



SRINIVAS UNIVERSITY

Educating the Next Generation

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

Main Campus, Srinivas Nagar, Surathkal, Mangalore – 574146.

City Campus, Pandeshwar, Mangalore – 575001, Karnataka State, India.

LIST OF PUBLICATIONS



2017

Publications

COLLEGE OF COMPUTER SCIENCE & INFORMATION SCIENCE

1. Aithal, P. S. (2017). An Effective Method of Developing Business Case Studies based on Company Analysis, *International Journal of Engineering Research and Modern Education (IJERME)*, 2(1), 16-27. DOI:<http://dx.doi.org/10.5281/ZENODO.400579>.
2. Aithal, P. S. (2017). Comparative Study of Various Research Indices used to measure quality of Research Publications. *International Journal of Applied and Advanced Scientific Research (IJAASR)*, 2(1), 81-89. DOI:<http://doi.org/10.5281/zenodo.569763>.
3. Aithal, P. S. (2017). Factor Analysis based on ABCD Framework on Recently Announced New Research Indices, *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 1(1), 82-94. DOI:<http://dx.doi.org/10.5281/zenodo.584105>.
4. Aithal, P. S. (2017). Comparison of Research Output and Fee Charging Strategies of Some Top Global & Indian Business Schools. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 1(1), 53-66. DOI:<http://dx.doi.org/10.5281/zenodo.584117>.
5. Aithal, P. S. (2017). Industry Analysis – The First Step in Business Management Scholarly Research. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 2(1), 1-13. DOI: <http://dx.doi.org/10.5281/zenodo.810347>.
6. Aithal, P. S. (2017). A critical study on Various Frameworks used to analyze International Business and its Environment. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 1(2), 78 97. DOI:<http://dx.doi.org/10.5281/zenodo.1053578>
7. Aithal, P. S. (2017). Impact of Domestic, Foreign, and Global Environments on International Business Decisions of Multinational Firms: A Systematic Study. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 2(2), 93-104. DOI:<http://dx.doi.org/10.5281/zenodo.1067103>.
8. Pai, V. T. & Aithal, P. S., (2017). A Review on Security Issues and Challenges in Cloud Computing Model of Resource Management. *International Journal of Engineering*

Research and Modern Education (IJERME), 2(1), 65-70.DOI
<http://doi.org/10.5281/zenodo.546323>.

9. Sridhar Acharya & Aithal, P. S. (2017). Electricity from Microbial Fuel Cell- Challenges in Implementing the Cell in Rural India. *International Journal of Applied and Advanced Scientific Research (IJAASR)*, 2(1), 90-93. DOI:<http://doi.org/10.5281/zenodo.569764>.
10. Vaikunth Pai, T. & Aithal, P. S., (2017). Cloud Computing Security Issues - Challenges and Opportunities. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 1(1), 33-42. DOI:<http://dx.doi.org/10.5281/zenodo.569920>.
11. Krishna Prasad, K. & Aithal, P. S. (2017). A Study on Enhancing Mobile Banking Services using Location based Authentication. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 1(1), 48-58. DOI:<http://doi.org/10.5281/zenodo.583230>.
12. Krishna Prasad, K & Aithal, P. S. (2017). A Conceptual Study on User Identification and Verification Process using Face Recognition Techniques. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 1(1), 6-17. DOI:<http://dx.doi.org/10.5281/zenodo.810343>.
13. Sridhar Acharya, P. & Aithal, P. S. (2017). Increasing the Efficiency in Renewable Energy-Challenges and Solutions for Rural India. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 1(1), 1 - 5. DOI:<http://dx.doi.org/10.5281/zenodo.810341>.
14. Krishna Prasad, K & Aithal, P. S. (2017). A Study on Online Education Model using Location Based Adaptive Mobile Learning. *International Journal of Applied Engineering & Management Letters*, 1(1), 36-44. DOI:<http://dx.doi.org/10.5281/zenodo.820457>.
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- Techniques for Fingerprint Images. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 1(1), 63-72. DOI:[http:// dx.doi. org/ 10.5281/ zenodo. 831678](http://dx.doi.org/10.5281/zenodo.831678).
17. Sridhar Acharya, P. & Aithal, P. S., (2017). Transformation of Knowledge in Teaching Learning Environment Adoption of Innovative Methodology in Teaching Software Engineering. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 1(2), 22-28. DOI:<http://dx.doi.org/10.5281/zenodo.846649>
 18. Paul, P. K., Aithal, P. S. & Bhuimali, A. (2017). Cloud, Big-Data and Human Centered Computing towards better Information and Technological Solution in MGNREGA: An Existing and Possible Overview. *IRA-International Journal of Management & Social Sciences*, 9(1), 1-7. DOI:<http://dx.doi.org/10.21013/jmss.v9.n1.p1>.
 19. Krishna Prasad, K. &Aithal, P. S. (2017). Literature Review on Fingerprint Level 1 and Level 2 Features Enhancement to Improve Quality of Image. *International Journal of Management, Technology, and Social Sciences (IJMTS)*,2(2), 8-19. DOI:<http://dx.doi.org/10.5281/zenodo.835608>
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 21. Vaikunth Pai, T, &Aithal, P. S. (2017). Disconnected Data Access Architecture using ADO.NET Framework. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 1(2), 10-16. DOI:<http://dx.doi.org/10.5281/zenodo.887357>
 22. Krishna Prasad K. &Aithal, P. S. (2017). A Novel Method to Control Dominating Gray Levels during Image Contrast Adjustment using Modified Histogram Equalization. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 1(2), 27-39. DOI:<http://dx.doi.org/10.5281/zenodo.896653>
 23. Krishna Prasad, K. &Aithal, P. S., (2017). Two-Dimensional Clipping Based Segmentation Algorithm for Grayscale Fingerprint Images. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 1(2), 51-65.DOI:<http://dx.doi.org/10.5281/zenodo.1037627>.

24. Krishna Prasad, K. &Aithal, P. S., (2017). A Study on Fingerprint Hash Code Generation Using Euclidean Distance for Identifying a User. International Journal of Management, Technology, and Social Sciences (IJMITS), 2(2), 116-126.DOI :<http://doi.org/10.5281/zenodo.1133545>.
25. Krishna Prasad K. &Aithal, P. S., (2017). A Conceptual Study on Fingerprint Thinning Process based on Edge Prediction. International Journal of Applied Engineering and Management Letters (IJAEML), 1(2), 98-111.DOI:<http://dx.doi.org/10.5281/zenodo.1067110>.
26. Sridhar Acharya &Aithal, P. S., (2017). Opportunities and Challenges of Producing Solar Energy in Every Indian Home – A case Study. International Journal of Case Studies in Business, IT and Education (IJCSBE), 1(2), 114-119. DOI:<http://dx.doi.org/10.5281/zenodo.1133921>.
27. Krishna Prasad K. &Aithal, P. S., (2017). A Critical Study on Fingerprint Image Sensing and Acquisition Technology. International Journal of Case Studies in Business, IT and Education (IJCSBE), 1(2), 86-92. DOI:<http://dx.doi.org/10.5281/zenodo.1130581>
28. Sridhar Acharya, P. &Aithal, P. S. (2017). Electricity from Microbial Fuel Cell - Challenges in Implementing the Cell in Rural India. International Journal of Applied and Advanced Scientific Research (IJAASR) Impact Factor: 5.255, ISSN (Online): 2456 3080 (www.dvpublication.com), 2(1), 90 93.DOI:<http://doi.org/10.5281/zenodo.569764>
29. Panchajanyeswari M. Achar. (2017). Design of E-Learning Environment to Capture and Use Learners' Information. International Journal of Engineering Research and Modern Education (IJERME) Impact Factor: 6.525, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 2(1), 28 – 32. DOI :<http://dx.doi.org/10.5281/zenodo.400580>
30. Krishna Prasad, K. & Aithal, P.S. (2017). Two-Dimensional Clipping Based Segmentation Algorithm for Grayscale Fingerprint Images. International Journal of Applied Engineering andManagement Letters (IJAEML), 1(2), 51-65.
DOI:<http://dx.doi.org/10.5281/zenodo.1037627>

31. Sridhar Acharya, P. & Dr. Aithal P. S. (2017). Opportunities and Challenges for Producing Solar Energy in Every Indian Home – A Case Study. International Journal of Case Studies in Business, IT and Education (IJCSBE), 1(2), 114-119. DOI:<http://dx.doi.org/10.5281/zenodo.1133921>.
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33. Panchajanyeswari M. Achar (2017). Creating an Advanced Web Based Environment using Semantic Web. International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: Applied, 2(1), 6-17. DOI:<http://dx.doi.org/10.5281/zenodo.821123>.

COLLEGE OF MANAGEMENT & COMMERCE

1. Aithal, P. S. (2017). An Effective Method of Developing Business Case Studies based on Company Analysis, International Journal of Engineering Research and Modern Education (IJERME), 2(1), 16-27. DOI:<http://dx.doi.org/10.5281/ZENODO.400579>.
2. Varun Shenoy & Aithal, P. S. (2017). Placement Strategies of Top Ranked Indian Management Institutions. International Journal of Scientific Research and Modern Education (IJSRME), 2(1), 59-67. DOI:<http://dx.doi.org/10.5281/ZENODO.438150>.
3. Shubhrajyotsna Aithal & Aithal, P. S. (2017). Research Opportunities for Use of Organic Dyes & Dye-doped Polymers in Optoelectronics and Photonics. International Journal of Engineering Research and Modern Education (IJERME), 2(1), 90-97. DOI :<http://doi.org/10.5281/zenodo.546772>.
4. Aithal, P. S. (2017). Comparative Study of Various Research Indices used to measure quality of Research Publications. International Journal of Applied and Advanced Scientific Research (IJAASR), 2(1), 81-89. DOI:<http://doi.org/10.5281/zenodo.569763>.
5. Aithal, P. S., (2017). Company Analysis – The Beginning Step for Scholarly Research. International Journal of Case Studies in Business, IT and Education (IJCSBE), 1(1), 1- 18.

DOI:<http://dx.doi.org/10.5281/zenodo.573769>.

6. Aithal, P. S. (2017). ABCD Analysis of Recently Announced New Research Indices. International Journal of Management, Technology, and Social Sciences (IJMTS), 1(1), 59- 71. DOI:[http://doi.org/10.5281/zenodo.583644](http://dx.doi.org/10.5281/zenodo.583644).
7. Aithal, P. S. (2017). Factor Analysis based on ABCD Framework on Recently Announced New Research Indices, International Journal of Management, Technology, and Social Sciences (IJMTS), 1(1), 82-94. DOI:<http://dx.doi.org/10.5281/zenodo.584105>.
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10. Aithal, P. S. (2017). Industry Analysis – The First Step in Business Management Scholarly Research. International Journal of Case Studies in Business, IT and Education (IJCSBE), 2(1), 1-13. DOI: <http://dx.doi.org/10.5281/zenodo.810347>.
11. Sonia D. N. &Aithal, P. S. (2017). Organizational Strategic Approach towards Work Life balance of Women in India. International Journal of Management, Technology, and Social Sciences (IJMTS), 2(1), 18-24. DOI:<http://dx.doi.org/10.5281/zenodo.810349>.
12. Shubhrajyotsna Aithal, Aithal, P. S. & Bhat, G. K. (June, 2017). Study of Third Order Optical Nonlinearity in Disperse Orange-25 Dye-doped Polymer Films using CW Laser. International Journal of Applied Engineering & Management Letters, 1(1), 18-35.DOI:<http://dx.doi.org/10.5281/zenodo.818692>.
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14. Paul, P. K., Aithal, P. S. &Bhuimali, A. (2017). Mobile Cloud Computing Vis-à-Vis Eco

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15. Paul, P. K., Aithal, P. S. &Bhuimali, A. (2017). Internet Society: The pioneers in internet and network science for building digital society and Information Age—A Case Study International Journal on Recent Research's in Science, Engineering, and Technology, 5(7), 11-18. DOI:<http://doi.org/10.5281/zenodo.996939>.
16. Paul, P. K., Aithal, P. S., &Bhuimali, A. (2017). Emerging Internet Services Vis-à-Vis Development: A Theoretical Overview. International Journal on Recent Research's in Science, Engineering, and Technology, 5(7), 19-25. DOI :<http://doi.org/10.5281/zenodo.996943>.
17. Architha Aithal, Ateendra Jha, &Aithal, P. S. (2017). Task Shifting – A management strategy of Health Care organizations in developing countries. National Conference on Reinventing Opportunities in Management, IT, and Social Sciences, 23-24, DOI:<http://doi.org/10.5281/zenodo.438328>.
18. Aithal, P. S. &Suresh Kumar, P. M. (2017). Ideal Analysis for Decision Making in Critical Situations through Six Thinking Hats Method. International Journal of Applied Engineering and Management Letters (IJAEML), 1(2), 1-9. DOI:<http://dx.doi.org/10.5281/zenodo.838378>.
19. Varun Shenoy & Aithal, P. S., (2017). A New IEDRA Model for Student Placement Realization. International Journal of Management, Technology, and Social Sciences (IJMITS), 2(2), 20-27. DOI:<http://dx.doi.org/10.5281/zenodo.835611>.
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21. Aithal, P. S., (2017). ABCD Analysis as Research Methodology in Company Case Studies. International Journal of Management, Technology, and Social Sciences (IJMITS), 2(2), 40-54. DOI:<http://dx.doi.org/10.5281/zenodo.891621>.
22. Sonia, D. N., Aithal, P. S. & Pradeep (2017). Study on the Policy Framework towards Work Life Balance in India. International Journal of Multidisciplinary Research and Modern Education (IJMRME), 3(2), 11-16.DOI:<http://doi.org/10.5281/zenodo.839258>.

23. Paul, P.K., Aithal, P. S., Bhuimali, A. & Krishna Raj, (August 2017). National Telecommunication and Information Administration (NTIA): The Promoter of Digital Humanities and Sociology—A Case Study, International Journal of Scientific Research in Physics and Applied Sciences,5(4), 24-27. DOI:<http://doi.org/10.5281/zenodo.888201>.
24. Varun Shenoy & Aithal, P. S., (2017). A New Box Framework for E-Campus Interview Training. International Journal of Applied Engineering and Management Letters (IJAEML), 1(2), 17-26. DOI:<http://dx.doi.org/10.5281/zenodo.887923>.
25. Aithal, P. S., Madhushree & Revathi, R. (2017). Comparison of Private Universities in India based on NIRF Ranking and Fee Charging Strategies. International Journal of Case Studies in Business, IT and Education (IJCSE), 1(2), 72-85.DOI:<http://dx.doi.org/10.5281/zenodo.1098373>.
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27. Architha Aithal, &Aithal, P. S. (2017). Task Shifting – An Alternative Survival Strategy for Health-care Organizations. International Journal of Scientific Research and Modern Education (IJSRME), 2(2), 34-48. DOI:<http://doi.org/10.5281/zenodo.995627>.
28. Paul, P.K., Aithal, P. S. &Bhuimali, A. (2017). Food Informatics and its Challenges and Opportunities- A Review. International Journal on Recent Researches in Science, Engineering & Technology, 5(9). 46-53. DOI:<http://dx.doi.org/10.5281/zenodo.996933>.
29. Paul P.K., Bhuimali A. &Aithal, P. S. (2017). Information Science: Science or Social Science? International Journal on Recent Researches in Science, Engineering & Technology, 5(9), 54-65. DOI:<http://dx.doi.org/10.5281/zenodo.996935>.
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- Developing Countries Context. International Journal on Recent Researches in Science, Engineering Technology, 5(10), DOI:<http://dx.doi.org/10.5281/zenodo.1038399>.
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34. Paul, P. K., Bhuimali, A. Aithal, P. S. & Chatterjee D. (2017). Information Science towards IST: Emerging Interdisciplinary Domain with Expert Definition, Existing and Future Scenario. International Journal on Recent Researches in Science, Engineering & Technology, 5(10), 45-53. DOI:<http://dx.doi.org/10.5281/zenodo.1038401>.
35. Architha Aithal, &Aithal, P. S., (2017). ABCD Analysis of Task Shifting – An optimum Alternative Solution to Professional Healthcare Personnel Shortage. International Journal of Health Sciences and Pharmacy (IJHSP), 1(2), 36-51.DOI:<http://dx.doi.org/10.5281/zenodo.1038975>.
36. Aithal, P. S. & Priyesh Pai, T. (2017). Opportunity for Realizing Ideal Computing System using Cloud Computing Model. International Journal of Case Studies in Business, IT and Education (IJCSBE), 1(2), 60-71. DOI:<http://dx.doi.org/10.5281/zenodo.1094995>.
37. Paul, P. K.,Bhuimali, A., Aithal, P. S., & Dangwal, K. L. (2017). Quantum Information Science-The Domain of Future Informatics Practice: Emphasizing Possibilities, Challenges and Academic Scenario. International Journal of Scientific Research in Physics and Applied Sciences, 5(5), 22-26. CrossRef-DOI:<https://doi.org/10.26438/ijrspas/v5i5.2226>.
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Business and its Environment. International Journal of Applied Engineering and Management Letters (IJAEML), 1(2), 78-97. DOI:<http://dx.doi.org/10.5281/zenodo.1053578>.

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41. Paul, P. K., Aithal P. S., & Bhuimali, A. (2017). Computing & Information Related Degrees worldwide & India—An Analytical Policy Research. Educational Quest: An Int. J. of Education and Applied Social Science: 8(3), 657-666, DOI :<http://dx.doi.org/>
42. Paul, P. K., Bhuimali, A., & Aithal, P. S., (2017). Indian Higher Education: With Slant to Information Technology— A Fundamental Overview. International Journal on Recent Researches In Science, Engineering & Technology, 5(11), 31-50. DOI :<http://dx.doi.org/10.5281/zenodo.1090185>.
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50. Deekshitha, Udaya Kumar, M. A. & Pradeep, M. D. (2017). “A Study on Changing Consumer Behaviour towards Fast Moving Consumable Goods in India”. International Journal of Multidisciplinary Research and Modern Education, Impact Factor: 6.725, ISSN (Online): 2454 – 6119 (www.rdmodernresearch.org) 3(1),392-398.DOI: <http://doi.org/10.5281/zenodo.801189>
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52. Pavithra Kumari, (2017). Limitations of Legal Enforcement in Bio –Medical Waste Management in India. International Journal of Engineering Research and Modern Education (IJERME), Impact Factor: 6.525, ISSN (Online): 455 – 4200(www.rdmodernresearch.com) 2(1), 33-36. DOI:<http://dx.doi.org/10.5281/ZENODO.400621>.
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10. Dr. Rajasekar One of the speakers for the conference held by Nanda college of physiotherapy ‘Physio Gala’ and delivered lecture on ‘Core Stabilization from the inside out’

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