

SIMS Conference Papers 2015

1. P. S. Aithal, & Shubhrajyotsna Aithal, "Managing Anticipated Breakthrough Technologies of 21st Century - A Review", International Journal of Research & Development in Technology and Management Sciences, Vol. 21, Issue 6, 2015, pp. 112 - 133, ISBN - 1-63102-450-7, **IF 2.147**.
2. Reshma, P. Sridhar Acharya, & P. S. Aithal, "Information Technology Innovations in Office Management - A Case Study, International Journal of Research & Development in Technology and management Sciences", Vol. 21, Issue 6, March, 2015, pp. 35 - 53, ISBN - 1-63102-450-7, **IF 2.147**.
3. Reshma and P. S. Aithal, "Quality Enhancement in Office Management of Higher Education Institutions through Best Practices and innovations", Proceedings of International Conference on Quality through innovations, AU TVS Centre for Quality Management, Anna University, Chennai, 19th -20th - Feb 2015.
4. Shubhrajyotsna Aithal, P.S. Aithal and GopalkrishnaBhat, "Comparative Study on Azo dye-doped Polymer Films for Degenerate Four Wave Mixing Applications", Proceedings of International Conference on Optoelectronics & Photonic Materials, SASTRA University, Thanjavur, 27th - 28th February, 2015.
5. P. Sridhar Acharya and P.S. Aithal, Innovations in Effective Management Of Energy using Green Technology, International Conference in Quality through Innovation, Anna University 19-20 Feb 2015.
6. P. S. Aithal, "En Empirical study on Apt Alumni Association in Higher Education Institutions to Enhance Brand name of the Institution" in International conference on Quality Through Innovation on 19th & 20th February, 2015 at Anna University, Chennai
7. Shubhrajyotsna Aithal, P.S. Aithal and G. K. Bhat, Comparative Study on Azo dye-doped Polymer Films for Degenerate Four Wave Mixing Applications, Accepted in International Conference on Opto-Electronic and Photonic Materials, Shastra University, Tanjavur, Feb 27-28 2015.
8. Srinivas Rao A., Suresh Kumar P. M., Aithal P. S.; How Innovations and Best Practices can Transform Higher Education Institutions : A case study of SIMS, International Conference in Quality through Innovation, Anna University 19-20 Feb 2015.
9. Srinivas Rao A., Suresh Kumar P. M., Aithal P. S.; Strategic Planning in Higher Education Institutions : A case study of SIMS - VISION 2025, International Conference in Quality through Innovation, Anna University 19-20 Feb 2015.
10. Reshma and P. S. Aithal, "Quality Enhancement in Office Management of Higher Education Institutions through Best Practices and innovations, International Conference

in Quality through Innovation, Anna University 19-20 Feb 2015.

11. P.S. Aithal, "Comparison of Conventional and M-business based on the framework of Ideal Business Model" in National Conference "E-Learning, E-Business and E-Governance" on 24th January, 2015 at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No.
12. Radhakrishna Acharya & P. S Aithal, "Microfinance and Women Empowerment Through ICT-Based Business Initiatives" 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
13. P.S. Aithal, Shailashree V.T., & Suresh Kumar P.M, "ABCD Technique to Analyse Business Models & Concepts" 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
14. Padmanabha Shenoy, Priyanka Neelam, & P.S. Aithal, "A Study on Realization of Paper Free-World" 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.
15. Reshma, P. Sridhar Acharya & P. S. Aithal, "An Empirical Study on Working from Home : A Popular e-Business Model" 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
16. Managing Anticipated Breakthrough Technologies of 21st Century, P. Sreeramana Aithal, and Shubhrajyotsna Aithal, Accepted in Manipal Conference on Technology Management, Manipal Centre, Dubai, 25-26 March 2015.
17. 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.
18. P. S. Aithal, "Factors Affecting Banker's Perspective on Mobile Banking" 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.
19. K. Krishna Prasad & P.S. Aithal, "Mobile System for Customized and Ubiquitous Learning by 4G/5G" 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.
20. P. S. Aithal, "Biometric Authenticated Security Solution to Online Financial

Transactions” 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.

21. . 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.
22. P. S. Aithal, “Faculty Empowerment Strategies in Higher Education Institutions” 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.
23. P. S. Aithal , “MBA++ as a Unique & Successful Model in Integrated Development of Business Executives 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.
24. P. M. Suresh Kumar, P. S. Aithal & Deekshitha “Societal Expectation and Institutional Accountability in Higher Education” Proceedings of National Conference “Recent Advances
25. in IT, Management and Social Sciences”, Manegma - 2015, Mangalore on 23rd April, 2015, ISBN No. 978-81-929306-6-4.
26. P. S. Aithal, “ Mobile Business as an Optimum Model for Ideal Business” 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.
27. P. S. Aithal, Padmanabha Shenoy, Priyanka Neelam, “Opportunities & Challenges in Starting Software Company in Developing Countries” 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.
28. P. Harischandra & P. S. Aithal, “Quality Enhancement in Higher Education Institutions through Best Practices in Library: A Case of SIMS” 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.
29. P. M. Suresh Kumar, P. S. Aithal & Pavithra Kumari, “Methods And Approaches For Employability Skill Generation in Higher Educational Institutions” 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.
30. P. S. Aithal & P. M. Suresh Kumar, “Applying SWOC Analysis to an Institution of Higher Education” 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.

31. Shubrajyotsna Aithal, P. S. Aithal & Gopalkrishna Bhat, “A Review on Sustainable Organic Materials for Optical Limiting Technology” 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.
32. Reshma, P. S. Aithal & Sridhar Acharya, “ An Empirical Analysis On Performance Evaluation Of Academic Administrative System - SAAS Implemented at SIMS Using 360° Feedback” 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.
33. K. Krishna Prasad & P.S. Aithal “Massive Growth of Banking Technology with the Aid of 5G Technologies” 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.
34. P. Sridhar Acharya & P. S. Aithal “Techniques for Electric Energy Auditing in Education System” 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.
35. P. S. Aithal “Comparative Study on MBA Programmes in Private & Public Universities - A Case Study of MBA Programme Plan of Srinivas University” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
36. P. S. Aithal & Padmanabha Shenoy “Paper Free world” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
37. 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.
38. 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.
39. P. S. Aithal & Priti J “Strategic rethinking of Management Education: green MBA Model” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.

40. P. S. Aithal, Shailashree V.T. & P.M. Suresh Kumar “ABCD analysis of NAAC Accreditation System” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
41. Shubhrajyotsna Aithal, P. S. Aithal & G.K. Bhat “A Review on Organic Materials for Optical Phase Conjugation & All-optical Switches” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
42. P. S. Aithal “Study on ABCD Analysis Technique for Business Models, Business Strategies, Operating Concepts & Business Systems” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
43. P. S. Aithal & P.M. Suresh Kumar “Innovations in Private Universities: A Case of Srinivas University” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
44. P. S. Aithal & P.M. Suresh Kumar “Opportunities and Challenges for Private Universities in India” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
45. P. S. Aithal “Nanotechnology Innovations & Business Opportunities” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
46. P. S. Aithal, Shailashree V.T. & P.M. Suresh Kumar “ABCD analysis of Stage Model in Higher Education” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
47. P. S. Aithal, “A Review on Opportunities and Challenges for Mobile Business Activities in India” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
48. Shailashri V T, “Leveraging Social Media for Recruitment and Employee Engagement” , 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.

49. Shailashri V T, "Learning Styles in the e-Learning environment" 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
50. Shailashree V.T., "Study on Employee Engagement among workers at Rubco in enhancing an innovative organisational culture" Proceedings of National Conference "Innovative Practices in IT, Management, Education and Social Sciences" October 17th, 2015, ISBN No. 978-81-929306-8-8.
51. Priti Jeevan, "A Study of Sustainable Manufacturing through Lean Manufacturing – An Excogitation Paradigm" in the International Conference on "Latest Trends and Practices in Management, Technology and Social Sciences" organized by Indian Academicians and Researchers Association held at Manali on 28th April, 2015.
52. Priti Jeevan, "An Analysis of Digital Marketing Model – Exploring a new paradigm of Innovation" in National Conference on "Researchers in Social Sciences" on 1st, May 2015 at Bangalore ISBN No. 978-93-83241-99-6.
53. Priti Jeevan, "A Conceptual Study on Customer adoption of I Mobile App Technology in ICICI Bank" in National Conference "Recent Trends in Management" on 28th May, 2015 at K.S. School of Engineering and Management. ISBN No. 978-93-83241-99-6.
54. Priti Jeevan, "Green Entrepreneurship" in National seminar on "Entrepreneurial Strategies for Sustainable Business" on April 18, 2015 at Karpaga Vinayaga Institute of Management (KIM), Pudukkottai.
55. Priti Jeevan, "A Study on Customer Experiential Management in Banks – An Excogitation Paradigm" in National Conference on "New Age Banking in India : Issues and Challenges" on 25th April, 2015 at Tumkur University, Tumakuru.
56. Priti Jeevan, "A Study Of An Integrated Digital Marketing Framework- Theoretical Model And Analysis Using ABCD Model" 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.
57. Priti Jeevan, "A study on Digital marketing- A case study with special reference to Flipkart.com" 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.
58. Priti Jeevan, "Frauds in Modern Banking:" in the UGC sponsored Three Day National Conference on "Indian Banking : Managing Transformation in the Era of Globalization and Information Technology" on 6th, 7th and 8th January, 2015 at Department of

Commerce, University College, Mangalore.

59. Priti Jeevan & P. S. Aithal “Strategic rethinking of Management Education: green MBA Model” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
60. Priti Jeevan & P. S. Aithal “A Study on awareness and effectiveness of Guerrilla Marketing Technique – an innovative means of advertising” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
61. 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
62. Subrahmanya Kumar N. and Dr. Puttanna K., presented a paper titled Effective Banking through effective use of Technology in Service Delivery at the International Conference on Building Effective Organisations: Combining Continuity with Change organized by St. Aloysius Institute of Management and Information Technology, Beeri, Mangalore on 20th March, 2015.
63. Subrahmanya Kumar N, “Medical Tourism in India – An Analysis” in National Conference on “Advances and Innovations in Tourism and Hospitality Management – 2015” on 5th & 6th, March 2015 at Mangalore University, Mangalagangothri.
64. Subrahmanya Kumar N & Dr. Puttanna K., “Unified Services Model: An Innovative model for Banking Service Delivery”, 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.
65. Subrahmanya Kumar N & Dr. Puttanna K., “Recent Trends in the Modes of Accessing Banking Services In India – An Analysis , 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.
66. Subrahmanya Kumar N & Dr. Puttanna K, “E – Banking in India: Trends and Implications” 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.
67. Subrahmanya Kumar N., “Retail Lending By Commercial Banks In India: Recent Trends And Implications” in the UGC sponsored Three Day National Conference on “Indian

- Banking: Managing Transformation in the Era of Globalization and Information Technology”
69. organized by Department of Commerce, University College, Mangaluru on 6th, 7th and 8th January, 2015. ISBN: 978-93-84869-13-7; Page 360-364.
 70. Amith Donald Menezes, “Changing Dynamics of Bank Clearing System” in International Conference on “Management of Change: Issues and Development Perspectives” on 30-31st January, 2015 at School of Management, Manipal University, Manipal.
 71. Amith Donald Menezes, “Cheque Truncation System – The future of Cheque Clearing System in India” in National Conference on “New Age Banking in India : Issues and Challenges” on 25th April, 2015 at Tumkur University, Tumakuru.
 72. Amith Donald Menezes, “Teaching with a Difference” in UGC Sponsored National level workshop on “Inclusive Practices – Creating Classroom Experiences to Enhance Teaching-Learning” Conference on 28th March, 2015 at Besant Evening College, Mangalore
 73. Amith Donald Menezes, “Evolution of Cheque Clearing System” in National Conference on “Emerging Issues in Banking and Finance in a Technology Driven Economy” on 20th February, 2015 at National Institute of Technology, Surathkal, Karnataka
 74. Amith Donald Menezes, “Issue and Challenges in Rural Banking” in National Conference on “Issues and Challenges for Sustainable Rural Development” on 13th & 14th February, 2015 at Alva’s Institute of Engineering and Technology, Mijar, Moodbidri, Karnataka.
 75. Amith Donald Menezes, “Emergence of Cheque Truncation System” 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.
 76. Amith Donald Menezes & Dr. Prakash Pinto, “Role of Technology in Bank Clearing & Payment System” 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.
 77. Amith D Menezes, “Frauds in Modern Banking:” in the UGC sponsored Three Day National Conference on “Indian Banking : Managing Transformation in the Era of Globalization and Information Technology” on 6th, 7th and 8th January, 2015 at Department of Commerce, University College, Mangalore.
 78. Amith D Menezes, “Green Banking initiatives and awareness” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.

79. Anumesh Kariappa, "A Study on Luxury Cars In India: A Theoretical Frame Work" 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.
80. Anumesh Kariappa, "The Role and Impact of Information Technology on Indian Financial Market" in National Conference on "New Age Banking in India : Issues and Challenges" on 25th April, 2015 at Tumkur University, Tumakuru.
81. Anumesh Kariappa, "The Impact of Information Technology an Indian Capital Market" in National seminar on "Entrepreneurial Strategies for Sustainable Business" on April 18, 2015 at Karpaga Vinayaga Institute of Management (KIM), Pudukkottai.
82. Anumesh Kariappa, "Merger and Acquisition in E-Commerce Industry" 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
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85. Jeevan L J Pinto, "Recent Trends in Cloud Computing : A Survey" 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.
86. Jeevan L J Pinto, "E-Commerce and the Cloud" 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
87. Vaikunth Pai, "Optimization of Deterministic Finite Automaton Based Pattern Matching in Lexical Analysis Of Compiler", 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.
88. Vaikunth Pai, "Optimization of Deterministic Finite Automaton Based Pattern Matching In Lexical Analysis of Compiler Design" 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.

89. Vaikunth Pai, "Concept to mind map – A best practice In Higher Education Institutions to improve the learning ability of students" Proceedings of National Conference "Innovative Practices in IT, Management, Education and Social Sciences" October 17th, 2015, ISBN No. 978-81-929306-8-8.
90. Subrahmanya Bhat B. & Dr. K. R. Kamath, "Cache Hierarchy in Modern Processors and its Impact On Computing" 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.
91. Subrahmanya Bhat & Dr. K. R. Kamath "Snoopy Protocol for Cache Coherency in Multi Core Systems for High Performance Computation" Proceedings of National Conference "Innovative Practices in IT, Management, Education and Social Sciences" October 17th, 2015, ISBN No. 978-81-929306-8-8.
92. Panchajanyeswari M Achar, "Recent Advances in Information Technology: Role of Semantic Web Technology In E-Learning Environment", 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.
93. Panchajanyeswari M Achar, "A Study on Factors Affecting Knowledge Management for E-Learning Systems" 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
94. Ramakrishna Rao Yermal, "E-Governance - Success Stories" 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
95. Ramakrishna Rao Yermal, "Moocs and their impact on Higher Education" Proceedings of National Conference "Innovative Practices in IT, Management, Education and Social Sciences" October 17th, 2015, ISBN No. 978-81-929306-8-8.
96. K. Krishna Prasad, "En Empirical study on Apt Alumni Association in Higher Education Institutions to Enhance Brand name of the Institution" in International conference on Quality Through Innovation on 19th & 20th February, 2015 at Anna University, Chennai
97. K. Krishna Prasad & S. Sumana, "An Improved Multi Phase Security solutions to ATM Banking Systems" 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.
98. K. Krishna Prasad "An Empirical Study on role of Vedic Mathematics in Improving the

Speed of Basic Mathematical Operations” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.

99. Jincy Jacob, “The Challenges of Electronic Communication among Social Work Professionals” 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.

100. Jincy Jacob, “Innovative teaching and teaching improvement” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.

101. P. M. Suresh Kumar “Innovations in Private Universities: A Case of Srinivas University” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.

102. Laveena D’Mello & Dr. Govindaraju, “E-Application in Awareness Generation of Hiv/Aids at Dakshina Kannada District” 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

103. Laveena D' Mello, “Recent Advancement in the Situation of Women Living with HIV/Aids in Dakshina Kannada”, 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.

104. Laveena D' Mello & Dr. Govindaraju B.M., “A Study on Stigma Management among HIV positive people” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.

105. Pradeep M. D., “Impact of Information Technology in banking- Cyber Law And Cyber Security 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.

106. Pradeep M. D. & Rakshitha Rai R.P., “Women Empowerment through self-help groups-interventions towards Socio-Economic welfare” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.

107. Supriya M.K., “Impact of Recent Advances in Information Technology on Collection Development”, 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.

108. Varun Shenoy “MOOC: Recent Advancements In Personnel Trainings” 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.
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