



# SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

## Srinivas Centre for Ideal Business Realization

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**Dr. P.S. Aithal**

### Research Coordinator

In this research, some of the characteristics of an Ideal Business are identified and modeled. The research explains how these characteristics can be achieved in practical business by incorporating electronic online business (E-business) model using mobile devices. The paper also discusses how a small business planned by an entrepreneur can improve it towards an ideal business level by incorporating information communication technology (ICT) components. The conceptual nature of such business using e-business models called mobile business are discussed and various parameters affecting such business in terms of the characteristics of Ideal business are studied. Finally, some of the possible products and services which can lead to the concept of Ideal Business are identified and analyzed.

#### **Publication:**

[1] Concept of Ideal Business & Its Realization Using E-Business Model, P. S. Aithal, Presented in International Conference on Business Management and Information Technology, 12-13, December 2013, Kuala Lumpur, Malaysia.

[2] P. S. Aithal, Concept of Ideal Business & Its Realization Using E-Business Model, Proceedings of National conference changing trends in Management, IT, and Social sciences,

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