

SRINIVAS CENTRE FOR RESEARCH IN HUMAN RESOURCE PLANNING



Dr. Sureka Shenoy Dr. Suresh Kumar P. M Prof. Shailashri V. T

A Study to assess feasibility of a macro role for HR in Human Resource Planning. Human Resource Planning is an ongoing process of systematic planning to achieve the optimum use of the most valuable assets of the organizations - the Human Resources. The objective of Human Resource planning is to ensure the best fit between employees and jobs while avoiding surplus or shortage of manpower. The three key elements of the HR planning process are: Forecasting the demand for talent within the organizations, Analysing and forecasting trends in supply of talent, Balancing projected demand and supply of talent.

Publication:

1. Shailashree V.T., “Employer Branding...Beyond the Human Resources Approach” in National conference “Manegma – 2014” at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No: 978 –81 –929306–0-2.
2. Shailashree V. T., UGC Sponsored National Seminar Changing Dimensions Of Commerce And Management Education Amidst Global Competition In Higher Education Sacred Heart College Madanthyar 24 &25 March 2012 Mangalore
3. Shailashree V. T., Nitte international conference on Development Challenges global aspirations local realities 29 -30 December 2012 NITTE Karnataka India
4. Shailashree V. T., Employee engagement for competitive advantage, *A case study of YESBANK* 2012 Mangalore university college INNOVATION the key ingredient to be tomorrows tigers (A case study of 3 M) 2012, Manegma
5. Shailashree V. T., Recessionary pressures: Impact on HR Practices and Employee Engagement. Jan-March 2012 Organizational management journal of management foundation of Palghat management association affiliated to All India Management association
6. 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

7. 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.

8. 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.

9. 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

10. 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.

Working Papers

- Retention strategy ---A way towards employee engagement
- Study to identify drivers towards employee engagement
- A conceptual study on Green HRM
- To study the relationship between green HRM and employee engagement
- To study the relationship between HR planning and employee retention
- HR planning in the banking sector
- HR planning in the service sector
- HR Planning and strategies for employee engagement

SRINIVAS CENTRE FOR GREEN BUSINESS RESEARCH



Dr. P. S. Aithal



Prof. Priti Jeevan

The opinion of “green business” came forth at the end of the 20th century in the rise of the ever increasing public concern about the sustainability of economic development. It was initiated more by the growing awareness of environmental issues such as the accelerating reduction of natural resources and the deterioration of environmental quality. The substance of the green business concept is rather equivocal as evidenced by the kind of its definitions that could be found in different authors. Furthermore, green business practices are still far from being universally accepted and applied by business organisations around the world. The traditional MBA degree (Masters in Business Administration) requires coursework and other study of business from a primarily financial standpoint through efficient production, effective marketing of products and services with some attention to management of people, to conventional economic theory, and to business ethics. A sustainable business is any organization that participates in environmentally friendly or green activities to ensure that all processes, products, and manufacturing activities adequately address current environmental concerns while maintaining a profit. In other words, it is a business that “meets the needs of the present world without compromising the ability of the future generations to meet their own needs. It is the process of assessing how to design, market, use and dispose products that will take advantage of the current environmental situation and how well a company’s products perform with renewable resources. Unfortunately the present MBA curriculum has not taken care of educating management graduates on the adverse effect of global warming and its consequence of climate change. A sustainable MBA program includes traditional subjects with special emphasis on eliminating those models and processes which directly or indirectly contribute to extend global warming and also study of managing for environmental and social sustainability for long term benefit. Such program can be also called as Green MBA. The research centre discusses the proposed curriculum, pedagogy, businesses processes, new business opportunities and placement opportunities for the proposed sustainable new model in business management education - Green MBA.

Publication:

1. P. S. Aithal & Priti J, Green Education Concepts & Strategies In Higher Education Model, International Journal of Scientific Research and Modern Education (IJSRME) (www.rdmodernresearch.com), Volume I, Issue I, 2016, ISSN (Online): 2455 – 5630.

2. Priti J, A study on Green Packaging- A case study approach with reference to Dell Inc, International Educational Scientific Research Journal, Volume 2, Issue 7, July 2016, ISSN No. 2455-295X, I.F 3.606
3. Priti J, A study on marketing and sustainability- A case study approach with reference to Hindustan Unilever Ltd, International Journal of Scientific Research and Modern Education (IJSRME), Volume I, Issue I, May 2016, ISSN:2455-5630
4. P. S. Aithal&Priti J, How service industries can transform themselves into Green Business Industries, International Journal of Management Sciences and Business Research (IJMSBR), April 2016, Vol 5, Issue 4, pp 150-158ISSN: 2226-8235, I. F. 3.274
5. P. S. Aithal&Priti J, Strategic rethinking of management education: Green MBA model, International Journal of Management, IT and Engineering (IJMIE), January 2016, volume 6, Issue 1, pp 55-73, ISSN: 2249-0558, I.F. 6.269
6. P. S. Aithal&Priti J, Innovative rethinking of Management Education: Green MBA model, National Conference on innovative practices in Management, IT, Education and Social Sciences, 17th October 2015 ISBN: 978-81-929306-8-8
7. P. S. Aithal&Priti J, How service industries can transform themselves into Green Business Industries, National Conference on innovative practices in Management, IT, Education and Social Sciences, 17th October 2015ISBN: 978-81-929306-8-8
8. Priti J, A study on Sustainable Manufacturing through Lean manufacturing- An excogitation Paradigm, International Journal of Research in Science and Technology, Volume 2, Issue 2 (1), April- June 2015 ISSN 2394 – 9554
9. P. S. Aithal&Priti J, Innovative rethinking of Management Education: Green MBA model, National Conference on innovative practices in Management, IT, Education and Social Sciences, 17th October 2015, ISBN: 978-81-929306-8-8
10. Priti J, Green consumer- Segmentation and Marketing strategies: A conceptual framework, Glimpses of Consumer Behaviour towards 2020, Bonfring, Coimbatore, December 2014, ISBN 978-93-84743-25-3
11. Priti J, Green Entrepreneurship-A conceptual understanding, National conference on change and its contemporary social relevance- Department of Social work, SIMS, 27th September 2014, ISBN No. 978-81-929306-1-9
12. P. S. Aithal, Strategic rethinking of Management education: A green MBA model, National conference on changing trends in management, IT and social sciences- Manegma- Srinivas Institute of management studies, 9th April 2014, ISBN No. 978-81-929306-0-2
13. Priti J, An analysis of green products- Exploring a new innovation paradigm, National conference on changing trends in management, IT and social sciences- Manegma- Srinivas Institute of management studies, 9th April 2014ISBN No. 978-81-929306-0-2

14. Priti J, Green washing: A conceptual framework- Development prospects of Indian Economy, Society of Technical and management Professionals, New Delhi and social sciences research centre, University of Rajasthan, **March 2014** ISBN: 978-93-81212-62-2

15. Priti J, Green through Upcycling approach- A conceptual framework with special reference to fashion industry, "IBR"- International Forum of Researchers students and academicians, **March 2012 ISSN: 2249-5444** Volume 2 Issue 2

16. Priti J, Green Entrepreneurship: The essential link towards a green economy, National Seminar on Entrepreneurial Strategies for Sustainable business, KarpagaVinayaga Institute of Management, Anna University, Chennai, 18th April 2015

17. Priti J, Green manufacturing through lean manufacturing- A conceptual framework with a case study, National conference on "Achieving distinctive competence through service and excellence" – Dept of Business Administration, St. Joseph Engineering College, Mangalore, 22nd and 23rd March, 2012

18. Priti J, Green product : issues and challenges in foodsector, UGC sponsored National seminar on Emerging trends in entrepreneurial development- Besant women's college and NITK STEP, Mangalore, 22nd January 2011

19. Priti J, "Green Management as a part of curriculum in MBA", National Level conference on MBA curriculam- the need of the hour in St. Aloysius College, Mangalore, 26th October 2010

Working papers details:

1. A study on Green Supply chain management of Patanjali Ayurveda Ltd.
2. A Study on the sustainable organisations for the 21st century
3. A Study on green process management
4. A study on green consumption pattern amongst youth
5. A study on green products with reference to mobile brands

SRINIVAS CENTRE FOR BANKING STUDIES



Prof. Amith Menezes

Banking is a fast growing sector in India . It has evolved over time, from the ancient banking where all the operations were done manually to the present generation wherein systems & technology has taken over. Name the process and we have a software or an application supporting it. The old age banking has been totally revamped with the modern digitalised banking activities. Let it be Net banking, Mobile Banking, Core Banking or electronic Banking, all are based on technology.

Technology is making banking a more powerful sector. With technology we have a growing risk of frauds too, which brings us to the main aspect of Security in all these technology related transactions or operations. Research is required to find out the impact of technology on banking and at the same time an evaluation has to be done regarding the safety of all these technology related transactions.

This research centre basically deals with all these aspects of banking along with any other banking related topics such as Green Banking, Credit related or NPA related aspects.

Publication:

1. AmithMenezes on “Emergence of cheque truncation system”, IJMIE, July 2015, Vol-5, Issue-7, Pgs. 261-269, ISSN (online) – 2249-0558.
2. AmithMenezes on “Green Banking initiatives & awareness”, IJMIE, Jan 2016, Vol-6, Issue-1, Pgs. 396-400 ISSN (online) – 2249-0558.
3. AmithMenezes on “Banking frauds & ways to prevent them” ,IJCRME, Vol I, Issue I, 2016, Pgs.239-243 ISSN (online) – 2455-5428.
4. AmithMenezes in proceedings of SDM, Ujire bearing ISBN:978-93-81195-25-3 on “ Business Ethics and its importance in Banking Industry “ Pgs: 166-170

5. AmithMenezesin proceedings of Department of PG Studies in Commerce, University College, Hampankatta, Mangalore bearing ISBN: 978-93-82062-88-2 on “Innovation and technology in Retail banking – with special reference to IndusindBank” Pgs : 386-393
6. AmithMenezesin proceedings of Anekant Institute of Management Studies (AIMS), Pune bearing ISBN-978-81-925944-2-2 on “ Technological innovations and innovative practices used by the banking sector” Pgs : 137-142.
7. AmithMenezesin proceedings of SIMS, Pandeshwar bearing ISBN-978-81-929306-3-3 on “Technological Innovations in Banking” Pgs.274-280
8. AmithMenezesin proceedings of SIMS, Pandeshwar bearing ISBN-978-81-929306-0-2 on “ Innovative practices - the differentiating factor for private sector banks “. Pgs : 79-81.
9. AmithMenezesin proceedings of Department of PG Studies in Commerce, University College, Hampankatta, Mangalore bearing ISBN: 978-93-84869-13-7 on “Frauds in Modern Banking” Pgs. 10- 17.
10. AmithMenezesin ISBN-978-93-5212-771-9 of Department of Commerce, Mahatma Gandhi Memorial College, Udupi on “Technological frauds in banking and ways to overcome them” Pgs. 49-53
11. AmithMenezesin ISBN:978-93-84869--66-3 of School of Management, Manipal University on “changing dynamics of payments & clearing systems in banking” Pgs. 144-152.
12. AmithMenezesin ISBN:978-93-84734-40-4 of St.Agnes College on “Future of Cheque Clearing System” Pgs. 76-80

Working Papers:

- Impact of technology on banking sector
- Digitalization in banking processes
- Growing reliance on technology with special reference to Banking Industry
- Demonetization and its impact on Banking Industry
- Impact of technology on manpower attrition.
- Emergence of E-payment systems

SRINIVAS CENTRE FOR RESEARCH ON BRANDING



Prof. Anumesh Kariappa



Prof. Keerthan Raj

Branding is the process by which companies distinguish their offerings from competitors. It helps in creating the unique positioning in the minds of consumers. Brand is both abstract and real. A distinctive name design, packaging helps in creating the right brand. It aids in purchase decision to the consumers by reducing the risk. Branding is an indispensable activity of an organization. Brand promises quality assurance and also in-built luxury elements in it. Brand management is a crucial and strategic decision in any organization, and hence the continuous marketing research in this area is essential with advent in technology and competition. The companies need to keep their brands always lively among all the segments of the customer's. Every once in a while a marketer has to keep re-inventing, re-energizing and re-positioning the brands to appeal to the customers. Unless and until the customer is constantly reminded of the brands he will shift elsewhere to what is his immediate recall brand. This research centre attempts to look at how brand value is created. Marketers can use this brand value to extend product portfolio over the years and capture customer attention, loyalty and market share. The sole purpose of Branding is to create the product differentiation. It also gives set of values and attributes, helps in promoting the company's products. Therefore branding is an intangible asset for an organization. The brand establishes premium positioning in the competitive market. The overall objective is to build brand loyalty and increase relationship marketing than transactional marketing.

Publications:

1. Keerthan Raj, "Branding and brand Extensions – Reasons for success – An Empirical Study", presented at a National conference on IT & Management: Innovations and Inventions - Global Perspective at Anekant Institute of Management Studies, Baramati, Pune - ISBN- 978-81-925944-2-2.
2. Keerthan Raj, "Street Food -An Emergent Model of Branding" in National conference "Manegma – 2014" at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No: 978 –81 –929306–0-2.
3. Keerthan Raj, "Competitive Selling - The Banking Industry –An Empirical Study" in National conference "Manegma – 2014" at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No: 978 –81 –929306–0-2

4. Keerthan Raj, “Effective Leadership and Change management” - An Empirical Study including MNC Bank, presented at Manegma 2013, National Level conference at Srinivas Institute of Management Studies.
5. 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.
6. Anumesh Kariappa, “A Study on customer preference and brand awareness of max fashion” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
7. Nidhish H, “Changes in recruitment trends in India in start-up era” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
8. Anumesh Kariappa A Study on Customer Preference and Brand Awareness of “Max Fashion” International Journal of Management, Volume 6 Issue 1, PP 464-474(January 2016) ISSN: 2249-0558 I.F.6.269.
9. Anumesh Kariappa Marketing Management – Active Learning by students through Research Orientation, International Journal of Scientific Research and Modern Education ISSN-2455-5630, pp.344-348(June 2016).

Working Papers:

- A Study on Opportunities and Challenges Faced by Hybrid Cars in Indian automobile market.
- A Study on Merger and Acquisitions a strategy in e-commerce Industry in India.
- The Implication and impact of Goods and Service tax (GST) on Indian Economy
- A study on recent trends in branding with special reference to Retail segment.
- Consumer perception towards mobile service provider with special reference to Reliance Jio.

SRINIVAS CENTRE FOR LOGISTICS AND SUPPLY CHAIN MANAGEMENT



Prof Varun Kumar S. G

The Centre for Logistics and Supply Chain Management provides advanced research in logistics, supply chain management, procurement and transportation management with the vision to enable organisations to achieve step change across their triple bottom line with the help of Supply chain knowledge, principles and business strategy. This centre focuses on research, development and application of leading edge multi-disciplinary work which impacts on logistics and supply chain management nationally and internationally.

Publications:

1. Published an article “Literature Review of Reverse Logistics Problem” in Industrial Engineering Journal (2014) volume VII (11).
2. Published a paper on “Best Practices for Reverse Logistics Management” in International Journal of Advanced Trends in Engineering and Technology (2016) volume I(1).

Working papers:

- Developing An Efficient Algorithm For Reverse Logistics
- Vehicle Routing Problem with Simultaneous Delivery and Pickups: State Of Art Classification and Review.
- Operations of Logistics and Supply Chain Management: Issues and Challenges.
- Future of Logistics and Supply Chain Management.
- The role of Transportation in Logistics and Supply Chain Management.

RESEARCH CENTRE FOR QUALITY IN HIGHER EDUCATION



Dr. Suresh Kumar P.M.

The primary business of educational institutions is to facilitate teaching - learning process. If this has to be effective, curriculum design, development and delivery, better and improved ways of pedagogy, competent faculty, support services and infrastructure are important. The teachers should continuously innovate and adopt student centric/learner centric learning methods. Although it is true that the diversity of learners in respect of their background, abilities and other personal attributes influence the pace and extent of learning, learner – centred education calls for appropriate methodologies that can be used by teachers to provide a variety of learning experiences including individual and collaborate learning. Curriculum delivery and pedagogy should incorporate learning experiences based on project based learning, lab. based learning, experiential learning, activity based learning, field based learning, technology based learning, community based learning, analytical learning, observation based learning, team based learning, social service based learning etc. Adequate infrastructure facilities are key for the effective and efficient conduct of the programmes. The supportive facilities on the campus contribute to the effective ambience of curriculum, extra-curriculum and administrative activities. Student support and progression should display the commitment and accountability of the institution through well established and clearly defined mechanisms. Institutional governance should convey inspiring leadership to the students by means of strategy development and deployment. A plethora of innovations and best practices evolve in course of time to make the institution outstanding. This research centre on quality in higher education aims to promote research in all aspects of improving the quality of education in higher educational institutions. A list of the work done already is provided below in the list of publications.

Publications:

1. P. S. Aithal, V. T. Shailashree, & P.M. Suresh Kumar, ABCD analysis of Stage Model in Higher Education. International Journal of Management, IT and Engineering (IJMIE), Vol. 6, Issue 1, pp. (January 2016), ISSN: 2249-0558, I.F. = 5. 299.
2. P. S. Aithal, V. T. Shailashree, & P.M. Suresh Kumar, Analysis of NAAC Accreditation System using ABCD framework. International Journal of Management, IT and Engineering (IJMIE), Vol. 6, Issue 1, pp.30 - 44, (January 2016), ISSN: 2249-0558, I.F. = 5. 299.

3. P. S. Aithal & P.M. Suresh Kumar, Opportunities and Challenges for Private Universities in India, International Journal of Management, IT and Engineering (IJMIE), Vol. 6, Issue 1, pp. 88-113, (January 2016), ISSN: 2249-0558, I.F. = 5. 299.
4. P.S. Aithal, & P.M. Suresh Kumar, Innovations in Private Universities : A Case of Srinivas University. International Journal of Management, IT and Engineering (IJMIE), Vol. 6, Issue 1, pp. 250-264, (January 2016), ISSN: 2249-0558, I.F. = 5. 299.
5. P. M. Suresh Kumar & Dr. P .S. Aithal. Working From Home - A Transition In The Concept Of Workplace. International Journal of Current Research and Modern Education (IJCRME) ISSN (Online): 2455 - 5428 Volume I, Issue I, 2016.
6. P.S. Aithal & P.M. Suresh Kumar, Application of ABCD Analysis Framework on Private University System in India, International Journal of Management Sciences and Business Research, Vol.5, Issue 4, April, 2016.
7. Dr. P. S. Aithal, P. M. Suresh Kumar and Deekshitha, Societal Expectation And Institutional Accountability In Higher Education. International Journal of Management, IT and Engineering (IJMIE), Volume 5, Issue 7, pp. 361-373, (July 2015), ISSN: 2249-0558, I.F. 5. 299.
8. Dr. P. S. Aithal, P. M. Suresh Kumar and Pavithra Kumari, Methods And Approaches For Employability Skill Generation In Higher Educational Institutions. International Journal of Management, IT and Engineering (IJMIE), Volume 5, Issue 7, pp. 390-410, (July 2015), ISSN: 2249-0558, I.F. 5. 299.
9. A. Srinivas Rao, P. M. Suresh Kumar, & P. S. Aithal, Strategic Planning in Higher Education Institutions : A Case Study of SIMS - Vision 2025, International Journal of Educational Science and Research; Vol.5 Issue 2, April 30, 2015, pp. 29-42. ISSN 2249-6947, I. F. 3.97.
10. P. S. Aithal, A. Srinivas Rao, & P.M. Suresh Kumar, How Innovations and Best Practices can Transform Higher Education Institutions : A case study of SIMS, International Journal of Management (IJM), Volume 6, Issue 2, pp.83 - 98, 2015, ISSN 0976-6502, IF = 7.89.
11. P. S. Aithal & P.M. Suresh Kumar, Enhancement of Graduate attributes in Higher Education Institutions through Stage Models, IMPACT: International Journal of Research in Business Management , Vol. 3, Issue 3, pp. 121 - 130, March 2015, ISSN 2347-4572, I.F. 1.54.
12. P. S. Aithal, V.T. Shailashree, P. M. Suresh Kumar, A New ABCD Technique to Analyze Business Models & Concepts, International Journal of Management, IT and Engineering (IJMIE), Vol. 5, Issue 4, pp. 409 - 423, April 2015, ISSN: 2249-0558, June 2015, IF = 4.297.
13. P. S. Aithal, V. T. Shailashree V.T. , Priti Jeevan, Suresh Kumar P.M., Leader with Golden Heart ---- Sri CA. A. Raghavendra Rao (A Case Study) International Journal of Research in Management & Social Science, Volume 3, Issue 1 (IV) : January - March, 2015, pp. 96 - 102. ISSN **2322 -0899**, IF = 1.15.

14. P. S. Aithal, A. SrinivasRao& P.M. Suresh Kumar, Quality Enhancement in Higher Education Institutions : A case study of SIMS. International Journal of Multidisciplinary Research and Development, Vol. 2, Issue 5, pp. 18-31, May 2015, ISSN 2349-4182,, I.F. =3.76.
15. Dr. P. S. Aithal and P. M. Suresh Kumar. Applying SWOC Analysis To An Institution Of Higher Education. International Journal of Management, IT and Engineering (IJMIE), Vol. 5, Issue 7, pp. 231-247, (July 2015), ISSN: 2249-0558, I.F. =5. 299.
16. P. S. Aithal& P.M. Suresh Kumar, Black Ocean Strategy - A Probe into a New type of Strategy used for Organizational Success. GE International Journal of Management Research, Vol. 3, Issue 8, pp. 45 - 65. (August 2015) ISRA-I.F = 4.316.
17. P. S. Aithal, Shailashree V.T.& P.M. Suresh Kumar. Application of ABCD Analysis Model for Black Ocean Strategy. International Journal of Applied Research (IJAR), Vol. 1, Issue 10, pp. 331 - 337, (Sept. 2015) ISRA-IF= 5.23
18. P.S. Aithal & P.M. Suresh Kumar, Student Performance and Learning Outcomes in Higher Education Institutions, International Journal of Scientific Research and Modern Education (IJSRMA). Vol.1, Issue 1, 2016. ISSN:2455-5630.
19. P.S. Aithal & P.M. Suresh Kumar, Catering Student Enrollment and Retaining Diversity in Higher Education Institutions, International Journal of Engineering Research and Modern Education (IJERME) Vol.1, Issue 1, 2016. ISSN:2455-4200.
20. P.S. Aithal & P.M. Suresh Kumar, Academic Support through Information System : Srinivas Integrated Model, International Journal of Scientific Research and Modern Education (IJSRME). Vol.1, Issue 1, 2016. ISSN:2455-5630.
21. P.S. Aithal & P.M. Suresh Kumar, Maintaining Teacher Quality in Higher Education Institution, International Journal of Current Research and Modern Education (IJCRME). Vol.1, Issue 1, 2016. ISSN:2455-5428.
22. P.S. Aithal, V.T. Shailashree & P.M. Suresh Kumar, Analysis of ABC Model of Annual Research Productivity using ABCD Framework, International Journal of Current Research and Modern Education (IJCRME). Vol.1, Issue 1, 2016. ISSN:2455-5428.
23. P.S. Aithal & P.M. Suresh Kumar, Teaching-Learning Process in Higher Education Institution, International Journal of Multidisciplinary Research and Modern Education (IJMRME). Vol.2, Issue 1, 2016. ISSN:2454-6119.
24. P.S. Aithal & P.M. Suresh Kumar, Student Evaluation and Reforms in Higher Education Institution, International Journal of Multidisciplinary Research and Modern Education (IJMRME). Vol.1, Issue 1, 2016. ISSN:2454-6119.
25. P.S. Aithal, V.T. Shailashree & P.M. Suresh Kumar, The Study of New National Institutional Ranking System Using ABCD Framework, International Journal of Current Research and Modern Education (IJCRME). Vol.1, Issue 1, 2016. ISSN:2455-5428.

26. P.S. Aithal & P.M. Suresh Kumar, Comparative Analysis of Theory X, Theory Y, Theory Z and Theory A for Managing People and Performance, Journal of Scientific Research and Modern Education (IJCRME). Vol.1, Issue 1, 2016, p. 803-812.
27. P.S. Aithal & P.M. Suresh Kumar, Theory A for Optimizing Human Productivity, International Journal of Management and Social Sciences, Vol.4, No.2, 2016. ISSN: 2455-2267.
28. P.S. Aithal & P.M. Suresh Kumar, Organizational Behaviour in 21st Century - 'Theory A' for Managing People for Performance, IOSR Journal of Business and Management. Vol.18, July, 2016, pp.126-134. ISSN:2319-7668.
29. P.S. Aithal & P.M. Suresh Kumar, ABC Model of Research Productivity and Higher Educational Institutional Ranking, International Journal of Education and Management Engineering, DOI : 10.5815, 2016, p. 74-84.
30. P.S. Aithal & P.M. Suresh Kumar, CCE Approach through ABCD Analysis of 'Theory A' on Organizational Performance, International Journal of Current Research and Modern Education (IJCRME). Vol.1, Issue II, 2016. ISSN:2455-5428.
31. P.S. Aithal & P.M. Suresh Kumar. Using Thinking Hats as a Tool for Lateral Thinking in Organizational Problem Solving. International Journal of Engineering Research and Modern Education (IJERME). Vol. 1, Issue II, 2016. ISSN: 2455 – 4200.
32. P.M. Suresh Kumar. Curriculum Enrichment for Learning Outcomes in Higher Education. International Journal of Scientific Reserarch and modern Education (IJSRME). Vol. 1, Issue II, 2016. ISSN 2455-5630.
33. P.M. Suresh Kuamr. Leadership Development and Quality Enhancement in Higher Education. International Journal of Advanced Trends in Engineering and Technology (IJATET). Vol. 1, Issue I, 2016. ISSN : 2456-4664.
34. P.M. Suresh Kumar. Stakeholder Perception and Academic Improvements in Higher Education. International Journal of Advanced Trends in Engineering and Technology (IJATET). Vol. 1, Issue I, 2016. ISSN : 2456-4664.
35. P.S. Aithal, V.T. Shailashree & P.M. Suresh Kumar. Factors & Elemental Analysis of Six Thinking Hats Technique Using ABCD Framework. International Journal of Advanced Trends in Engineering and Technology (IJATET). Vol. 1, Issue I, 2016. ISSN : 2456-4664.
36. P.S. Aithal & P.M. Suresh Kumar. Applictions of Theory A on ABC Model to Enhance Organisational Research Productivity in Higher Education. International Journal of Advanced Trends in Engineering and Technology (IJATET). Vol.1, Issue 1, 2016. ISSN : 2456 – 4664.
37. Suresh Kumar P. M., "Co-operative Action Planning : IGRFP Experience" at International conference on Aqua Culture Development for Participatory Planning organized by GTZ held at

Swakopmund, Namibia (South Africa), 1997.

38. SrinivasRao A., Suresh Kumar P. M., Aithal P. S., "How Innovations and Best Practices can Transform Higher Education Institutions : A case study of SIMS", Proceedings of International Conference on Quality through innovations, AU TVS Centre for Quality Management, Anna University, Chennai, 19th -20th - Feb 2015.

39.SrinivasRao A, Suresh Kumar P. M., Aithal P. S., "Strategic Planning in Higher Education Institutions : A case study of SIMS - VISION 2025", Proceedings of International Conference on Quality through innovations, AU TVS Centre for Quality Management, Anna University, Chennai, 19th -20th - Feb 2015.

40. P. S. Aithal and P.M. Suresh Kumar, "How an Effective leadership and Governance supports to achieve Institutional Vision, Mission, and Objectives" in National Conference on "Innovations and Best Practices in Higher Education Institutions – 2014" held on 28th June, 2014 at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No. 978-81-929306-2-6

41.MinuPriya, P. S. Aithal and P.M. Suresh Kumar, "Strategy Development and Deployment in Higher Education Institutions" in National Conference on "Innovations and Best Practices in Higher Education Institutions – 2014" on 28th June, 2014 at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No. 978-81-929306-2-6.

42. A. SrinivasRao, P. S. Aithal and P.M. Suresh Kumar, "Internal Quality Assurance Cell (IQAC) and its contribution to quality Improvement in Higher Education Institutions : A Case of SIMS" in National Conference "Innovations and Best Practices in Higher Education Institutions – 2014" on 28th June, 2014 at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No. 978-81-929306-2-6

43. P. S. Aithal, P. M. Suresh Kumar, Faculty Empowerment Strategies in Higher Education Institutions, Proceedings of National Conference on Innovations & Best Practices in Higher Education, 28th, June 2014, Mangalore, ISBN - 978-81-929306-2-6.

44. P. S. Aithal, and P. M. Suresh Kumar, Catering Diversity while student Enrolment in Higher Education Institution - A Case study of Srinivas Institute of Management Studies, Proceedings of National Conference on Innovations & Best Practices in Higher Education, 28th, June 2014, Mangalore, ISBN - 978-81-929306-2-6.

45. P. S. Aithal& P. M. Suresh Kumar, Quality Assessment through SWOC Analysis - A Case study of Srinivas Institute of Management Studies, Proceedings of National Conference on Innovations & Best Practices in Higher Education, 28th, June 2014, Mangalore, ISBN - 978-81-929306-2-6.

46. P. S. Aithal, and P. M. Suresh Kumar, Teaching - Learning Process in Higher Education Institution - A Case study of Srinivas Institute of Management Studies, Proceedings of National

Conference on Innovations & Best Practices in Higher Education, 28th, June 2014, Mangalore, ISBN - 978-81-929306-2-6.

47. P. S. Aithal, and P. M. Suresh Kumar, Maintaining Teachers Quality in Higher Education Institution - A Case study of Srinivas Institute of Management Studies, Proceedings of National Conference on Innovations & Best Practices in Higher Education, 28th, June 2014, Mangalore, ISBN - 978-81-929306-2-6.

48. P. S. Aithal, and P. M. Suresh Kumar, Student Evaluation and Reforms in Higher Education Institution - A Case study of Srinivas Institute of Management Studies, Proceedings of National Conference on Innovations & Best Practices in Higher Education, 28th, June 2014, Mangalore, ISBN - 978-81-929306-2-6.

49. P. S. Aithal, and P. M. Suresh Kumar, Student performance and Learning Outcomes in Higher Education Institution - A Case study of Srinivas Institute of Management Studies, Proceedings of National Conference on Innovations & Best Practices in Higher Education, 28th, June 2014, Mangalore, ISBN - 978-81-929306-2-6.

50. A. SrinivasRao, P. S. Aithal and Suresh Kumar, "Strategies to be adopted in Higher Education Institutions to Enhance Admission Demand" in National Conference "Innovations and Best Practices in Higher Education Institutions – 2014" on 28th June, 2014 at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No. 978-81-929306-2-6

51. P. S. Aithal, P. M. Suresh Kumar, Enhancement of Graduate attributes in Higher Education Institutions through Stage Models, Proceedings of National Conference on Innovations & Best Practices in Higher Education, 28th, June 2014, Mangalore, ISBN - 978-81-929306-2-6.

52. A. SrinivasRao, P. M. Suresh Kumar, P. S. Aithal, Quality Enhancement in Higher Education Institutions : A case study of SIMS, Proceedings of National Conference on Innovations & Best Practices in Higher Education, 28th, June 2014, Mangalore, ISBN - 978-81-929306-2-6.

53. A. Srinivas Rao, P. M. Suresh Kumar, P. S. Aithal, Strategic Planning in Higher Education Institutions : A case study of SIMS - VISION 2025, Proceedings of National Conference on Innovations & Best Practices in Higher Education, 28th, June 2014, Mangalore, ISBN - 978-81-929306-2-6.

54. A. SrinivasRao, P. M. Suresh Kumar, P. S. Aithal, How Innovations and Best Practices can Transform Higher Education Institutions : A case study of SIMS, Proceedings of National Conference on Innovations & Best Practices in Higher Education, 28th, June 2014, Mangalore, ISBN - 978-81-929306-2-6.

55. P. S. Aithal, P. M. Suresh Kumar, Academic Support through Information System :Srinivas Integrated Model, Proceedings of National Conference on Innovations & Best Practices in Higher Education, 28th, June 2014, Mangalore, ISBN - 978-81-929306-2-6.

56. P. S. Aithal and Suresh Kumar, A Study on Innovations and Best Practices in Higher Education Institutions : A case study of SIMS, Proceedings of National conference Changing Trends in Management, IT, and Social Sciences, Manegma 2014, Mangalore, 09/04/2014, ISBN No. 978-81-929306-0-2, (2014)

57. Suresh Kumar P. M., “Participatory Development: Experience with Fishers in IGRFP” paper presented at Traditional Sciences and Technology Congress held at Anna University, Chennai, 1996.

58. Suresh Kumar P. M., “Peoples participation in Rural Water Supply Schemes : The experience in Duch supported Water Supply Schemes” paper presented at National Association of Water Development Agencies (NAWDA) conference held at Mahabalipuram, Chennai, 1992.

59. Suresh Kumar P M., Presented paper on “Civic Response and Coping with Realities” in National conference on Social Work Concerns in Addressing Disasters conducted at Dr. M.V. Shetty College of Social Work, Mangalore 2006.

60. Suresh Kumar P.M., “Capacity Building of NGOs”, paper presented in the National Conference of Association of Third Sector Research in India (ATRI) held at New Delhi, 2002.

61. Suresh Kumar P.M., “Industrialization and its Consequences”, Kerala calling, Vol.6, No.4, 1986

62. Suresh Kumar P.M., “Dowry System in Kerala”, Kerala calling, Vol.5, No.10, 1985

63. Suresh Kumar P.M., “Student Politics and Voting Behaviour – A Study of University Students in JNU”, Kerala Sociologist, Vol. XIII, No.2, July – Dec. 1985.

64. Suresh Kumar P.M., “Labour Status and Caste System: A Sociological Discussion of Traditional Kerala Caste Society”, National Labour Institute Bulletin, Vol. 7-8, 1979

65. Suresh Kumar P.M., “Labour and Status Dissonance in a Caste Society : A Sociological Discussion of Traditional Kerala Society in the Context of Change”, National Labour Institute Bulletin, Vol.11-12, 1979

Working papers

- How Teacher quality reflects Overall Quality Management in Higher Education Institutions
- Curriculum Enrichment for Learning Outcomes in Higher Education

SRINIVAS CENTER FOR WOMEN'S STUDIES



Sonia Delrose Noronha

Srinivas Center for Women's Studies created in the year 2016 is a podium for researchers both academicians and students of the department of Management, Commerce and Social Sciences. This center encourages study that innovates interdisciplinary research in women related areas which is both conceptual and theoretical in nature. Purpose of this research center is to educate both men and women about gender sensitivity to support, help women to focus and rise in leadership roles. The basic fact that developing knowledge and creating awareness is feasible in universities and colleges where people have an access to conduct research is the base for this center. It is an attempt to link the research work associated with the center that can benefit the scholars to quench their thirst for research and in - depth knowledge in the field of women related studies. This interdisciplinary research network on women's studies is a branch which integrates theory and experience to create awareness and teach people to help and solve problems to rise in the era of global competence.

Publications:

1. Noronha, S., &Aithal , P. (2016). Glass Ceiling - A Silent Barrier for Women in Highly Advanced and Humanistic Society. IRA- International Journal of Management & Social Sciences (ISSN 2455-2267), 5(3),Pg455-466.Refer full paper in <http://dx.doi.org/10.21013/jmss.v5.n3.p9>
2. Pradeep M.D. &Deeksha “Multi-Dimensional approach for empowerment-Effective strategies to face problems and challenges of women in India” in International Journal of Scientific Research & Modern Education (IJSRME), Volume I, Issue I, July 2016, ISSN (Online) 2455 - 5630, pp. 744 -755. Refer full paper in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2817267
3. Pradeep M.D. &RakshithaRai R.P. “Women Empowerment through Self Help Groups Interventions towards Socio-Economic Welfare” in International Journal of Management, IT & Engineering, Volume 06, Issue 01, Jan 2016, ISSN 2249 -0558, pp 424-441. Refer full paper in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2794863
4. Pradeep M.D “Legal and Policy Framework on women welfare: An inclusive Growth Strategy” in Pearl Multidisciplinary Bi Annual Research Journal, Volume 2, No 1, February, 2016, ISSN 2394-0352, pp. 08-18. Refer full paper in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2794876

5. Pradeep M.D “A Study on Social Justice to Women through Judicial Activism In India” in Deeksha, Bi -annual Journal of Social W ork, Volume 13, Number 01,February, 2015, ISSN-2250-3919, pp. 63- 76. Refer full paper in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2794869

6. Pradeep M.D &TharanathaShetty Published “Legislative Measures for Women Empowerment in Independent India” in National Conference on Change and Its Contemporary Social Relevance held on 27th September, 2014 with ISBN No978 -81-929306-1-9

Working papers:

- Work life balance and Glass ceiling – A literature review
- Legal Interventions towards women welfare and work life balance in India

SRINIVAS CENTRE FOR RESEARCH ON CYBER CRIME AND CYBER LAW



Mrs. Pavithra kumari,

The advancement of technology has radicalized human life in all walks of life. In the recent times, there has been a grave danger of misuse of technology, so has to hamper the intended benefit of success and happiness. One such instance is misuse of cyber application, at a time when computers are governing the information flow all over the world. Instances of piracy and interference with institution of cyber touch at different levels, individual, institutional, national and international has become common. This has reduced trust between nation, communities and ultimately between individuals. Misuse of social networking, mobile banking, online banking-phishing, credit card based cheating, internet fraud, pornography, exploding websites, hacking into the protected information etc, become source of major worry. No matters this is either the handy work of lethargic hackers or well built conspiracy of nations and organisations, the consequences are the same. It is interesting that while hacking is a cyber crime, nations are encouraging, breeding professional hackers to each other and compete in the game. This paper highlights that the misuse of cyber has created loss of trust, breach of privacy, breeding hatred, violation of secrecy, protection and safeguard of vital information and financial stability of nations.

Publication:

1. Prof. PavithraKumari, “An Analytical Study on Emerging Challenges and Issues Concerning Cyber Laws” in National Conference on Recent Trends in Computing and Information Technology, on 9 August 2014, at Srinivas Institute of Management Studies, Pandeshwara, Mangalore.ISBN-978-81-929306-3-3.
2. Prof. PavithraKumari, “Changing Trends in E- Banking” in National Conference on Changing Trends in Management, IT and Social Sciences, Manegme-2014, Mangalore on 9 April 2014, at Srinivas Institute of Management Studies, Mangalore ISBN-978-81-929306-0- 2.
3. Prof. Pavithrakumari& Prof. Sonia Ajay, “ A Study on Cyber Misuse and its Implication” in National Conference” E-learning, E- Business and E- governance” on 24th January, 2015 at Srinivas Institute of Management Studies, Pandeshwara, Mangalore. ISBN NO.978-81-929306-4-0.

4. 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.

5. PavithraKumari (2016).Opportunities and challenges of legalization of digital currencies for the future business transaction. The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment, SIMS, Mangalore, India. (May, 2016), ISBN No.: 978-93-5265-653-0.

6. P. M. Suresh Kumar,Opportunities and Challenges of Information Technology in Modern Society. Current Developments in Computer Science, IT & its Impact on Management, Social Sciences and Education. (November 2016), ISBN No.: 978-93-5265-655-4.

Working Paper:

- A study on the Responsibilities of IT service Providers towards Sustainable Cyber Space Management.
- A need and requirements of *cyber law for the police personnel*.
- Emerging challenges and issues concerning international cyber laws.
- A study on the responsibilities of IT service providers towards sustainable cyber space management.
- A study on legal perspectives of cyber laws in preventing cyber crime.

SRINIVAS CENTRE FOR BUSINESS RESEARCH (SCBR)



Deekshitha

Srinivascentre for research in Business will provide platform for research in the field of business to enhance the knowledge of researchers. The aim of the centre is creating a research environment with focused themes. It also integrates research by training and developing young researchers and providing a space for corporate to work together and interact with national and international researchers within their focused framework. We encourage research in the area of financial management, Human resource management, Economics, Social Sciences, Marketing, Production, Supply Chain Management and any theme relevant in the area of business.

Publications:

1. Deekshitha, (2016) A conceptual study of Booming retail Sector- Opportunities and challenges in Indian scenario. International journal of Engineering research and modern education (IJERME), ISSN (online):2455-4200 (www.rdmodernresearch.com) 1(2)2016,172-178
2. Annette Sonia Chetan and Deekshitha (2016) “Human Resource Management perspective towards Global workplace By 2020. International Journal of Computational research and Development(IJCRD), ISSN(Online) 2456-3137 (www.dvpublication.com) 1(!),2016,154-160
3. Deekshitha, “Role of National Service Scheme (NSS) in creating social responsibility at higher education” International Journal of scientific research and modern Education(IJSRME) ,Volume I, issue 1, 2016,ISSN(online): 2455-5630 (www.rdmodernresearch.com) 1(!),June2016, 756-760
4. Annette Sonia Chetan and Deekshitha (2016)“Human Resource Management perspective towards Global workplace – changing trends and challenges , International Journal of current research and modern Education(IJCRME) Volume I, issue 1, pp.214-223, (May2016), ISSN:2455-5428
5. Suresh Kumar P M and Deekshitha “Societal Expectation and Institutional Accountability in higher education”, in National conference Recent Advances in It, Management and Social sciences, Manegma-2015 Mangalore on 23 rd April 2015, ISBN No.978-81- 929306-6- 4

Working Papers

- Changing trends in Retail Marketing Strategies in India
- Why less research takes place in the field of accounting
- A study on the threats on Human Resource Accounting towards the employees
- Financial and economic implication in the field of retail sector.

SRINIVAS CENTRE FOR SMART SKILLS AND LEADERSHIP DEVELOPMENT



Prof. Varun Shenoy

Smart Skills helps in creating dynamic leaders who are more than just functional managers or supervisors; they become talented individuals that have mastered the skills necessary to build a high-performing team, leverage the collective intelligence of the group, manage it through the process of running a business, and exercise influence with ease and authority to ensure superior results. Smart Skills offers leaders and managers what they need to know and do to make traditional or cross-functional teams perform at the highest levels. It does its work by educating them with the required know-hows and skills required to lead and manage the uncertainty inherent in today's complex business environment.

Smart Skills are those skills relating to a manager's Emotional and Social Intelligence. These skills are a cluster of personality traits, social graces, communication, personal habits, interpersonal skill sets, soft skills and optimism that characterize relationships with other people, customers, stakeholders, and colleagues. Smart Skills complement hard skills (part of a person's IQ), which are the occupational requirements of a job. A Leader's Smart Skills Quotient (aggregate of this cluster of skills) is an important part of their individual contribution to the success of any team, project or organization. Particularly organizations dealing with customers face-to-face are generally more successful if they train their staff to use these skills. Assessment or training for Smart Skills habits or traits such as emotional intelligence and influencing can yield significant return on investment for an organization.

For this reason, employers, in addition to standard technical qualifications, increasingly seek out leaders and managers with those well skilled in Smart Skills. Current research has shown that a core set of Skills may be more important over the long term than technical or occupational skills. The management profession is one example where the ability to deal effectively with people, provide positive influence, and manage change can determine the true success of the individual and the areas they manage.

To Develop Leadership qualities, oneself should focus on smart skills core competencies such as below:

(1) Emotional Intelligence

- (2) Influencing with Impact
- (3) Interest Based Negotiation
- (4) Ability to handle stress and Managing Change
- (5) Appreciative Inquiry
- (6) High Level Communication Skills

Only when essential leadership qualities incorporates the Smart Skills, improved management performance could be obtained recognizing that success requires the use and balance of natural and soft skills. The most effective leaders understand and know how to manage the human dimension of people management and are able to exercise their own power, influence, and authority to ensure the success of organizations. Therefore, Srinivas Centre for Smart Skills and Leadership Development (SCSSLD) works round the clock to identify, conduct research and train the candidates in skilling and equipping them with above new age talent requirements and skills.

Publications:

1. Shenoy, Varun., “Error Proofing: Effective tool for output efficiency” (2016) International Journal of Engineering Research and Modern Education (IJERME) ISSN (Online): 2455 - 4200 Volume I, Issue I, pp. 504 – 507
2. VarunShenoy, [Mooc: Recent Advancements In Personnel Trainings](#). International Journal of Management, IT and Engineering (IJMIE), Volume 5, Issue 7, pp. 39-49, (July 2015), ISSN: 2249-0558, I.F. 5. 299.
3. Varun Shenoy, “Analyzing Innovative Training Models in Placements - A reference to Educational Sector” in National Conference “Innovations and Best Practices in Higher Education Institutions – 2014” on 28th June, 2014 at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No. 978-81-929306-2-6
4. VarunShenoy, “Changing Trends in Campus Recruitment- Simulative Case based approach to counter the emerging challenges in National conference on Changing Trends in Management, IT, and Social Sciences, Manegma 2014, Mangalore, 09/04/2014, ISBN No. 978-81-929306-0-2, (2014).

Working Papers

- [Fixing Meetings in Digital Century](#)
- [Developing successful agenda for meetings](#)
- [Lessons in Leadership & Management: NRN about AzimPremji](#)
- [A new PCSP \(Possibilities, Challenges, Shortcomings, Practicality\) Model to analyze/evaluate Business Idea or Plan](#)
- [A new R \(Respect\) T \(Trust\) L \(Loyalty\) H \(Honesty\) C \(Commitment\) Model to analyze professional relationships.](#)
- [Framework 4: A new model to analyze Job Interview Group Discussions.](#)

SRINIVAS CENTRE FOR RESEARCH IN ENTREPRENEURSHIP



Kavya

Srinivas Centre for Research in Entrepreneurship (SCRE) is founded with a mission of enhancing research on development of Entrepreneurship and to encourage innovative research methods in Entrepreneurship research areas. This Centre relates to the all researchers who are working in the areas of entrepreneurship development. The basic aim of Srinivas Centre for Entrepreneurship are:

- To encourage young Research Scholars for research
- To Encourage college students for research projects.
- To motivate the students to start up their own Business
- To encourage the minor and Major Projects
- To provide education to the students related to Entrepreneurship development
- Skill development programs and Faculty development programs
- Encourage start ups

The Centre Encourages Research In the fields of:

- Entrepreneurship Development
- Micro Financing For SME's
- Legislative encouragement for entrepreneurship
- Skill India
- Gender studies in entrepreneurship
- Self help groups
- Trade and Business
- E- entrepreneurship
- Women Entrepreneurship
- Financial Institutions for Entrepreneurship
- Small Scale and Cottage Entrepreneurship
- Micro and Macro Funding
- Venture capital
- Start ups
- Innovations and Creativity in entrepreneurship development
- Strategies in development of Entrepreneurship
- Rural development through entrepreneurship

Publications:

1. Nidhish H., Bracing Entrepreneurship course in higher education to build our future entrepreneurs. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. (March 2016), ISBN No.: 978-81-929306-9-5
2. Ramesh Pai, Priti K. Rao & Dr. A. P. Achar (2016). Role of Industry Institute Interaction In Making Of Entrepreneurs, *International journal of Current Research and Modern Education*, 1(1), 357-361 (June 2016), ISSN-2455 – 5428
3. Pradeep M.D. & Rakshitha Rai R.P. “Women Empowerment through Self Help Groups Interventions towards Socio-Economic Welfare” in *International Journal of Management, IT & Engineering*, Volume 06, Issue 01, Jan 2016, ISSN 2249-0558, pp 424-441. Refer full paper in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2794863
4. Aithal, P.S. (2016). A Review on various E-business and M-business models & Research Opportunities. *International Journal of Management, IT and Engineering (IJMIE)*, 6(1), 275-298, (January 2016), ISSN: 2249-0558, I.F. 6. 269. DOI :<http://doi.org/10.5281/zenodo.161146>

Working Papers:

1. To study on Schemes Offered By govt for Entrepreneurship Development
2. A Study of E- Entrepreneurship
3. Study about skill India.
4. Rural development and Entrepreneurship
5. Study about Issues and Challenges of Entrepreneurs

SRINIVAS RESEARCH CENTRE FOR STUDENT-CENTERED LEARNING



Shreepathy Ranga Bhatta.B

This research centre would be an attempt to build, define, apply, and share a robust evidence base for student centered learning. To centre will also work in partnership to investigate and evaluate what we know about student-centered learning both in and beyond today’s classrooms, and then leverage that knowledge to affect meaningful improvisation.

Three main activities:

- Conducting new and innovative research on student-centered learning approaches to catalyze development and build coherence within the field
- Serving as the communicator and sense-maker of the works as well as the curator and clearinghouse for all studies related to student-centered learning
- Continuing to build the evidence base of good implementation, and developing tools to help practitioners and policymakers apply research on student-centered learning in their unique settings

Working papers:

- Study on effectiveness of Printed Study Material Distribution Model for UG level students, a case study of Srinivas Institute of management studies.
- A study on students’ attitude towards internal assessment at under graduate level.
- A conceptual study of “flipped classroom model “in undergraduate level.



Mrs. Yashaswi,

SRCEWS is the Research Centre for studying Employee Welfare which is constituted in 2017. The centre aims to conduct research on Employee Welfare, Employees Health, Safety, Remuneration, Employee Recognition and Respect, Performance Appraisal and all such related areas. The centre encourages young researchers, scholars and students for conducting research activities on Employee welfare and Development. SRCEWS also aims to take up Minor and Major projects in Employee Welfare Studies. It also encourages Industrial visits, Workshops and Seminars. The purpose of establishing the Research Centre is to create awareness about the Employee Welfare activities and to make their work life better. Srinivas Research Centre for Employee Welfare Studies (SRCEWS) is an effort to make life worth living for workman.

This centre encourages research in the fields of:

1. Employee Welfare Facilities
2. Health and Safety
3. Training and Development
4. Employee Engagement
5. Wage Administration
6. Employee Recognition
7. Performance Appraisal
8. Work- life balance
9. Employee Satisfaction
10. Industrial Relation
11. Absenteeism
12. Employee Motivation
13. Ministry of Labour and Employment

Publications:

1. Yashaswi. A.Ail, "A study on Employee Development through Fundamental Human Needs: Respect and Recognition at workplace" , International Journal of Advanced Trends in Engineering and Technology (IJATET) . Impact Factor: 5.665, ISSN (online) 2456-4664. (www.dvpublication.com) Page Number 65-68, Volume I, Issue I , 2016.

2. Yashaswi. A.Ail "A Study on Modern Methodologies in Performance Appraisals", International Journal of Advanced Trends in Engineering and Technology (IJATET).Impact

Factor: 5.665, ISSN (online) 2456-4664. (www.dvpublication.com) Page Number 126-128, Volume I, Issue I, 2016.

3. Sonia DelroseNoronha & P.S. Aithal (2016), Glass Ceiling - A Silent Barrier for Women in Highly Advanced and Humanistic Society. *IRA- International Journal of Management & Social Sciences* (ISSN 2455-2267), 5(3), Page Number 455-466.

4. Shailashri V. T. (2016). "Study on Employee Engagement among workers at RUBCO in enhancing an innovative organisational culture. *International Journal of Management*, 6(1), 481-494 (January 2016) ISSN : 2249-0558.

5. 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.

6. LaveenaD'Mello, Manjush H.H. & Dr. MeenaMonteiro (2016).A Study on the Green Human Resource Management at Gateway Hotel, Mangalore.*International Journal of Scientific Research and Modern Education (IJSRME)* 1(1), 843-852, (August,2016), ISSN (Online): 2455 – 5630.

7. Shailashri V. T. & Dr. SurekhaShenoy. (2016). Study to Identify the Relationship Between Recruitment, Selection towards Employee Engagement.*International Journal of Scientific Research and Modern Education (IJSRME)*, ISSN (Online): 2455 – 5630, (www.rdmodernresearch.com) 1(2), 2016, 149-155.

8. Prof. Suresh Kumar P.M., Working from Home – A Transition in the Concept of Workplace.*International Journal of Current Research and Modern Education(IJCRME)*, ISSN (Online):2455-5428,1(1), 2016, 244-249.

9. M. D. Pradeep& B. K. Ravindra, Effective Disbursement of Social Security Benefits to The Labour Through Information Technology In India. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*. Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com), 1(1), 114-121.

Working Papers

- To study about Cloud Based Mobile Training.
- A study on Employee Welfare Measures.
- A study of Employee Welfare in Merchant Ships employing Indian Seafarers.
- Study on Work-life Balance.
- Conceptual Study on Leveraging New Technologies for Employee Development Programmes.
- To Analyse the Impact of Leadership and Mentoring of Young Employees.

Centre – 13

SRINIVAS CENTER FOR SWOC ANALYSIS UNDER BUSINESS STRATEGY

Raghavendra Holla

Strength, Weakness, Opportunity and Challenges of Different Business area

Publications:

1. A Study on SWOC Analysis of Goods and Service Tax

Working Papers:

- A Study on SWOC Analysis of Jio
- A Study on SWOC Analysis of Paytm

Centre – 14

SRINIVAS INSTITUTE OF RESEARCH CENTRE

Nelson Pereira

Fostering social responsibility by organizations and their people

Publications:

1. A survey to have metro trains in Mangalore in the future.

Working papers:

- A survey on the different challenges that students go through the competitive advantage of marketing strategies in the field of building materials