



Dr. P. S. Aithal, M.Sc.(Physics), M.I.T.(IT), M.Sc.(E-Business), M.Tech.(IT), Ph.D.(Physics), Ph.D.(Management), PDF (PRL, Ahmedabad & CREOL, USA). **Vice Chancellor, Srinivas University.**

Prof. Dr. Perdoor Sreeramana Aithal has 25 years experience in Teaching & Research and 13 years experience in Administration.. He is presently working as Principal at Srinivas Institute of Management Studies, Mangalore. Having four Master degrees in Physics with Electronics, Computer Science, Information Technology, and E-Business, he got his first Ph.D. degree in Physics from Mangalore University in the area of nonlinear optical materials and second Ph.D. degree in Business Management from Manipal University, Manipal, in the area of mobile banking. He worked as Post Doctoral Research Fellow at “Lasers & Quantum Optics Division, Physical Research Laboratory, Ahmedabad for two years from 1999-2000. In the year 2002, he has been selected for the prestigious Overseer Fellowship of Dept. of Science & Technology, Govt. of India – Better Opportunity for Young Scientists in Chosen Area of Science & Technology (BOYSCAST) Fellowship and did Post Doctoral Research at Centre for Research & Education in Optics & Lasers (CREOL), at University of Central Florida, Orlando, U.S.A. During his Post Doctoral Research at Ahmedabad & USA, he has worked in the area of Nonlinear Optics, Photonics, Optical Limiters and Optical Solitons. Dr. Aithal has got SERC Young Scientist Project with Rs. 12 lakhs grant on dyedoped polymers for Nonlinear Optical Applications funded by Dept. of Science & Technology, India. Dr. Aithal also had a visiting associate-ship at Physical Research Laboratory, Ahmedabad, and Visiting Professor-ship of Grimsby Institute of Further & Higher Studies, Grimsby, U.K. He has 35 research publications in refereed International Journals in the area of Nonlinear Optics and Photonics, and 70 publications in refereed International Journals in Business Management, Higher Education, and Information Technology. He has presented more than 130 research papers in National & International Conferences/Seminars. Presently he is guiding research scholars for their M.Phil. and Ph.D. degrees in Electronics, Information technology and business management. Dr. Aithal has developed Teaching Materials in Operations Research, Quantitative Techniques, Research Methodology, Management Information Systems, International Business, Communication networks and Mobile Communication for MBA & MCA Courses. He has also written textbooks on Engineering Physics and Basic Electronics for Engineering Students, which has been published by ACME Publishers, New Delhi. Apart from teaching and research, Dr. Aithal has been involved in institution building activities since 13 years and presently there are 18 institutions imparting quality education under Srinivas Group of institutions. He has research interest in Nonlinear optical absorption, Optical Phase Conjugation, Photorefractive materials, e-business, m-business, ideal business, ideal strategy and nanotechnology business Opportunities. Dr. Aithal is member of World Productivity Council, U.K., member of Strategic Management Forum, India, member of Photonics Society of India, CUSAT, Cochin, senior member of IEDRC.org, Singapore. Dr. P. S. Aithal has edited five Conference Proceedings with ISBN numbers and recently published a book on “Quality in Higher Education” a case study of SIMS. Dr. Aithal has served at different positions

in Mangalore University as member of BOS, Member of Academic Council (2008) and as member of Syndicate (2009) and also served as the member of BOS of Manipal Institute of Management, Manipal (2011).

Dr. Aithal made several initiatives in the area of Physics, Photonics, Education, Business Management, and Technology. He has developed a new method of crystal growth named Gel-Solution Method also called Aithal-Rao method of crystal growth to grow organic crystals of high quality and of considerable size. He has first developed a method to generate 'spatial soliton' in BSO crystal using cw & pulsed laser beam. He has invented a new method of waveguide formation on organic nonlinear crystal using high energy ion irradiation. In his research on mobile banking, he has developed a model on "Determinants of online mobile banking" and in order to explain the customer behavior of adapting mobile banking channel, proposed a new model called "Technology Acceptance based on Theory of Customer Stimulation by Education & Training for usage (TCSET)". In this work he has also demonstrated a secured financial payment model for online purchase named "consumer oriented mobile business model". Dr. Aithal has developed a new & effective method of teaching called Entry test & summarization method which is published as 'Aithal method of Innovative & Effective Teaching'. He has also developed a 'Stage Model' to enhance graduate attributes in Higher Education Institutions. Dr. Aithal has also developed 'Ideal Education Model' and analyzed the possibility of realizing it using 'Online Education System'. Dr. P. S. Aithal has also developed an innovative new Business model called 'Ideal Business Model' and analyzed the possibility of realizing such ideal business by using mobile business concept. Dr. P. S. Aithal has reviewed the effective management of most anticipated breakthrough technologies of 21st century and developed a new model named 'Ideal Technology' and analyzed the possibility of realizing it using Nanotechnology. Dr. P. S. Aithal has recently developed a new method of analyzing business models and concepts systematically called 'A new ABCD Framework to analyze business models & concepts'. Recently he has proposed a new type of strategy the Corporate's are following in their business named 'White Ocean Strategy' which a mixture of existing black ocean, red ocean and blue ocean strategies.

Dr. Aithal did his research & publications with many teams which include International School on Photonics, Cochin; Dept. of Physics, IIT, Madras; Materials Science Division, IISc. Bangalore; Nuclear Science Centre, New Delhi; Laser Physics Division, Physical Research Laboratory, Ahmedabad; School of Physics, University of Hyderabad; Crystal Growth Lab, Dept. of Physics, University of Central Florida; and Nonlinear Optics & Laser Lab, CREOL, University of Florida, USA.

Dr. P. S. Aithal has undergone many training in top level Business Management Institutions in India which include Strategic Management teachers training in Indian Institute of Management, Bangalore; Indian Institute of Management, Kozhikode; Indian Institute of Foreign Trade, New Delhi, Management Development Institute, Gurgaon, Indian Institute of Management, Ahmedabad, Indian Institute of Management, Indore, National Institute of Industrial Training, Mumbai etc.

Dr. P. S. Aithal has initiated many innovations and best practices in higher education institute as Principal of SIMS. Based on his efforts SIMS is presently top ranked institution in Research Publications, Student services, International exposure to students, and imparting additional skills other than University syllabus. Under his leadership, SIMS has got A grade award in NAAC

Accreditation in its first attempt itself. Dr. Aithal has a passion in writing science fiction and technology prediction based articles for enhancing human beings hope in life. He has developed a draft syllabus for B.Tech. programme in nanotechnology. Presently he is also working on a challenging research project on connecting science and philosophy.