



# 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





**2018**



**Publications**



**COLLEGE OF COMPUTER SCIENCE & INFORMATION  
SCIENCE**

1. Paul, P. K., Bhuimali, A., Aithal, P. S., & Shivraj, K. S. (2018). MCA Degree Beyond traditional Mathematical & Logical Prerequisite & Concentration: *Is it into a new Direction? International Journal of Applied and Advanced Scientific Research*, 3(1), 118-124. DOI: 10.5281/zenodo.1171067.
2. Paul, P. K., Aithal, P. S., & Bhuimali, A., (2018). Health Information Science and its growing popularities in Indian self-financed universities: Emphasizing Private Universities—A Study. *International Journal of Scientific Research in Biological Sciences*, 5(1), 1-11, E-ISSN: 2347-7520. CrossRef-DOI:10.26438/ijsrbs/v5i1.111.
3. Aithal, Architha. & Aithal, P. S. (2018). How and Why Wharton Business School became World Topper – A Case Study on Organizational Quest for Excellence of First US Business School. *International Journal of Application or Innovation in Engineering & Management (IJAEM)*, 7(1), 15-42. ISSN 2319 – 4847, DOI:10.5281/zenodo.1164718.
4. Paul, P. K., Aithal, P. S., Shivraj, K. S., & Rajesh, R. (2018). The increasing trend of Domain based Information Sciences programs in India-An Investigation of Private Universities. *Indian Journal of Information Sources and Services*. 8(1), 1-8. ISSN: 2231- 6094 The Research Publication, www.trp.org.in.DOI :10.5281/zenodo.1195703.
5. Paul, P. K., Bhuimali, A., & Aithal, P. S. (2018). Chief Information Officer and their changing role as Information cum Techno-Management Professionals: Brief Overview. *International Journal of Computational Research and Development (IJCRD)*, 3(1), 54-58. DOI :10.5281/zenodo.1171083.
6. Paul, P. K. & Aithal, P. S. (2018). Cyber Crime: Challenges, Issues, Recommendation and Suggestion in Indian Context, *International Journal of Advanced Trends in Engineering and Technology. (IJATET)*, 3(1), 59-62. DOI:10.5281/zenodo.1171079.
7. Paul, P. K., Bhuimali, A., Aithal, P. S. & R. Senthamarai, (2018). Technological Development and Information Science-From early age to contemporary period: Take a

relook. *International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH)*, 3(1), 59-64. DOI:<http://doi.org/10.5281/zenodo.1171091>.

8. Paul P. K., Bhuimali, A., Aithal, P. S., & Chatterjee, D., (2018). iSchools and It's Need for Promoting Information-Technology-Social Interaction: Overview and Need in Indian Educational Context. *Scientific Review*, 4(1) DOI:<http://dx.doi.org/10.5281/zenodo.1195611>.
9. Paul, P. K., Aithal, P. S., Bhuimali, A. & Rajesh, R. (2017). Information Science and Technology Vis-à-Vis Physical Education and Sports Sciences: An Overview on Sports Information Infrastructure. *Int. Sci. J. Sport Science*, 6(1&2), 17-23. DOI:<http://dx.doi.org/10.5281/zenodo.1205772>.
10. Paul, P.K., Aithal, P. S., Bhuimali, A. (2018). Computing and Information Sciences with changing entry criteria from Non-Mathematical Sciences: International Trends and its adoption in Indian Private Universities—Study of BCA Program. *International Journal of Scientific Research in Mathematical and Statistical Sciences*. 5(1), 19-24. DOI: 10.26438/ijrmss/v5i1.1924. DOI: 10.5281/zenodo.1195625.
11. Paul, P. K., Bhuimali, A., Aithal, P. S., (2018). BSc in Computing and IT related subjects with flexible and changing entry criteria: International Trends and adoption in Indian Private Universities—A Knowledge Survey. *International Journal on Recent Researches in Science, Engineering & Technology (IJRRSET)*, 6(2), 49-57. DOI: 10.5281/zenodo.1195635.
12. Paul, P.K., Bhuimali, A., Aithal, P. S., (2018). Business Information Sciences emphasizing Digital Marketing as an emerging field of Business & IT: A Study of Indian Private Universities. *IRA International Journal of Management & Social Sciences*, 10(2), 63-73. DOI:10.21013/jmss.v10.n2.p1. DOI :10.5281/zenodo.1195700.
13. Paul, P. K., Aithal, P. S., Bhuimali, A., & Rajesh, R. (2018). Doctoral Programs in Computing and allied subjects in India with Reference to Private Universities: A Growing Trend. *International Journal on Recent Researches in Science, Engineering & Technology (IJRRSET)*, 6(2), 37-48. DOI:10.5281/zenodo.1195640.

14. Paul, P. K., Aithal, P. S., Bhuimali, A. (2018). Computing Academics into New Age Applied Science Programs and Fields Emphasizing Trend on Animation and Multimedia Technology—*An Investigation of Indian Private Universities. International Journal of Scientific Research in Physics and Applied Sciences*, 6(1),18-26. Cross Ref-DOI: 10.26438/ijsrpas/v6i1.1826. DOI:10.5281/zenodo.1195698.
15. Paul, P. K., & Aithal, P. S., (2018). Computing Academics into New Age Programs and Fields: Big Data Analytics & Data Sciences in Indian Academics—*An Academic Investigation. IRA-International Journal of Management & Social Sciences*, 10, (3), 107-118. DOI:10.21013/jmss.v10.n3.p3.DOI:10.5281/zenodo.1205537.
16. Paul, P. K., Aithal, P. S., Bhuimali, A. (2018). Is Indian Computing academics units are interested in the areas of IT? *A Case of Cloud Computing & Virtualization. International Journal on Recent Researches in Science, Engineering & Technology (IJRRSET)*, 6(3), 14-23. DOI:10.5281/zenodo.1210354.
17. Paul, P. K., Bhuimali, A. & Aithal, P. S. (2018). Computing & Information Science Degrees with emerging flexibilities and entry level criteria: *Study of MSc Programs in IT and Computing Fields in Indian Private Universities. International Journal on Recent Researches in Science, Engineering & Technology (IJRRSET)*, 6(3), 24-33. ISSN: 2347-6729, 28/02/2018. DOI: 10.5281/zenodo.1210358.
18. Paul, P. K., Bhuimali, A., Aithal, P. S., Rajesh, R. (2018). Big Data and Data Science programs in Indian Higher Educational Institutes with Reference to Post Graduate Diploma and Degree Programs— *An Interdisciplinary Look*. (Accepted).
19. Paul, P. K., Bhuimali, A. & Aithal, P. S. (2018). Information Science and Technology (IST): Emerging interaction and need its requirement in Medical and Allied Health Sciences. *Information Technology, Biological Sciences and Society: A Handbook*, Edited by *P.K. Paul and B.K. Santra* published by New Delhi Publishers, New Delhi. Ch-9, pp. 87-98. ISBN: 978-93-86453-40-2.
20. Paul, P. K., Aithal, P. S., (2018). Computing and Information Sciences in India: *Educational Issues, Policies & Potentialities*. (12/04/2018). *International Journal of Computational*

*Research and Development (IJCRD)*, 3(1), 115 – 119, 2018. DOI  
:10.5281/zenodo.1218282.

21. Paul, P. K., Aithal, P. S., Bhuimali, A. and Senthamarai, R. (2018). Mobile Cloud Computing - Contemporary issues and possible solutions: A Tool for Healthy Business World. Chapter 9, *Cloud Computing & Big Data : A Handbook* Edited by P.K. Paul, Neelananarayanan V, Vijayakumar V. and P. S. Aithal, New Delhi Publishers, pp. 101-108. DOI:10.5281/zenodo.1218711.
22. Aithal, P. S. (2018). Strategic Management Research in India : Contribution of Top Business Schools during last 5 Years – A Critical Study. *International Journal of Advanced Trends in Engineering and Technology*, 3(1), 133-145. Impact Factor: 5.965, ISSN (Online): 2456 – 4664. DOI:10.5281/zenodo.1237897.
23. Paul, P. K., Bhuimali, A., Aithal, P. S., Rajesh, R., (2018). Cyber Security to Information Assurance: An Overview. *International Journal on Recent Researches in Science, Engineering & Technology (IJRRSET)*, 6(4), 8-14. ISSN (Print):2347-6729. DOI:10.5281/zenodo.1249305.
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25. Aithal P. S. (2018). Effect of Role Models - A Critical Study on the Recent Research Contribution of Vice-Chancellors of Selected Private Universities in India. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 3(1),118-139. DOI:10.5281/zenodo.1257729.
26. Aithal, P. S. & Aithal, Architha. (2018). The Concept and Importance of Alternative Strategy as Parallel Strategy to be followed in Organizational Decisions to Ensure Success. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 3(2), 1-15. DOI:10.5281/zenodo.1302779.

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35. Aithal, P. S. (2018). How to Boost Faculty Research Performance in HEI's to Improve Intellectual Property by Integrating it with Faculty Compensation – A “Theory of Accountability” based Framework. *International Journal of Management, Technology, and Social Sciences (IJMTS)* 3(2), 130-151. DOI: 10.5281/zenodo.1689055.
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39. Krishna Prasad, K. & Aithal, P. S. (2018). A Study on Multifactor Authentication Model using Fingerprint Hash Code, Password and OTP. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*, 3(1), 1-11. DOI:<http://doi.org/10.5281/zenodo.1135255>.
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51. Naik, Tilak, G., Vaikunth Pai, T. (2018). A Study on Products and Services of Apple Inc. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*. ISSN: 2581-6942. 2(2), 67- 76. DOI: 10.5281/zenodo.1491388.
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54. Subrahmanya B. (2018). Adaptive Directory based Cache Coherency Model to Optimize the Network Bandwidth in Distributed Applications. *IOSR Journal of Engineering*, ISSN: 2250-3021, 8(10). DOI: 10.9790
55. Subrahmanya B. (2018). Implementation of Directory based Cache Coherency Model to Analyze the Network Performance in Distributed Application. *IOSR Journal of Engineering*. ISSN: 2250-3021. 8 (10). DOI: 10.9790
56. Krishna Prasad, K. (2018). Multifactor Authentication Model using Fingerprint Hash code and Iris Recognition. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, ISSN: 2581-6012, 3(2). 47-56.
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## **COLLEGE OF MANAGEMENT & COMMERCE**

1. Paul, P. K., Bhuimali, A., Aithal, P. S., & Shivraj, K. S. (2018). MCA Degree Beyond traditional Mathematical & Logical Prerequisite & Concentration: *Is it into a new Direction?* *International Journal of Applied and Advanced Scientific Research*, 3(1), 118-124. DOI: 10.5281/zenodo.1171067
2. Paul, P. K., Aithal, P. S., & Bhuimali, A., (2018). Health Information Science and its growing popularities in Indian self-financed universities: Emphasizing Private Universities—A Study. *International Journal of Scientific Research in Biological Sciences*, 5(1), 1-11, E-ISSN: 2347-7520. Cross Ref-DOI: 10.26438/ijsrbs/v5i1.111.
3. Aithal, Architha. & Aithal, P. S. (2018). How and Why Wharton Business School became World Topper – A Case Study on Organizational Quest for Excellence of First US Business School. *International Journal of Application or Innovation in Engineering & Management (IJAEM)*, 7(1), 15-42. ISSN 2319 – 4847, DOI: 10.5281/zenodo.1164718.
4. Keerthan, R. & Aithal, P. S. (2018). A ‘Desi’ Multinational – A Case Study of Hindustan Unilever Limited. *International Journal of Case Studies in Business, IT and Education (IJCSE)*, 2(1), 1-12. DOI: 10.5281/zenodo.1147365.
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6. Aithal, P. S., Anil Kumar, Madhushree, & Revathi, R. (2018). Investigation of Business Strategies in Higher Education Service Model of Selected Private Universities in India. *International Journal of Computational Research and Development (IJCRD)*, 3(1), 77- 100. DOI: 10.5281/zenodo.1209910.
7. Paul, P. K., Aithal, P. S., & Shivraj, K. S. (2018). MCA Program and Lateral Entry Opportunities in India: A Study of Private Universities. *International Journal on Recent Researches in Science, Engineering & Technology*, 6(1), 9-16. DOI: 10.5281/zenodo.1162288.

8. Paul, P. K., & Aithal, P. S. (2018). Growing popularity of Post Graduate Diploma programs in IT and Computing in Indian Private Universities: *An Overview. International Journal on Recent Researches in Science, Engineering & Technology*, 6(1), 1-8. DOI : 10.5281/zenodo.1162290. www.jrrset.com.
9. Paul, P. K., Aithal, P. S., & Shivraj, K. S. (2018). PGDCA and other allied Post Graduate Diploma programs importance in Masters Entry in India: *A New Horizon for the Bachelor holders from Diverse Fields. Asian Journal of Science and Applied Technology*, 7(1), 1-6. ISSN: 2249-0698, The Research Publication, www.trp.org.in DOI : 10.5281/zenodo.1209861.
10. Paul, P. K., Aithal, P. S., Shivraj, K. S., & Maheshwari, D. (2018). MCA Degree in 1 to 5 Year! —*An Investigation of Private Universities in India. Asian Journal of Computer Science and Technology*, 7(1), 1-6. ISSN: 2249-0701. © The Research Publication, www.trp.org.in. DOI: 10.5281/zenodo.1203986.
11. Paul, P. K., Aithal, P. S., Shivraj, K. S. (2018). MPhil as Masters by Research Work Programs in IT & Computing Fields: *A Case Study of Indian Private Universities. Asian Journal of Information Science and Technology*, 8(1), 15-21. ISSN: 2231-6108. DOI: 10.5281/zenodo.1195709.
12. Paul, P. K., Aithal, P. S., Shivraj, K. S. (2018). M.Phil. Programs in IT & Computing into new heights: *A Case study of Srinivas University, Karnataka. Asian Journal of Computer Science and Technology*, 7(1), 16-21. ISSN: 2249-0701, The Research Publication, www.trp.org.in. DOI : 10.5281/zenodo.1198602.
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14. Paul, P. K., Aithal, P. S., Shivraj, K. S. (2018). Master of Science with emerging Specializations and Honor's/ Major: *A Case of IT & Computing Fields in Indian Private Universities. Asian Journal of Managerial Science*, 7(1), 1-6. ISSN: 2249-6300, DOI: 10.5281/zenodo.1197232.

15. Keerthan Raj, & Aithal, P. S. (2018). Literature Review of Impact of Branding on Base of the Pyramid Markets with Special Reference to India. *International Journal of Applied Engineering and Management Letters (IAEML)*, 2(1), 43-63. DOI: 10.5281/zenodo.1189047.
16. Paul, P. K., Aithal, P. S., Shivraj, K. S., & Rajesh, R. (2018). The increasing trend of Domain based Information Sciences programs in India-An Investigation of Private Universities. *Indian Journal of Information Sources and Services*. 8(1), 1-8. ISSN: 2231-6094 The Research Publication, www.trp.org.in.DOI : 10.5281/zenodo.1195703.
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18. Paul, P. K. & Aithal, P. S. (2018). Cyber Crime: Challenges, Issues, Recommendation and Suggestion in Indian Context, *International Journal of Advanced Trends in Engineering and Technology. (IJATET)*, 3(1), 59-62. DOI: 10.5281/zenodo.1171079.
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20. Paul P. K., Bhuimali, A., Aithal, P. S., & Chatterjee, D., (2018). I Schools and It's Need for Promoting Information-Technology-Social Interaction: Overview and Need in Indian Educational Context. *Scientific Review*, 4(1), 1-7. DOI: <http://dx.doi.org/10.5281/zenodo.1195611>.
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- adoption in Indian Private Universities—Study of BCA Program. *International Journal of Scientific Research in Mathematical and Statistical Sciences*, 5(1), 19-24. DOI: 10.26438/ijrmss/v5i1.1924. DOI: 10.5281/zenodo.1195625.
23. Paul, P. K., Bhuimali, A., Aithal, P. S., (2018). BSc in Computing and IT related subjects with flexible and changing entry criteria: International Trends and adoption in Indian Private Universities—A Knowledge Survey. *International Journal on Recent Researches in Science, Engineering & Technology (IJRRSET)*, 6(2), 49-57. DOI: 10.5281/zenodo.1195635.
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## **COLLEGE OF ENGINEERING AND TECHNOLOGY**

### **MECHANICAL DEPARTMENT**

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#### **ELECTRONICS & COMMUNICATION DEPARTMENT**

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