

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

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. SrinivasRao, 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. SrinivasRao, & 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. , PritiJeevan, Suresh Kumar P.M., Leader with Golden Heart ---- Sri CA. A. RaghavendraRao (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



Dr.I.C.Licyamma

Let knowledge grow from more to more and thus be human life enriched. The investigator strongly believes that the true wealth of a nation consists not in its lands and waters, industries not in its money, not in its forests and heard but in its happy and healthy men women and children. The centre wants to interact with people who have similar type of interests. Post graduates in this area of interest with necessary qualification are motivated in this field and are encouraged to read and do research in due course. The co-ordinator has experienced the power of care and attention giving to children, students, friends, parents and other near and dear ones. The psychological killing of these people will do more harm than physical killing. The investigator believes that human beings have immense potential within. If it is noticed and encouraged by somebody who is close to us it can create wonderful changes in our life and turn us to be strong and powerful people. Not only that they can be the instruments in creating a group of dedicated people who can transform many others to largehearted and patient builders of people. Though a perfect world is an ‘Utopia’ a movement towards that goal, a few daring steps in this line will create “a heaven on earth”. Satisfaction of higher needs produces more happiness and leads to greater individual growth. Good human relations are essentially therapeutic. A Good society is one in which good human relations are fostered and encouraged. A Good society is also a psychologically healthy society.

Publications:

- 1.Importance of small groups in higher education. International on research and modern education
- 2.Inculcation of research spirit in students. International Journal of Research and Modern Education
- 3.A study on the life of adolescents in the present day scenario. International journal of engineering research and modern education
4. Motivation and its modus operandi- International journal of Advanced Trends in Engineering and technology

Working papers

- Relevance of herbs in the prevention of illness and preservation and promotion of good health in physical, mental and esthetical well –being.
- The influence of Geetha, the supreme song in man’s daily life.
- Procrastination the great negative force and its main impediments in human achievements

- The positive and dynamic attitude towards job and its radiance to team work, cooperation and great success.
- The importance of child care, teen age and adolescent care for highly productive and mature adult life.
- Vegetable cultivation and agriculture for the wellbeing of humanity.
- Promotion of plants with natural resistance to pests
- The Importance of habit cultivation in childhood and its relevance in later life
- Too much dependency on modern media may destruct originality and may lead to stagnation.
- Need for telling good stories in childhood and its tremendous influence in the future.
- The importance of Sanskrit and its survival for the betterment of humanity
- Charge system to remove crude currency and its great application in the economic field.
- Promotion of Vedic culture in ArshaBharatha.
- Vegetarianism and its importance in the psychic development in human beings.
- Yoga and postures and its importance in maintaining physical, mental and esthetical development.
- The influence of Music and ragas in human life.
- Politics, its positive and negative influence on human life.
- Proper globalisation for the betterment of humanity.
- Bio- eco -friendly production of energy and its utilisation.
- Good preservation and cleanliness of river water and drinking water.
- Importance of Sanskrit as the National language.
- Computer must be a tool not a master, if it will be a master it will reduce human potential.
- The importance of pregnancy care in the mental, spiritual and esthetical development.
- The importance of cultivation of good habits in childhood and its relevance in later life.
- A new concept of dynamic education system for all and higher development of students.
- Evolution, its physical, mental, spiritual and philosophical aspects.
- An analysis of Marxist philosophy and its merits and demerits.
- Charge system instead of paper currency and making labour power as its value not gold.
- Making computer as a useful companion not a master which will reduce mental and intellectual power and condition genital change gradually.
- Education through labour and its different application in the different application in the different branches of sciences such as zoology, botany, chemistry, physics etc.
- Promotion of intellectual power through proper food, meditation and mantra yoga
- Merits and de-merits of capitalism, communism and socialism
- Using media as a powerful tool in education.
- Importance of promoting Sanskrit as a world language.
- Importance of cultivating herbal plants in an elaborate way.
- Promotion of cultivating healthy fruit trees and promoting fruit therapy.

- Animal care and love and its importance in maintaining ecology.
- A positive political change which is inevitable in Indian administration that will lead to total progress for India.
- The importance of protection of women and children by which India will become a great nation.
- Usage and promotion of natural energy and promoting ecosystem and bio-friendly approaches to maintain healthy atmosphere.
- The importance of controlling petrol and diesel vehicles through adjusting the system and using gear cycles like as they do in China.
- The importance of prohibiting cow-slaughter and making use of cows and buffalos in full sense.
- Relevance of vegetable proteins and its usage encouragement for the good and healthy sustenance of human beings.
- Importance of natural fibre pot making, using banana tree and other useable plant trees.
- Making awareness of ethics and morals and spreading it without the help of religious studies.
- Propagation and importance of green - house cultivation.
- Rain water harvesting and its importance in making drinking water resource.
- Promotion of un-noticing vegetable plants and using it for its wonderful effects.
- Usage of natural and bio-pesticide.
- The way of making India as a No.1 leading Nation and a great resource to the entire world.
- The importance of Cannabis Indica and its usage for many incurable types of disease and its promotion of intellect.
- Spreading secularism throughout India and making Human relationship above religion
- Thorough prohibition of dowry system and maintaining the status of women in India.
- Making healthy drinks through the cultivation different plants (coconut, grapes, orange, Tapping of juices from trees as we tap latex from rubber tree etc.)
- Importance of cultivating different arrow roots and its powder extraction through mechanical devices.
- Controlling Malaria through herbal extracts and clean environment and cultivating fabia fish.
- Preservation and propagation of different varieties of fresh water plants.
- Bringing and cultivating different animals and plants from different animals and plants from different parts of the world and its cultivation here and improving biotechnology system.
- Importance of soil preservation and cultivation through cultivating different types of grasses and extracting valuable oils from it.
- Different types of honey bee cultivation and proper healthy extraction of honey and cultivation of honey rich flower producing trees.
- Cultivation of different varieties of palm trees and scientific extraction of palm-guar and its propagation of usage instead of white sugar(coconut,palm trees of fish tail palm tree etc.)

- Cultivation of different varieties of coco plant and extracts of chocolates and making use of palm guar for sweets.
- Proper tree plantation of ozone producing trees by the side of roads in a proper distance.
- Promotion and cultivation of anti-oxidant plants.
- Importance of marriage counseling and courses to improve the structure of future family.

SRINIVAS CENTRE FOR SOCIAL RESEARCH



*Laveena D'Mello, **Dr.Jincy Jacob, & ***Prof. Dr. I .C. Licyamma

The centre for social research works on a variety of issues which address problems on socio-economical conditions, Psycho-Social problems and development. The studies initiated by the centre are listed below:

- (a) Socio-Economic condition of HIV Positive Women (in Dakshina Kannada)
- (b) A study on the Psycho-Social problems of minority community (in South Canara).
- (c) Mental Health problems in women headed families.

Publications:

1. D'MelloLaveena. (July 2011). Impact of Self Employment Training on Urban Women.*DEEKSHA,Bi- Annual journal of Social Work*, research article, PG Department of Social Work, St. Aloysius College, Mangalore, India.
2. D'MelloLaveena. (March 2012). Women and HIV/AIDS, at the seminar on “Women and Development”, organized by Centre for Women’s studies, UGC sponsored seminar at Mangalore University.
3. D'MelloLaveena. B.M Govindaraju. (December 2013). A Study on Socio-Economic condition of HIV Positive people in Dakshina Kannada.*2nd International conference on Managing Human Resource at the workplace* title on “at SDMIMD, Mysore, India, ISBN Code 978-81-922146-5-8.
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7. D'MelloLaveena. (September 2014). NGO's intervention to bring change in the society- A Case study of 'SIRRA. A Case Study in Dakshina Kannada. *Change and its Contemporary Social Relevance*, National Conference at Srinivas Institute of Management Studies, ISBN No. 978-81-929306-1-9.
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10. D'MelloLaveena. B.M Govindaraju. (July 2015). Recent Advancement In The Situation Of Women Living With HIV/AIDS In Dakshina Kannada. *International Journal of Management, IT and Engineering (IJMIE)*, Volume 5, Issue 7, pp. 545-553, ISSN: 2249-0558, I.F. 5. 299.
11. D'MelloLaveena. (April 2015). Recent Advancement in the Situation of Women Living with HIV/Aids in Dakshina Kannada. *Proceedings of National Conference "Recent Advances in IT, Management and Social Sciences"*, MANEGMA, 2015, ISBN No. 978-81-929306-6-4.
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13. D'MelloLaveena. MonteiroMeena, (April 2016). The Need and Importance of Field practicum for social work students. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. PP. 54-60 April 2016), ISBN No.: 978-81-929306-9-5.
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15. D'MelloLaveena. MonteiroMeena, (April 2016). Inclusion of 'Human Rights Education in the Post Graduate Curriculum. *Curriculum Design and Development for Student – Centric Learning*, SIMS, Mangalore, India. PP.72-77, ISBN No.: 978-81-929306-9-5
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17. D'MelloLaveena. MonteiroMeena, (May 2016). Age Related Problems of the Elderly and their Coping Mechanisms. *The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment*, SIMS, Mangalore, India. PP.651-660, ISBN No.: 978-93-5265-653-0
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26. D'MelloLaveena. B.M Govindaraju. MonteiroMeena (2016).The role of HIV positive women in Management of livelihood, Health and Nutrition.*International Journal of Scientific Research and Modern Education (IJSRME)* Volume I, Issue II, ISSN (Online): 2455 – 5630.
27. D'MelloLaveena. B.M Govindaraju. MonteiroMeena (2016).A study on the Challenges of HIV positive Children in Dakshina Kannada. ISBN 978-93-5265-651-1
28. D'MelloLaveena. B.M Govindaraju. MonteiroMeena (2016). A study on the Challenges of HIV positive Children in DakshinaKannada .ISSN 2456-4664 *International Journal of advanced*

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29. D'MelloLaveena. B.M Govindaraju. MonteiroMeena (2016).A Study on the Challenges Faced by Single Parent on Teenager Care. ISBN 978-93-5265-651-1

30. D'MelloLaveena. B.M Govindaraju. MonteiroMeena (2016).A Study on the Challenges Faced by Single Parent on Teenager Care.ISSN 2456-4664 *International Journal of advanced trends in Engineering and Technology* Volume 1, issue 1, 2016.

Working papers

- LaveenaD'Mello, Dr. Govindaraju. B.M& Dr. MeenaMonteiro (2017).Influence of Religion and Spirituality on HIV positive people
- KumariSuchitha K. S Yadhuraj&D'MelloLaveena, (2017).A Study on the Communication Problems between Family Members and the Psychiatric Patients.
- D'MelloLaveena. B.M Govindaraju. MonteiroMeena (2016). A study on the working condition of sales persons in a garment shop at Mangalore

SRINIVAS CENTER FOR SOCIAL AND LEGAL STUDIES (CSLS)



Pradeep M. D.

Srinivas Centre for Social and Legal Studies (CSLS) founded in 2015 with a broad goal of advancing Social and Legal Research. It encourages advanced and innovative research methodology in Social and Legal Research areas. It undertakes high quality Interdisciplinary Research and disseminates research findings to address global challenges of the field. The members of the Srinivas (CSLS) include academic staff of the university and Students from the department of Management and Social Sciences who address social and legal issues having public concern from the perspective of Social, Political and Economic philosophies. This page links to the research works of all the researchers who are associated with the centre and are working in the field of Social and Legal issues. Some publications are theoretical and conceptual in nature. The majority of our work aim to have a direct impact on political debates and policy formulation in order to ensure success in this area. The works associates with Public authorities, NGOs and Communities.

Publications:

1. Pradeep M.D. & Ravindra B.K., “Effective Disbursement of Social Security Benefits to the labour through Information Technology in India”, International Journal of Advanced trends in Engineering and Technology (IJATET), Volume 1, Issue 1, ISSN (Online) 2425-4664, 2016, pp. 114-121.
2. Pradeep M.D. & Akhilesh Suresh A Kuckian. “Green Marketing to meet consumer demands and sustainable development-Challenges and Opportunities”, International Journal of Advanced Trends in Engineering and Technology (IJATET), Volume I, Issue I, ISSN (Online) 2425-4664, 2016, pp. 34 -41.
3. Pradeep M.D. & Kalicharan M.L. “Social Security Measures for Indian Workforce -A Legal Intervention”, International Journal of Computational Research and Development, Volume I, issue I, 2016, ISSN (Online) 2456 -3137, pp. 47-57. DOI 10.5281/Zenodo.159773.
4. Pradeep M.D & Kalicharan M.L. “Life Centric Skill Enrichment Framework -An effective Pedagogy for empowerment”, International Journal of Computational Research and Development, Volume I, Issue I, 2016, ISSN (Online) 2456-3137, pp. 40-46. DOI 10.5281/Zenodo.159771

5. 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
6. Pradeep M.D. &Charan Raj “Recent trends of Socio-Economic Empowerment of Elderly-Interventions towards broad based benefits in India” in International Journal of Current Research and Modern Education (IJCRME), Volume I, Issue I, July 2016, ISSN (Online) 2455 -5428, pp. 692-700. Refer full paper in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2817274
7. Pradeep M.D. & Krishna Prasad K. “Modern Paradigm shift in Social Work Profession through Technology -New Dimension in Social Work Education” in International Journal of Current Research and Modern Education (IJCRME), Volume I, Issue I, April 2016, ISSN (Online): 2455 – 5428, pp. 433 -443. Refer full paper in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2795458
8. 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 http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2794863
9. Pradeep M.D., P S Aithal “Learning Through Team Centric Exercise & Key Point Pedagogy - An effective Learning Model for Slow Learners in Social Work Education Training” in International Journal of Multidisciplinary Research and Development bearing, Volume 2, Issue 9, Sept 2015, Impact Factor 4.342, e-ISSN No 2349-4182, pp. 265-270. Refer full paper in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2795462
10. Pradeep M.D. “ Impact of Information Technology in banking - Cyber Law and Cyber Security in India” in International Journal of Management, IT & Engineering Volume 5, Issue 7, July, 2015, Impact Factor (IJMIE) 4.297 for 2013 and 5.299 for 2014, ISSN 2249 -0558, pp. 411 -428. Refer full paper in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2794882
National Journal Publication
11. Pradeep M.D., Kalicharan M L “A Study on Life style of JenuKuruba Tribes working as Unorganised Labours” Adelaide Journal of Social Work, Volume 3, Issue 1, August, 2016, ISSN 2349-4123. Pp. 79-91.
12. Pradeep M.D. &Dr. B.K. Ravindra “Recent Trends on Labour Welfare in Industries to Control Absenteeism-A Legal Intervention” in Deeksha, Bi- annual Journal of Social Work, Volume-14, Number 1, February, 2016, ISSN 2250-3919, pp. 110 -123. Refer full paper in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2794823
13. 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

14. Pradeep M.D. “A Case study on the impact of Consistent Learning Pedagogy in Social Work Education” in Adelaide Journal of Social Work, National Journal of Social Work, Volume 02, Issue 01, August, 2015, ISSN 2349-4123, pp. 99- 115. Refer paper in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2794879

15. Pradeep M.D. “A Study on Social Justice to Women through Judicial Activism In India” in Deeksha, Bi - annual Journal of Social Work, 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

Oxford University, U.K- Blog Post

16. Pradeep M.D. Published a blog post titled “Implications of Information Technology in Banking – Cyber Law & Cyber Security in India” under Financial Regulation, in the Oxford Business Law Blog, The Faculty of Law, University of Oxford, U. K on 11th September, 2016. Conference Proceeding Publication

17. Pradeep M.D. and Akhilesh Suresh A Kuckian., published “Green Marketing-A modern trend to meet new generation consumer needs-opportunities and challenges” conference on current development in computer sciences, IT & its impact on Management, Social Sciences and Education held on 26th November, 2016 with ISBN 978-93-5265-655-4.

18. Pradeep M.D. and Kalicharan M.L., published “Life Centric Skill Enrichment Framework - An effective Pedagogy for empowerment”, National Conference on Innovations and transformations in Banking, Management, IT, Education and Social Sciences, held on 26th & 27th August, 2016 with ISBN 978-93-5265-656-1 .

19. Pradeep M.D. and Deeksha, “Multi Dimensional approach towards women welfare -changing perspectives in the contemporary Indian Society”, 14th One day National Conference in MANEGMA series of conferences on the changing perspectives of Management, IT and Social Sciences in the Contemporary Environment, held on May 07, 2016 with ISBN -978-93- 5265-653-0

20. Pradeep M.D. and Krishna Prasad K.P “Modern Paradigm shift in Social Work Profession through Technology -New Dimension in Social Work Education” in two days NAAC Sponsored National Conference on ‘Curriculum Design and Development for Student-Centric Learning’ held on 25th and 26th March, 2016 with ISBN 978-81-929306-9-5.

21. Pradeep M.D and Rakshitha R.P “Women Empowerment through Self -Help Groups-Interventions towards Socio -Economic Welfare” in National Conference on Innovative Practices in IT, Management, Education and Social Sciences held on 17th October, 2015 with ISBN 978-81-929306-8-8, pp. 255-268

22. Pradeep M.D. “Impact of Information Technology in Banking-Cyber Law and Cyber Security in India” in MANEGMA 2015, A One Day National Conference on Recent Advances in IT, Management and Social Sciences held on 23rd April, 2015 with ISBN 978-81-929306-6-4.

23. Pradeep M.D. &Krishnaprasad “Modern Paradigm Shift in Social Work Profession through Technology” in National Conference on Change and its Contemporary Social Relevance held on 27th September, 2014 with ISBN 978-81-929306-1 -9.

24. 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 No 978 -81-929306-1 -9.

25. Pradeep M.D. “Implications of Information System in the Indian Banking System” in National Conference on Recent Trends in Computing and Information Technology held on 9th August, 2014 with ISBN 978 -81-929306-3 -3.

26. Pradeep M.D. “Critical Study on Progressive Learning an Innovative Pedagogy for Social Work Education” in the National Conference on Innovations and Best Practices in Higher Education Institutions held on 28th June, 2014 with ISBN 978 -81-929306-2 -6.

27. Pradeep M.D. “An Analytical Study on Effectiveness of Indian Social Security Legislations towards Labour Welfare” in National Conference on Changing Trends in Management held on 9th April, 2014 with ISBN 978 -81-929306-0 -2, pp. 114-117

Working Papers

- Study on the Unorganised Sector in India.
- Social Service through Religious Organisations - A Case study of Ramakrishna Math, Mangaluru, Karnataka.
- Study about the Contract Labour Management.
- A Comparative Study of Social Security Measures for the Labours among the countries.
- Legal Interventions towards women welfare and work life balance in India.
- Study about the Fisher folk in Mangalore.
- Study on the Green Business in India.
- Study about the Stress Management in Industries.
- Study about the Fringe Benefits towards employee welfare.

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 Work, 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



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.