



SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

RESEARCH CENTER FOR INFORMATION AND COMMUNICATION TECHNOLOGY



Madhushree L.M.

Research Center for Information and Communication Technology is founded in 2015 with the aim of encouraging and promoting research in the field of information and communication technology. It encourages using advanced and innovative research methodology to study and develop the society by adopting information and communication technology. The center undertakes high-quality interdisciplinary Research and Publication of the results and suggests measures to address the uses of information and communication technology. The center comprises Research coordinators, collaborators, Researchers and students from the related fields. We encourage research in the field of E-learning, Digital literacy movement, E-inclusion, Open access, Human rights to education and information, E-banking, Mobile Technology, E- payment system, E-application and related Information science.

Objectives of the center

1. To carry out collaborative Research work in the area of Information and Communication Technology.
2. To provide a good place for research scholars and practitioners to exchange views and ideas.
3. To encourage publications of research results in reputed journals and conference proceedings.
4. To link researchers to the various published works regarding the Information and Communication Technology.

Collaborators

- Dr. P.S. Aithal
- Prof. Pradeep. M.D
- Revathi Radhakrishnan
- Akilesh Suresh A Kuckian

Publications

1. P. S. Aithal & K. Krishna Prasad “The Growth of 4G Technologies In India Challenges and Opportunities” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81- 929306-8-8.
2. P.S. Aithal, Presented research paper titled “Mobile Business in Developing World: An Innovative Technology based competitiveness in Productivity enhanced Business Transaction” Dr. P.S. Aithal, at European Productivity Conference (EPC) 2009 held during 28-30th October 2009 at Grimsby, U.K.
3. P. S. Aithal, “Recommendations on Policy & Regulatory Guidelines for Mobile Banking in India” Proceedings of National Conference “Recent Advances in IT, Management and Social Sciences”, Manegma - 2015, Mangalore on 23rd April, 2015, ISBN No. 978-81-929306-6-4.
4. . P. S. Aithal & K. V. M. Varambally, “Customer Perspective on Online Mobile Banking in India - An Empirical Study” Proceedings of National Conference “Recent Advances in IT, Management and Social Sciences”, Manegma - 2015, Mangalore on 23rd April, 2015, ISBN No. 978-81-929306-6-4.
5. P. S. Aithal “Review on various E-Business and M-Business Models & Research Opportunities” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
6. Dr. A. P. Achar & Ramesh Pai A., “E-Commerce Business Model: Businessman’s Perspective” in National Conference “E-Learning, E-Business and E-Governance” on 24th January, 2015 at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No. 978-81-929306-4-0.
7. K. Krishna Prasad & Dr. P. S. Aithal, A Study on Online Education Model using Location Based Adaptive Mobile Learning. National Conference on Emerging Trends in Educational Innovations, 23-24th June 2017, SIMS Mangalore, India. ISBN No.: 978-93-5279-403-4.
8. Krishna Prasad K. & Dr. Aithal, P.S. (2016). The Growth of 4G Technologies in India- Challenges and Opportunities. International Journal of Management, IT and Engineering (IJMIE), 6(1), 543 - 551, (January 2016) ISSN: 2249-0558, I.F. 5. 299. DOI: <http://doi.org/10.5281/zenodo.161130>.
9. Sridhar Acharya, P. & Aithal, P. S. (2016). Clean Energy for Poor – A Changing Scenario. International Journal of Advanced Trends in Engineering and Technology (IJATET), Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 129-133 DOI: <http://doi.org/10.5281/zenodo.240287> <https://www.academia.edu/30895131>.
10. Panchajanyeshwari M. Achar, Learner Centered Teaching in Higher Education using Information Technology, Curriculum Design and Development for Student – Centric Learning, PP. 284-289 (April 2016), ISBN No.: 978-81-929306-9-5.

Working papers

- Impact of information technology on organizational performance.
- Business Strategy of Top Indian IT Company: MindTree.
- Investigation of Business Strategies in Higher Education Service Model of Selected Private Universities in India.
- Business Strategy of Top Indian IT Company: L&T Infotech.