



# SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

## Srinivas Centre for Nano-Technology Business Research

---



**Dr. P.S. Aithal**

### Research Coordinator

Nanoparticles and nanoscale materials are used in many industries, including electronics, pharmaceuticals, chemicals, energy, and biomedical, among others. Reportedly, areas producing the greatest revenue for nanoparticles are chemical-mechanical polishing, magnetic recording tapes, sunscreens, automotive catalyst supports, biolabeling, and electroconductive coatings and optical fibers. There are many nano-enabled products in commerce today. These products include paints, cosmetics, stain-resistant clothing, electronics, surface coatings, and sporting goods, among other applications. Some researchers believe nanotechnology can be used to significantly extend the human lifespan or produce replicator-like devices that can create almost anything from simple raw materials. Others see nanotechnology only as a tool to help us to do what we do now, but faster or better. The third major area of debate concerns the timeframe of nanotechnology-related advances. Will nanotechnology have significant impact on our day to day lives in a decade or two, or will many of these promised advances take considerably longer to become realities. Only time will tell how nanotechnology will affect our lives. The applications of nanotechnology identified in different areas provides lots of business opportunities which includes Medicine, Electronics, Food, Fuel Cells, Solar Cells, Batteries, Space Travels, Fuel, Better air quality, Cleaner water, Chemical sensors, Sporting goods, Fabric, Cleaning products, Energy, Environment, Health, and Life span increase. This centre is intended to promote research on the possible expected business opportunities due to new nanotechnology products and services in above areas with an expected time scale and future possibilities of nanotechnology innovations and the magic (like science fictions) going to happen in human life.

#### **Publication :**

[1] Challenges & Opportunities for Business Innovations through Nanotechnology Management, P. S. Aithal, MANEGMA 2013- Proceedings of National Conference on

Sustainable Growth in Developing Economies, Manegma 2013 held at Srinivas Institute of Management Studies, Mangalore on 12/04/2013.

P. S. Aithal and Shubhrajyotsna Aithal, Challenges to Human prosperity and possible solutions through Nanotechnology breakthroughs, Proceedings of National conference changing trends in Management, IT, and Social sciences, Manegma 2014, Mangalore, 09/04/2014, ISBN No. 978-81- 929306-0-2, (2014)