent y-o-y to 1.65 billion (provisional) during 2016 with the top 10 States/UTs contributing about 84.2 per cent to the total number of DTVs, as per Ministry of Tourism. The tourism and hospitality sector is among the top 10 sectors in India to attract the highest Foreign Direct Investment (FDI). During the period April 2000-June 2017, the hotel and tourism sector attracted around US\$ 10.48 billion of FDI, according to the data released by Department of Industrial Policy and Promotion (DIPP). With the rise in the number of global tourists and realising India's potential, many companies have invested in the tourism and hospitality sector. The Indian government has realised the country's potential in the tourism industry and has taken several steps to make India a global tourism hub. In the Union Budget 2017-18, the Government of India announced some initiatives to give a boost to the tourism and hospitality sector such as setting up of five special tourism zones, special pilgrimage or tourism trains and worldwide launch of Incredible India campaign among others.

**KEYWORDS :** Tourism, Hospitality and Domestic.

Paper 67

## **Impact Analysis of the Emerging Trends in the Information Technology Industry in India with an Emphasis on AI, Big Data & Data Analytics**

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### **ABSTRACT**

Information Technology Sector in India is one of the fastest growing sectors in India. According to ASSOCHAM industry body report, IT sector generated aggregated revenues of US \$160 billion in 2017, export revenue of US \$99 billion and domestic revenue of \$48 billion. The sectors contribution to India's GDP has increase from 1.2% in 1998 to 7.7% in 2016. USA accounts for over 60% of India IT exports. IT sector can broadly classify in two categories - the business process outsourcing (BPO) and the Service sector. The BPO sector is also popularly called the ITeS (Information Technology Enabled Service) sector. The market leader in India is TCS accounting for about 10.4% of India's total IT & ITeS sector revenue in FY16. Indian IT companies are spread all over the world with nearly 1000 global delivery centres in over 200 cities. As of 2017, a major plan is in place to connect the 4 major start-up hubs in the world for technology and intellectual transfer – Shanghai, Silicon Valley, Israel and Bangalore. The Global outlook on the Indian IT industry has changed tremendously over time with Major IT bigwigs like Dell, Microsoft etc setting up offshore delivery and innovation centres in India. There has been a dramatic revolution in the IT sector with Automation, Big data and Artificial Intelligence stepping in. The level of specialized IT skill sets demand is on the rise. The present availability is only 5% of the required skill level. The current situation is grim leading to heavy job losses. This study is an analysis of the impact of such a trend of building up of automation and the current revolution in the world of artificial Intelligence (AI). The Primary aim of this study is to analyse the impact of the emerging trends in the IT Industry with major focus on AI, Big Data and Data Analytics across different sectors in the IT industry and also study the impact of such changes on the other industry sectors. The emerging trend growth has had both positive and negative effects with the negative effect of automation leading to job losses and lack of specialised skill set requirements. This study also tries to find out the reasons for the gap in the market on the skill sets and also suggesting methods of implementation to bridge the gap.

**Keywords:** IT industry, AI, Big Data, Data Analytics, Telecom, Banking, Fraud analytics, Customer analytics, PGP, Great Lakes, UpGrad

Paper 68

## INDIAN PHARMACEUTICAL INDUSTRY

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### ABSTRACT

The Indian pharmaceutical market is the third largest in terms of volume thirteenth largest in terms of value, and it accounts for 20 per cent in the volume terms and 1.4 per cent in value terms of the Global Pharmaceutical Industry as per a report by Equity Master. India is the largest provider of generic drugs globally with the Indian generics accounting of 20 per cent of global exports in terms of volume. The Indian pharma industry, which is expected to grow over 15 per cent per annum between 2015 to 2020, will outperform the global pharma industry, which is set to grow at an annual rate of 5 per cent between the same period. The market is expected to grow to US\$ 55 billion by 2020, thereby emerging as the sixth largest pharmaceutical market to globally by absolute size, as started by Mr Arun Singh, Indian ambassador to the US. Branded generics dominate the pharmaceutical market, constituting nearly 80 per cent of the market share (in terms of revenue). The sector is affected to generate 58,000 additional job opportunities by the year 2025. India's pharmaceutical export stood at US\$ 20 billion by 2020, according to the Pharmaceuticals Export Promotion Council of India. Indian companies received 55 Abbreviated New Drug Application (ANDA) approvals and 16 tentative approvals from the US Food and Drug Administration (USFDA) in Q1 of 2017. The USFDA approvals are expected to cross 700 ANDA in 2017, there by recording a year- on- year growth of 17 per cent. The country accounts for around 30 per cent (by volume) and about 10 per cent (value) in the US\$70-80 billion US generics markets. The drugs and pharmaceuticals sector attracted cumulative FDI inflows worth US\$14.71 billion between April 2000 and March 2017, according to data released by the Department of Industrial Policy and Promotion (DIPP).

**KEYWORDS:** pharmaceutical market, growth , new drugs ,export promotion

Paper 69

## **CEMENT INDUSTRY**

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### **ABSTRACT**

India is the second largest producer of cement in the world. No wonder, India's cement industry is a vital part of its economy, providing employment to more than a million people, directly or indirectly. Ever since it was deregulated in 1982, the Indian cement industry has attracted huge investments, both from Indian as well as foreign investors. India has a lot of potential for development in the infrastructure and construction sector and the cement sector is expected to largely benefit from it. Some of the recent major government initiatives such as development of 98 smart cities are expected to provide a major boost to the sector. The housing sector is the biggest demand driver of cement, accounting for about 67 per cent of the total consumption in India. The other major consumers of cement include infrastructure at 13 per cent, commercial construction at 11 per cent and industrial construction at 9 per cent.

The total capacity of the cement industry in India is 435 million tonnes (MT) and the growth of cement industry is expected to be 6-7 per cent in 2017 because of the government's focus on infrastructural development. The industry is currently producing 280 MT for meeting its domestic demand and 5 MT for exports requirement. The country's per capita consumption stands at around 225 kg. On the back of growing demand, due to increased construction and infrastructural activities, the cement sector in India has seen many investments and developments in recent times. The Gujarat-based Nirma group, with presence in detergent, soap and chemicals sector, has bought Lafarge India's cement business, consisting of 11 MT production capacity, for US\$ 1.4 billion.

**KEYWORDS :** Cement, Foreign Investors, Housing Sector and Construction



Paper 70

## **RETAIL INDUSTRY**

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### **ABSTRACT**

In brief, it's the final transaction occurring right at the end of the supply chain, involving somebody buying something not (generally) for resell, but for their personal consumption or use. That is why customers are also referred to as consumers.

For example, walking into a McDonalds and buying a burger is a retail transaction.

The supply chain is the entire process involving identifying suppliers of cattle, wheat, potatoes, lettuce, tomatoes and everything else that goes into the process of making a burger, including the logistics (transportation and storage) involved in getting all of the components to the right place at the right time. In this way, the supply chain involves primary economic activity (farming), secondary economic activity (manufacturing - the burger patties), and tertiary economic activities (such as transportation and even the retail end of things).

A business that buys products from numerous different suppliers, and sells them for profit to customers.

It makes buying basics a whole lot easier. Imagine having to go to a factory to buy clothes and your everyday items. These factories can be anywhere around the world. Retail customers pay extra profit for that added convenience.

Indian unorganized retail has been a long, unbroken and proud tradition of self employment, local business and extreme market penetration and still does not enjoy any benefit from modern technology. The supply chain (except for some brands) is not robust. If these gaps could be filled even to a small extent, it would represent a huge revolution in the retail industry. Pay1 is one of the few organizations that are looking to organize the unorganized Indian retail and empower them with the latest technology and insights.

The next retail revolution will come from sleepy little villages and dusty forgotten towns instead of big, shiny malls in giants supercities

The fundamental definition of retail is; the point in the value chain where the buyer buys the product for self consumption and not for re-sale.

**KEYWORDS :** Retail, Customers, Suppliers and Goods

Paper 71

## AVIATION INDUSTRY

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### ABSTRACT

Indian Aviation Industry is one of the fastest growing airline industries in the world with private airlines accounting for more than 75% of the sector of the domestic aviation market. The history of Indian Aviation Industry started in December 1912 with its first domestic air route between Karachi and Delhi. It was opened by the Indian Air Services in collaboration with the UK based Imperial Airways as an extension of London-Karachi flight of the Imperial Airways. The government owned Airports Authority of India (AAI) operates 122 airports and civil enclaves out of a total of 449 airports and airstrips located throughout India. Less than 80 airports / aerodromes receive regular commercial flights. India is expected to become the third largest aviation market by 2020 and is expected to be the largest by 2030. Growth in import and export in India will be the key driver for growth in freight traffic as 30 per cent of total trade is undertaken via airways. Airports across the globe are planning on increasing their spending on new technology to keep up with surging passenger traffic, which is expected to double to 370 million by 2020. The anticipated double digit growth would make India as the world's 3rd largest aviation market by 2020. According to International Air Transport Association IATA, India will displace the UK the third place in 2026. India's aviation industry is largely untapped with huge growth opportunities, considering that air transport is still expensive for majority of the country's population, of which nearly 40 per cent is the upwardly mobile middle class.

**KEYWORDS:** Aviation, airlines, IATA and growth.

Paper 72

## **FILM INDUSTRY**

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### **ABSTRACT**

Indian Film Industry is just not restricted to fun and entertainment and earning profits but is also one of the biggest employment generating industries of the Indian economy. Indian Films arrived in less than a year after the Lumieres first exhibited their cinematographie in Paris. An agent who had brought equipment and films from France first showed his moving pictures in Bombay on July,1896 which became an important day in the social and cultural history of the Indian people. Today the growth of this industry is quite phenomenal with the changing preferences of movie-goers and filmmakers. Cinema has immense popularity in the country. As many as 1,600 films in various languages of India are produced every year. Indian films have also wide following throughout the rest of South Asia and it is even available in mainstream cinemas in parts of the Greater Middle East, Southeast Asia, Eastern Africa and elsewhere. Dadasaheb Phalke is known as the “father of Indian cinema”. The Dadasaheb Phalke Award, for lifetime contribution to cinema, was instituted in his honour, by the Government Of India in 1969, and is the most prestigious and coveted award in Indian cinema. India is the largest producer of films in the world and second oldest film industry in the world. The Hindi language part of the film industry, is forecast to grow by 11% per year until the 2017 financial year. Indian film industry is multi-lingual the largest in the world in terms of ticket sales and number of films produced and 5<sup>th</sup> largest in terms of revenue mainly due to having amongst the lowest ticket prices in the world.

**KEYWORDS** : Film industry, Film Makers, Cinemas, and Languages.

Paper 73

## **COTTON INDUSTRY IN INDIA**

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### **ABSTRACT**

Cotton plays an important role in the Indian economy as the country's textile industry is predominantly cotton based. India is one of the largest producers as well as exporters of cotton yarn. The Indian textile industry contributes around 5 per cent to country's gross domestic product, 14 per cent to industrial production and 11 per cent to total exports earnings. The industry is also the second-largest employer in the country after agriculture, providing employment to over 51 million people directly and 68 million people indirectly, including unskilled women. The textile industry is also expected to reach US\$ 223 billion by the year 2021. The states of Gujarat, Maharashtra, Andhra Pradesh, Karnataka, Madhya Pradesh, Haryana, Rajasthan, and Punjab are the major cotton producers in India. The Cotton Textile Export Promotion Council (TEXPROCIL) takes part in national and international events to enhance the visibility of Indian products, advertises and promotes Indian products in various media vehicles such as fashion magazines, event-related pull-outs, India reports and leading trade magazines, and organizes buyer-seller meets (BSM) and trade delegation visits. India is one of the largest producers as well as exporters of cotton and the Indian textile industry contributes about 11 percent to industrial production, 14 per cent to the manufacturing sector 4 percent to the GDP and 12 per cent to the country's total export earnings.

**KEYWORDS:** Textile industry, Export promotion council and GDP

Paper 74

## **PETROLEUM INDUSTRY**

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### **ABSTRACT**

The petroleum industry, also known as the global process of exploration, extraction, refining, transportation, and marketing of petroleum products. The largest volume products of the industry are fuel oil and gasoline. Petroleum is also the raw material for, any chemical products, including pharmaceuticals, solvents, fertilizers, pesticides, synthetic fragrances, and plastics. The industry is usually divided into three major components: upstream, midstream and downstream. the upstream refers to filtering of the raw materials obtained during the upstream space. Up streams involve search for underwater and underground natural gas. The largest volumes of products of the oil and gas industry are fuel oil and gasoline. The world consumes 30 billion barrels (4.8km) of oil per year, with developed nations being the largest consumers. The world consumes 30 billion barrels (4.8km) of oil per year, with developed nations being the largest consumers. the distribution of oil and gas reserves among world's largest oil companies. the oil produced by the super major companies accounts for less than 50% of the total world supply.

**KEYWORDS:** Petroleum, Refining, consumption and oil per year

Paper 75

## **THE ROLE OF E-LEARNING AS A CHANGE AGENT IN THE INDIAN EDUCATION SYSTEM**

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### **ABSTRACT**

E-learning activities are important for the development of any country. In modern era all are thinking about growth through advanced Education. Only planned education provides best result. E-learning is an effective tool for development of educational sector in India. E-learning is learning, developing electronic technologies to access global educational curriculum outside to the traditional classroom system. In most cases, it refers to a course, program or degree delivered completely online. The basic objective of this research paper is to understand concept and various types of e-learning by summarizing the comparison between traditional and modern learning technique of education. E-College Wales was a large scale, four-year, longitudinal project which provides an opportunity to evaluate the potential of e-learning as an institutional change agent in higher education. The findings of this case study are reported via the five dimensions for sustainable implementation of e-learning, namely learning & teaching, organisation, technology, culture, strategy and management. The modern pedagogies in teaching & learning are useful for developing educational sector in India. The research paper focused on classroom learning and e-learning as two faces of developing education system in India. This paper reveals various developments through E-learning as an innovative platform for effective teaching and learning and analyse about the changes it created in the field of education.

**KEYWORDS:** Education, educational development, e-learning, formal e-learning, informal e-learning.

Paper 76

## **A STUDY ON INFORMATION TECHNOLOGY OPPORTUNITIES AND CHALLENGES FOR WOMEN ENTREPRENEURS**

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### **ABSTRACT**

Entrepreneurship and information technology is an iron grip for economic development of the nation. Entrepreneurship is a multi dimensional task. The complex interaction of Information technology development led the changes in new form of opportunities and challenges for entrepreneurs. Wherein, women entrepreneurship is a recent phenomenon and they are risk takers. Female-owned businesses are one of the fastest growing entrepreneurial populations in a world of growth rates (Brush et al., 2009, Kelley et al., 2012). Lack of access and awareness of Advancement in technology facade the process has to face various problem and challenges. Hence this paper attempts to explore the problems and challenges of women entrepreneurs and study the awareness of information technology usage in business. And also provides recommendations for effective practices to sustain the business for a long run.

**KEYWORDS:** Entrepreneurship, Advancement, problems, challenges and Information technology