



# SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

## Centre for Ideal Education Models

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### Dr. P.S. Aithal & S. Aithal Research Coordinator

Education is the most important thing in any country to develop and prosper. Education forms the character and intelligence of individuals. It also provides the talent and motivation to every person. The conventional education system at higher education level is analog to brick and mortar type business system, where a student get systematic education from college/University by physically attending required courses regularly (Full time/part Time). In this research we have presented an Ideal Education System model by considering various characteristics under Input conditions, Systems requirements, output conditions and environmental & social conditions for Ideal education and analyzed these characteristics with an objective to achieve the goal. We have studied the possibility of realizing our Ideal Education System Model through Online Education using Mobile devices. Finally a comparison is made between Conventional Education Models and Online Education Model using Mobile devices.

**Publication :** Ideal Education System and its realization through Online Education Model using Mobile Devices, P. Sreeramana Aithal and Shubhrajyotsna Aithal, Published in Proceedings of International Conference on Economics, Education and Humanities. IISRO International Multi-Conferences 2014, Bangkok, January 07-08, 2014, Thailand, Page 140 -146. ISBN No. 13-9788192710433.

5	Dr. Anil Kumar	<b>Title of the Ph.D. Thesis</b> The attitude and behaviour of retail investors in Capital Market: A Study with reference to Mangalore City Corporation Area	Mangalore University	2012
		<b>Title of the M. Phil. Thesis</b> A Study of Job Stressors amongst Teachers working in Srinivas Group of Colleges, Mangalore	Bharathiyar University, Coimbatore	2007

### Papers Published :

1. Indian Capital Market : Recent Developments and Policy Issues, Indian Development Review, Vol.9, No.2 Serials Publications, New Delhi.
2. Understanding the Structure and the Dynamics of Individual Investor Behaviour; A Behavioural Finance Approach, International Journal of Economics and Business Policy ; Serials Publications, New Delhi.
3. Investor objectives and preference: Influence of demography and investor perceptions, SEDME golden jubilee issue, 2012.

### Seminars and Workshops

1. Presented a research paper titled “The Implications of Risk Taking Incentives on the stability of the Indian Financial System” at the National Conference ANVESH, organized by Nirma University, Ahmedabad 9<sup>th</sup> – 10<sup>th</sup> April, 2008.
2. Presented a research paper titled “Development of Credit Derivative Markets: Implications on Monetary Policy and Financial Stability of Developing Economies like India” at the International Conference on Money and Finance in Indian Economy, organized by the Indira Gandhi Institute of Development Research, Mumbai during January 18<sup>th</sup> – 19<sup>th</sup>, 2008.
3. Presented a paper on “Human Resource Development in Hotel Management – An Industry View” at the National Technical Manpower Information System (NTMS) seminar organized at Karnataka Regional Engineering College, Surathkal on 14<sup>th</sup> & 15<sup>th</sup> of February, 2002.

4. Presented a paper on “Customer Relationship Management in Tourism Industry” at the National level AICTE sponsored seminar on “Emerging Trends and Tourism Sector” organized by Srinivas College of Hotel Management on the 13<sup>th</sup> and 14<sup>th</sup> of August, 2004.
5. Attended a symposium “Redefining Management Education” organized by SDM College of Business Management, Mangalore on 14<sup>th</sup> December, 2002.
6. Attended a two day national seminar on “Privatization of Banks” organized by the Corporation Bank Chair on Banking of Mangalore University during 18 – 19 October, 2001

### **Research Interests**

1. Behavior Finance : The field of behavior finance aims to understand the human financial decision making in the context of psychological biases and motivations. Looking expectations and gaining insight into the large number of subtle factors that make decisions making a complex behavioral issue.
2. To study the life orientations (LIFO) of the Indian Investors and try and determine if their life orientations influence their decision making process.

