



# SRINIVAS UNIVERSITY

**Educating the Next Generation**

Private University established by Karnataka State Govt. Act 42 of 2013, Recognized by UGC, New Delhi, Member of Association of Indian Universities, New Delhi)

Main Campus, Srinivas Nagar, Surathkal, Mangalore – 574146.

City Campus, Pandeshwar, Mangalore – 575001, Karnataka State, India.

## LIST OF PUBLICATIONS





**2016**



**Publications**



## COMPUTER SCIENCE AND INFORMATION SCIENCE

1. Sridhar Acharya P. & Aithal, P.S. (2016). Concepts of Ideal Electric Energy System for production, distribution and utilization, *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 367-379, (January 2016), ISSN: 2249-0558, I.F. 6. 269. DOI:<http://doi.org/10.5281/zenodo.161143>
2. Krishna Prasad K. & Dr. Aithal, P.S. (2016). The Growth of 4G Technologies in India- (*IJMIE*), 6(1), 543 - 551, (January 2016) ISSN: 2249-0558, I.F. 5. 299. DOI:<http://doi.org/10.5281/zenodo.161130>
3. Aithal, P.S & Dr. Jeevan Pinto (2016). Innovations in Higher Education - A new model implemented in MCA degree programme of Srinivas University. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), (2016), 275-289. ISSN : 2455 – 5630, I. F. 3.110. DOI:<http://doi.org/10.5281/zenodo.161107>.
4. Sridhar Acharya P & Krishna Prasad K. (2016). Modification in The Design of ECU of a Motor Vehicle to Control the Speed Depending on the Density of Vehicle. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 2016, 270-274. ISSN: 2455 – 5630.
5. K. Krishna Prasad (2016). An Empirical Study on role of Vedic Mathematics in Improving the Speed of Basic Mathematical Operations. *International Journal of Management, IT and Engineering*, 6(1), 161-171 (January 2016) ISSN: 2249-0558.
6. Dr. Jeevan L J Pinto, (2016). A Study on various types of sensor networks. *International Journal of Management*, 6(1), 401-409 (January 2016) ISSN: 2249-0558.
7. Sridhar Acharya P. & Aithal, P. S, (2016). Environmental Consciousness in Higher Educational Institutions: A case of SIMS. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), 2016, 273-284, ISSN: 2455 – 5428.
8. Vaikunth Pai (2016). Concept to mind map - A best practice In Higher Education Institutions to improve the learning ability of students. *International Journal of Management*, 6(1), 453-458 (January 2016) ISSN: 2249-0558.
9. Subrahmanya Bhat and Dr. K. R Kamath (2016). Snoopy Protocol for Cache Coherency in

Multi Core Systems for High Performance Computation. *International Journal of Management*,6(1),459-463(January 2016) ISSN: 2249-0558.

10. P. Sridhar Acharya & Aithal, P.S, (2016). Environmental Consciousness in Higher Educational Institutions : A case of SIMS. *International Journal of Current Research and Modern Education (IJCRME)*, 1(1), (2016), 273-284, ISSN: 2455 – 5428, I.F. 3.165. DOI :<http://doi.org/10.5281/zenodo.161083>
11. Subrahmanya Bhat & Dr. K. R. Kamath (2016). Directory Based Cache Coherency Protocol in Multi-Core System for High Performance Computation. *International Journal of Current Research and Modern Education (IJCRME)*,1(1), (2016), 257-261, (May 2016), ISSN: 2455 – 5428.
12. P. Sridhar Acharya & K. Krishna Prasad (2016). Modification in the design of ECU of a Motor Vehicle to Control the Speed Depending on the Density of Vehicle. *International Journal of Scientific Research and Modern Education (IJSRME)*, 270-274 1(1), (may, 2016) ISSN (Online): 2455 –5630.
13. Vaikunth Pai (2016). ADO AndADO.Net Database Access Technology Comparisons. *International Journal of Current Research and Modern Education (IJCRME)*,1(1), 262-268, (May 2016), ISSN: 2455 – 5428.
14. K. Krishna Prasad (2016). Blog Based Self-Verification and Self-Development Curriculum Model-A Novel Approach to Student Centric Learning. *International journal of Scientific Research and Modern Education*,1(1), 435-441(June 2016) ISSN-2455 – 5630.
15. Panchajanyeswari M Achar (2016). Learner Centered Teaching in Higher Education Using Information Technology. *International journal of Scientific Research and Modern Education*,1(1), 459-463(June 2016) ISSN-2455 – 5630.
16. Subrahmanya Bhat & Dr. K. R. Kamath (2016). Effective Learning with Usage of Simulators – A Case of Nctuns Simulator In Computer Networks. *International journal of Scientific Research and Modern Education*,1(1), 415-420(June 2016) ISSN-2455 – 5630.
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18. P. Sridhar Acharya (2016). Best Practices of Involving Students in Learning - A Special Model in Computer Networking, *International journal of Current Research and Modern Education*, 1(1), 376-380(June 2016) ISSN-2455 – 5428.
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20. K. P. Vinayaraj (2016). Strategy to Lift the Combative Spirit in English Language in The Competitive Arena. *International journal of Current Research and Modern Education*, 1(1) 463-471(June 2016) ISSN-2455 – 5428.
21. Dr. Aithal, P.S. (2016). Study of Research Productivity in World Top Business Schools. *International Journal of Engineering Research and Modern Education (IJERME)*, ISSN (Online): 2455 - 4200 (www.rdmodernresearch.com) 1(1), 629-644, June 2016. DOI:<http://doi.org/10.5281/zenodo.160969>
22. Varun Shenoy & Aithal P. S. (2016). Changing Approaches in Campus Placements - A new futuristic Model. *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 766 – 776, June 2016. DOI:<http://doi.org/10.5281/zenodo.160966>
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24. K. Lathika (2016). Student Centered Learning. *International Journal of Current Research and Modern Education (IJCRME)*, ISSN (Online): 2455-5428 (www.rdmodernresearch.com) 1(1), June 2016, 677-680.
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26. K. Lathika, Recent Trends in IT – Virtualization (2016). *International Journal of Engineering*

*Research and Modern Education (IJERME)*,1(1), 715-722(August,2016), ISSN (Online): 2455 – 4200

27. Panchajanyeswari M Achar (2016). The Changing Perspectives of Management, It and Social Sciences in the Contemporary Environment: Impact of E-Learning on Higher Education in Indian Universities. *International Journal of Engineering Research and Modern Education (IJERME)*,1(1), 730-738 (August,2016), ISSN (Online): 2455 – 4200
28. Aithal, P.S and T. Vaikuth Pai (2016).Concept of Ideal Software and its Realization Scenarios, *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(1), (2016), 826-837. DOI:<http://doi.org/10.5281/zenodo.160908>.
29. P. Sridhar Acharya& P. S. Aithal, Impact of Green Energy on Global Warming - A Changing Scenario, *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com),1(1), (2016), 838- 842. DOI<http://doi.org/10.5281/zenodo.154575>

### **COLLEGE OF MANAGEMENT & COMMERCE**

1. Aithal, P. S.,Shailashree, V. T. & Suresh Kumar, P.M. (2016).ABCD analysis of Stage Model in Higher Education.*International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 11-24, (January 2016), ISSN: 2249-0558, I.F. 6. 269. DOI:<http://doi.org/10.5281/zenodo.154233>
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3. Aithal, P. S. & Priti Jeevan (2016). Strategic Rethinking of Management Education : Green MBA Model. *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 55-73, (January 2016), ISSN: 2249-0558, I.F. 6. 269. DOI :<http://doi.org/10.5281/zenodo.154278>
4. Dr. Aithal, P.S, (2016). Activities India, *International Journal of Management, IT and*

*Engineering (IJMIE)*, 6(1), 124-148, (January 2016), ISSN: 2249-0558, I.F. 6. 269.  
DOI:<http://doi.org/10.5281/zenodo.161154>

5. Dr. P. S. Aithal (2016). Nanotechnology Innovations & Business Opportunities: A Review. *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 182-204, (January 2016), ISSN: 2249-0558, I.F. 6. 269. DOI:<http://doi.org/10.5281/zenodo.161153>
6. Shubhrajyotsna Aithal, Aithal, P.S. & G.K. Bhat (2016).A Review on Organic Materials for Optical Phase Conjugation & All-optical Switches. *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 222-238, (January 2016), ISSN: 2249-0558, I.F. 6. 269. DOI:<http://doi.org/10.5281/zenodo.62027>
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8. Dr. Aithal, P.S. (2016). Creating Innovators through setting up organizational Vision, Mission and Core Values: a Strategic Model in Higher Education. *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 310-324, (January 2016), ISSN: 2249-0558, I.F. 6. 269. DOI:<http://doi.org/10.5281/zenodo.161147>
9. Padmanabha Shenoy, &Aithal, P.S (2016).A Study on History of Paper and possible Paper Free World. *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 337-355, (January 2016), ISSN: 2249-0558, I.F. 6. 269. DOI:<http://doi.org/10.5281/zenodo.161141>
10. Aithal, P.S. (2016). Study on ABCD Analysis Technique for Business Models, business strategies, Operating Concepts & Business Systems. *International Journal in Management and Social Science*, 4(1), 98-115, 2016, ISSN 2321-1784, I.F. = 5.276, DOI :<http://doi.org/10.5281/zenodo.161137>
11. Dr. Aithal, P.S. &Shubhrajyotsna Aithal (2016).Business Strategy for Nanotechnology based Products & Services. *International Journal of Management Sciences and Business Research (IJMSBR)*,5(4), (April 2016), 139-149, I.F. 3.274, ISSN 2226-8235.



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12. Aithal, P.S & Preethi J. (2016). How Service Industries Can Transform themselves into Green Business Industries. *International Journal of Management Sciences and Business Research (IJMSBR)*,5(4), (April 2016),150-158, ISSN 2226-8235, I.F. 3.274. DOI:<http://doi.org/10.5281/zenodo.161114>
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15. Sreeramana Aithal, P. (2016).The concept of Ideal Strategy & its realization using White Ocean Mixed Strategy. *International Journal of Management Sciences and Business Research (IJMSBR)*,5(4), (April 2016), 171-179, ISSN 2226-8235, I.F. 3.274. DOI :<http://doi.org/10.5281/zenodo.161108>
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17. Aithal, P.S, and Shubrajyotsna Aithal (2016). Nanotechnological Innovations & Business Environment for Indian Automobile Sector: A Futuristic Approach. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 2016, 296-307. ISSN: 2455 – 5630, I. F. 3.110. DOI:<http://doi.org/10.5281/zenodo.161090>
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19. Varun Shenoy (2016). Recent Trends in Branding for Ideal Placements. *International Journal of Scientific Research and Modern Education (IJSRME)*,1(1), 2016, 250-253. ISSN: 2455 – 5630.
20. Varun Shenoy (2016). Branding Innovations for Ideal Placements. *International Journal of Management, IT and Engineering*,6(1),380-387 (January 2016) ISSN: 2249-0558.
21. Amith Donald and Menezes (2016). Green Banking initiatives and wareness. *International Journal of Management*,6(1),396-400(January 2016) ISSN: 2249- 0558.
22. Anumesh Kariappa (2016). A Study on customer preference and brand awareness of max fashion. *International Journal of Management*, 6(1),464-474(January 2016) ISSN: 2249-0558.
23. Shailashri V.T. (2016). Study on Employee Engagement among workers at RUBCO in enhancing an innovative organizational culture. *International Journal of Management*,6(1),481-494(January 2016) ISSN: 2249-0558.
24. Priti Jeevan (2016). A Study on awareness and effectiveness of "Guerrilla Marketing Technique" - an innovative means of advertising. *International Journal of Management*,6(1),495-507(January 2016) ISSN: 2249-0558.
25. Amith Donald Menezes& Dr. Prakash Pinto (2016). Banking Frauds and ways to Prevent Them. *International Journal of Current Research and Modern Education (IJCRME)*,1(1), 238-243, (May 2016), ISSN: 2455 – 5428.
26. Annette Sonia Chetan & Deekshitha (2016). Human Resource Management Perspectives Towards Global Workplace – Changing Trends and Challenges. *International Journal of Current Research and Modern Education (IJCRME)*,1(1), 214-223, (May 2016), ISSN: 2455-5428.
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29. Varun Shenoy (2016). Employability Curriculum Design Towards Student Centered Applications, *International Journal of Engineering Research and Modern Education*, 1(1), 351-354 (June 2016) ISSN-2455 – 4200.
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31. Dr. Aithal, P.S. (2016). A Review on Advanced Security Solutions in Online Banking Models, *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 2016, 421-429. DOI:<http://doi.org/10.5281/zenodo.160971>
32. P. Sreeramana Aithal (2016). How to Increase Research Productivity in Higher Educational Institutions –SIMS Model, *International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) 1(1), 2016, 447 – 458. DOI: <http://doi.org/10.5281/zenodo.161037>
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37. Priti K. Rao (2016). Life Skill Education in MBA Curriculum for Better Management in Challenging Environment, *International journal of Scientific Research and Modern Education*,1(1), 430-434(June 2016) ISSN-2455 – 5630.
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