

# Srinivas University



## Conference Publications 2017

1. Dr. P. S. Aithal, (2017). "An Effective Method of Developing Business Case Studies based on Company Analysis", *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 pp no. 1-24.
2. V T Shailashri, Dr. Sureka Shenoy, (2017). "Innovation A Key Towards Employee Engagement", *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no. 25-30.
3. Dr. P. S. Aithal, Dr. Suresh Kumar P. M, (2017). "Lateral Thinking in Managerial Decision Making Through Six Thinking Hats Technique", *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no. 31-41.
4. Priti K Rao , (2017). "The Changing Paradigms in Lifestyle Marketing – A Case Study Approach With Reference To Watch Industry", *National Conference on Reinventing Opportunities in Management, IT, and Social Science*, ISBN No: 978-93-5265-653-0, pp no 121-129.
5. Dr. P. S. Aithal, (2017). "Comparision of Business Strategies and Innovations in Higher Education of Selected Private Universities in India" , *National Conference on Reinventing Opportunities in Management, IT, and Social Science*. ISBN No: 978-93-5265-653-0
6. P.M. Suresh Kumar,(2017). "Community Engagement Initiatives In Higher Education"., *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no. 148-158.
7. Varun Shenoy, Dr. P.S. Aithal (2017) "Placement Strategies of World's Top Business Schools", *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no. 241-253.
8. Pradeep M.D, Ravindra B.K , Ramjani Sab T, (2017). "A Study on The Prospects And Problems Of Unorganised Labours In India". *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, pp no. 304-316.
9. Dr. P. S. Aithal , Dr. Suresh Kumar P. M, (2017). "Challenges and Opportunities for Enhancing Research & Publications in Higher Education". *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no, 317-330.
10. Dr. Meena Monteiro, Laveena D'Mello , Dr. Govindaraju. B.M. (2017), "A Study on Quality Of Life Among Working Women With High Blood Pressure." *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no 342-351
11. Dr. P. S. Aithal, Dr. Suresh Kumar P. M.,(2017),"Implementation of Theory 'A' using Six Thinking Hats - an innovative way of improving organizational Performance.", *National*

*Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0.

12. Dr. Meena Monteiro, Laveena D'Mello , Dr. Govindaraju. B.M,(2017),“A Study on the Working Conditions of Sales Persons in A Garment Shop At Mangalore”. *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no. 352-356.

13. Dr. P. S. Aithal , Dr. P.M. Suresh Kumar, (2017),”How Public Sector Organizations can Boost Productivity using ‘Theory A’”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*. ISBN No: 978-93-5265-653-0

14. Laveena D'Mello, Dr. Govindaraju. B.M., Dr. Meena Monteiro, (2017), “Influence of Religion And Spirituality On Hiv Positive People”. *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no.357-362.

15. Dr. P. S. Aithal , Dr. Suresh Kumar P. M, (2017), “Interconnecting Theory A and ABC Model of Organizational Research Performance.” *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no. 372-389.

16. Dr. P. S. Aithal, (2017), “Comparative Study of Various Research Indices Used To Measure Quality of Research Publications”. *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no. 413-428.

17. K. Krishna Prasad , Dr. P. S. Aithal, (2017) “A Study on Enhancing Mobile Banking Services using location based Authentication.”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no.429-440.

18. Deekshitha, Udaya Kumar M. A , Pradeep M. D, “A Study on Changing Consumer Behaviour Towards Fast Moving Consumable Goods In India.”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*,. ISBN No: 978-93-5265-653-0, pp no. 441-452.

19. Anumesh Kariappa (2017), “The Implication and Impact Of Goods And Service Tax (Gst) On Indian Economy With Special Reference To Manufacturing Sector”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no. 453-457

20. Architha Aithal, P. S. Aithal , (2017),“Task-Shifting – An optimum management strategy of Health Care organizations in developing countries.”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*. ISBN No: 978-93-5265-653-0.

21. Amith Donald Menezes , Dr. Prakash Pinto, (2017)“Evolution of Payment System”. *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no.458-467.

22. Shubrajyotsna Aithal , Dr. P. S. Aithal (2017), “Research Opportunities and Challenges for Use of Organic Dye-doped Polymers and Nanomaterials-doped Polymers in Nonlinear Optics & Photonics.”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no .468-481.
23. Chaitra B. S , Poornima J Gokhale, (2017), “Electronic Paper Technology.” ,*National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no.482-487.
24. Dr. P. S. Aithal, (2017)“Comparative Study of Various Research Indices to measure Quality of Research Publications.”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*. ISBN No: 978-93-5265-653-0.
25. Panchajanyeswari M Achar, (2017), “Creating An Advanced Web Based Environment Using Semantic Web”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no. 492-499.
26. Dr. P.S. Aithal, (2017), “Ultra Innovation in Designing Examination System as Student Friendly : A model of IIM, Ahmedabad”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*. ISBN No: 978-93-5265-653-0
27. Vaikunth Pai T., Dr. P. S. Aithal,(2017), “A Review on Security Issues and Challenges In Cloud Computing Model Of Resource Managementx”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no. 500-510.
28. Lathika.K (2017), “Virtual Reality History, Applications And Future.”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no. 511-523.
29. P. Sridhar Acharya & Dr. P.S. Aithal,(2017), “Increasing the Efficiency in Renewable Energy – Challenges and Solutions for Rural India.”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*. ISBN No: 978-93-5265-653-0.
30. Pavithra Kumari, (2017),“Emerging Challenges and Issues Concerning International Cyber Law” . , *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no.530-533
31. Sonia D. N, Dr. P.S. Aithal, Pradeep M.D, (2017), “Study on the Policy Framework towards Work Life Balance in India.”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*,. ISBN No: 978-93-5265-653-0.
32. Shylesh S, (2017), “A Study of Software Development Life Cycle Process Models”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*,. ISBN No: 978-93-5265-653-0, pp no. 534-541.
33. Dr. P. S. Aithal, (2017), “Instances of Black Ocean Strategy and Indian Epics.”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*. ISBN No: 978-93-5265-653-0.

34. Subrahmanya Bhat , Dr. K. R. Kamath,(2017), “Localization Approach in Directory Based Cache Coherency and its Impact on Cache Coherency Implementation- Study.” *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no.542-549.
35. Dr. P. S. Aithal, (2017), “Strategies to Improve Author Research Index and Journal Impact Factors in Scholarly Publications”, *National Conference on Emerging Trends in Educational Innovations*. ISBN No.: 978-93-5279-403-4
36. K. P . Vinayaraj (2017), “The Importance of English as Consensual Language among Online Shopping Community”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 137-142
37. Dr. P. S. Aithal, (2017) “Industry Analysis – The First Step in Scholarly Research.” *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 1-18.
38. K. Krishna Prasad, Dr. P. S. Aithal,(2017), “A Study on Online Education Model using Location Based Adaptive Mobile Learning”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 221-232.
39. Keerthan Raj, (2017), “Higher Education – Challenges for India.”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 242-248.
40. Dr. P. S. Aithal , Dr. Suresh Kumar , (2017), “How Six Thinking Hats Method can be used as Ideal Analysis Technique for Situations.” , *National Conference on Emerging Trends in Educational Innovations*. ISBN No.: 978-93-5279-403-4
41. Lathika K., (2017), “Virtual Reality History, Applications and Future.”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no.86-99.
42. Dr. P. S. Aithal, (2017), “Instances of Black Ocean Strategy in Indian IT Industry.”, *National Conference on Emerging Trends in Educational Innovations*., ISBN No.: 978-93-5279-403-4
43. Vaikunth Pai T., Dr. P. S. Aithal, (2017), “Cloud Computing Security Issues - Challenges and Opportunities”. *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no.124-136.
44. Dr. P. S. Aithal, (2017), “Industry Institution Integration – New Emerging Model of Sustainable Collaboration in Higher Education”, *National Conference on Emerging Trends in Educational Innovations*. ISBN No.: 978-93-5279-403-4
45. Subrahmanya Bhat , Dr. K. R. Kamath , (2017),“Localization Approach in Directory Based Cache Coherency and Its Impact on Cache Coherency Implementation- Study.” *National Conference on Emerging Trends in Educational Innovations*. ISBN No.: 978-93-5279-403-4, pp no. 143-150

46. Dr. P. S. Aithal ,(2017), “Review on Aithal Theory on Accountability for Optimizing Organizational Productivity.” *National Conference on Emerging Trends in Educational Innovations*. ISBN No.: 978-93-5279-403-4
47. Shylesh S, (2017), “A Study of Software Development Life Cycle Process Models.” *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no.19-27.
48. Dr. P. S. Aithal (2017), “Death of Business Models through Innovations in Technology – A case of International Publishers.”, *National Conference on Emerging Trends in Educational Innovations*. ISBN No.: 978-93-5279-403-4
49. Panchajanyeswari M Achar,(2017), “Creating an Advanced Web Based Environment Using Semantic Web”. *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 212-220.
50. Dr. P. S. Aithal, (2017), “A Comparative Study on Outcome Based Education System and Competency Based Education System”, *National Conference on Emerging Trends in Educational Innovations*. ISBN No.: 978-93-5279-403-4
51. Pavithra Kumari (2017), “Emerging Challenges and Issues Concerning International Cyber Laws”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 82-85.
52. Dr. P. S. Aithal, (2017), “A study on Faculty Student Ratio, Research Output, and Fee Structure Strategy of Top Ranked Management Institutions in India”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 175-194
53. Anumesh Kariappa,(2017), “The Implication and Impact of Goods and Service Tax (Gst) on Indian Economy with Special Reference to Manufacturing Sector”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no.331-335.
54. Dr. P.S. Aithal & Shubhrajyotsna Aithal(2017), “Immediate & Long Term Business Opportunities for Nanotechnology Products & Services”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4
55. Architha Aithal & Dr. P. S. Aithal(2017), ”ABCD Analysis of Task Shifting - An optimum Solution to Professional Healthcare Personnel Shortage., *National Conference on Emerging Trends in Educational Innovations*. ISBN No.: 978-93-5279-403-4
56. Shreepathy Ranga Bhatta. B , Varun Kumar S G, (2017),“A Study of Student Perception on Printed Study Material Distribution Model, A Case Study of Students at Srinivas Institute of Management Studies With Special Reference to MBA & BBM Students”. *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no 195-211.
57. Architha Aithal & Dr. P. S. Aithal,(2017), “Company Analysis – The Beginning Step for Scholarly Research.”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no 249-275.

58. Pradeep M. D. , Ravindra B. K (2017), “Review on the Gender Sensitive Women Education- Legal Revolution in Higher Education.”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 276-293.
59. Dr. P. S. Aithal,(2017) “ABCD Analysis of Recently Announced New Research Indicies”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no.302-319
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65. Vaikunth Pai T. & Dr. P. S. Aithal(2017), “A Review on Security Issues And Challenges In Cloud Computing Model Of Resource Management”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 111-123.
66. Mr. Amith Donald Menezes (2017), “Modern Techniques In Teaching.”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no.151-159
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68. Subrahmanya Bhat, Dr. K. R Kamath (2017), “Routersim – The Ciscos Network Simulator for Hands on Learning in Network Design”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 233-241.
69. P.M. Suresh Kumar (2017), “ADOPTION OF TECHNOLOGY AND Augmentation of Resources for Teaching-Learning in Higher Education.”, *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 294-301.

70. Laveena D'Mello, Meena Monteiro, Govindaraju B.M (2017), "A Study on Situation of Women Entrepreneurs in Dakshina Kannada", *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no.320-330.
71. Poornima J Gokhale, Chaitra B. S (2017), "Search Engine Optimization.", *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 336-343.
72. V T Shailashri D r. Surekha Shenoy(2017), "Indian Education----- Global Relevance., *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no 344-352.
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74. Sridhar Acharya Dr. P. S. Aithal,(2017) "Adoption of Innovative Methodology in Teaching Software Engineering., *National Conference on Emerging Trends in Educational Innovations*, ISBN No.: 978-93-5279-403-4, pp no. 360-368.
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78. Architha Aithal, P. S. Aithal,(2017), Task-Shifting – An Alternative Survival Strategy In Health-Care Sector. *Implications of Research in Banking, Management, IT, Education and Social Sciences*,. ISBN No.: 978-93-5281 474-9, pp no 87 -112
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83. Laveena D'Mello Meena monteiro (2017), "The Causes And Effects Of Migration: A Case Study Of Bijapur Colony, Mulki.", *Implications of Research in Banking, Management, IT, Education and Social Sciences*, ISBN No.: 978-93-5281-474-9, pp no208 - 217
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92. Madhushree L. M. Revathi Radhakrishnan (2017), "Impact of Information Technology On Organisational Performance With Reference To Karnataka Bank.", *Implications of Research in Banking, Management, IT, Education and Social Sciences*, ISBN No.: 978-93-5281-474-9, pp no 304-310

93. Revathi Radhakrishnan, Madhushree L.M (2017),“Impact of GST in Bank Products and Services and its Customers with Reference to Corporation Bank in Mangalore.”, *Implications of Research in Banking, Management, IT, Education and Social Sciences*, ISBN No.: 978-93-5281-474-9, pp no 311-318
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