



Prof. Dr. P. S. Aithal,

M.Sc.(Physics), M.Sc.(E-Business). M.I.T (I.T.), M.Tech.(I.T.), Ph.D.(Physics), Ph.D.(Business Management), PostDoc.@PRL, Ahmedabad, PostDoc.@CREOL, UCF, USA, D.Sc.(Technology Management), D.Litt.(h.c.) Vice Chancellor, Srinivas University, India

Dr. P. Sreeramana Aithal is currently holding Third Rank among Top 30,000 Research authors world-wide and had FIRST Rank among Top 12,000 Business Management Authors worldwide in Elsevier's SSRN Research network, USA in terms of total number of open access scholarly papers in their network. Prof. Dr. Perdoor Sreeramana Aithal has 32 years experience in Teaching & Research and 20 years' experience in Administration. He has worked as Principal & Director at Srinivas Institute of Management Studies, Mangalore. He has the credit of taking Srinivas Institute of Management Studies, Mangalore, India to FOURTH Rank among Top 1,000 Business schools in Global Business School Ranking announced by Elsevier's SSRN Research network, USA during January 2018. Having four Master degrees in Physics with Electronics, Computer Science, Information Technology, and EBusiness, he got his first Ph.D. degree in Physics from Mangalore University in the area of nonlinear optical materials and second Ph.D. degree in Business Management from Manipal University, Manipal, in the area of mobile banking. He worked as Post Doctorial Research Fellow at "Lasers & Quantum Optics Division, Physical Research Laboratory, Ahmedabad for two years from 1999-2000. In the year 2002, he has been selected for the prestigious Overseer Fellowship of Dept. of Science & Technology, Govt. of India – Better Opportunity for Young Scientists in Chosen Area of Science & Technology (BOYSCAST) Fellowship and did Post Doctorial Research at Centre for Research & Education in Optics & Lasers (CREOL), at University of Central Florida, Orlando, U.S.A. During his Post Doctorial Research at Ahmedabad & USA, he has worked in the area of Nonlinear Optics, Photonics, Optical Limiters and Optical Solitons. Dr. Aithal has got SERC Young Scientist Project with Rs. 12 lakhs grant on dye doped polymers for Nonlinear Optical Applications funded by Dept. of

Science & Technology, India. Dr. Aithal also had a visiting associate-ship at Physical Research Laboratory, Ahmedabad, and Visiting Professor-ship of Grimsby Institute of Further & Higher Studies, Grimsby, U.K. He has more than 700 research publications in refereed International Journals in the area of Nonlinear Optics, Photonics, Nanotechnology, Business Management, Higher Education, and Information Technology and published 36 Books & Edited books.

Dr. Aithal made several initiatives in the area of Physics, Photonics, Education, Business Management, and Technology. He has developed a new method of crystal growth named Gel-Solution Method also called Aithal-Rao method of crystal growth to grow organic crystals of high quality and of considerable size. He has first developed a method to generate 'spatial soliton' in BSO crystal using cw & pulsed laser beam. He has invented a new method of waveguide formation on organic nonlinear crystal using high energy ion irradiation. In his research on mobile banking, he has developed a model on "Determinants of online mobile banking" and in order to explain the customer behavior of adapting mobile banking channel, proposed a new model called "Technology Acceptance based on Theory of Customer Stimulation by Education & Training for usage (TCSET). In this work he has also demonstrated a secured financial payment model for online purchase named "consumer oriented mobile business model". Dr. Aithal has developed a new & effective method of teaching called Entry test & summarization method which is published as 'Aithal method of Innovative & Effective Teaching'. He has also developed a 'Stage Model' to enhance graduate attributes in Higher Education Institutions. Dr. Aithal has also developed 'Ideal Education Model' and analyzed the possibility of realizing it using 'Online Education System'. Dr. P. S. Aithal has also developed an innovative new Business model called 'Ideal Business Model' and analyzed the possibility of realizing such ideal business by using mobile business concept. Dr. P. S. Aithal has extensively published scholarly papers on the effective management of anticipated breakthrough technologies of 21st century and developed a new model named 'Ideal Technology' and analyzed the possibility of realizing it using Nanotechnology. Dr. P. S. Aithal has recently developed a new method of analyzing business models and concepts systematically called 'A new ABCD Framework to analyze business models & concepts'. Recently he has proposed a new type of strategy the Corporate's are following in their business named 'White Ocean Strategy' which is a mixture of existing black ocean, green ocean, red ocean and blue ocean strategies.

Dr. Aithal did his research & publications with many teams which include International School on Photonics, Cochin; Dept. of Physics, IIT, Madras; Materials Science Division, IISc. Bangalore; Nuclear Science Centre, New Delhi; Laser Physics Division, Physical Research Laboratory, Ahmedabad; School of Physics, University of Hyderabad; Crystal Growth Lab, Dept. of Physics, University of Central Florida; and Nonlinear Optics & Laser Lab, CREOL, University of Florida, USA. Dr. P. S. Aithal has undergone many training in top level Business Management Institutions in India which include Strategic Management teachers training in Indian Institute of Management, Bangalore; Indian Institute of Management, Kozhikode; Indian Institute of Foreign Trade, New Delhi, Management Development Institute, Gorgon, Indian Institute of Management, Ahmedabad, Indian Institute of Management, Indore, National Institute of Industrial Training, Mumbai etc. Dr. P. S. Aithal has initiated many innovations and best practices in higher education system Presently Dr. Aithal is Vice Chancellor of Srinivas University, a private state University in Mangalore, Karnataka State since 8 years and implemented twelve super innovations in higher Education Services for student satisfaction, student delight, and student enlightenment. Dr. P. S. Aithal has 15 Million Researcher readers of his publications in ResearchGate.

Google Scholar ID: https://scholar.google.com/citations?user=D_OJe4sAAAAJ&hl=en&oi=ao

Vidwan ID: <https://vidwan.inflibnet.ac.in/profile/207960>

SSRN Page: <https://ssrn.com/author=2519140>

ResearchGate Page: <https://www.researchgate.net/profile/Sreeramana-Aithal>

ORCID : <https://orcid.org/0000-0002-4691-8736>
