

## 2017 Journal Published Papers

1. Shubrajyotsna Aithal, Aithal, P. S. & Bhat, G. K. (2017). Study of Third Order Optical Nonlinearity in DASPB Dye-doped Polymer Films using CW Laser. *Saudi Journal of Engineering and Technology (SJEAT)*, 2(1), 32-48. (ISSN: 2415-6272). Publishers :Scholars Middle East Publishers. DOI :<http://doi.org/10.21276/sjeat.2017.2.1.4>. DOI :<http://doi.org/10.5281/zenodo.255009>. <https://www.academia.edu/31018681>.
2. Aithal, P. S. & Suresh Kumar, P. M. (2017). Challenges and Opportunities for Research & Publications in Higher Education. *International Journal of Scientific Research and Modern Education (IJSRME)*, Impact Factor: 6.225, ISSN (Online): 2455 – 5630 ([www.rdmodernresearch.com](http://www.rdmodernresearch.com)), 2(1), 42-49. DOI: <http://dx.doi.org/10.5281/ZENODO.400619>. UOI License: <http://u-o-i.org/1.01/09052014-IJSRME-/36189594>. <http://ssrn.com/abstract=2936005>.
3. Aithal, P. S. & Suresh Kumar P. M. (2017). Interconnecting Theory A and ABC Model of Organizational Performance. *International Journal of Management, Technology and Social Sciences (IJMTS)*, Srinivas Publishers, 1(1), 1-13. DOI: <http://dx.doi.org/10.5281/zenodo.268598>. <http://ssrn.com/abstract=2952735>.
4. Aithal, P. S. (2017). An Effective Method of Developing Business Case Studies based on Company Analysis, *International Journal of Engineering Research and Modern Education (IJERME)*, Impact Factor: 6.525, ISSN (Online): 2455 - 4200 ([www.rdmodernresearch.com](http://www.rdmodernresearch.com)) 2(1), 16-27. DOI: <http://dx.doi.org/10.5281/ZENODO.400579>. UOI License: <http://u-o-i.org/1.01/07081988-IJERME-/14484277>. <https://ssrn.com/abstract=2935486>.
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6. Aithal, P. S. & Suresh Kumar, P. M. (2017). Lateral Thinking in Managerial Decision Making Through Six Thinking Hats Technique, *International Journal of Scientific Research and Modern Education (IJSRME)*, Impact Factor: 6.225, ISSN (Online): 2455 – 5630, ([www.rdmodernresearch.com](http://www.rdmodernresearch.com)) Volume 2, Issue 1, 53-58. DOI: <http://dx.doi.org/10.5281/ZENODO.438149> UOI License: <http://u-o-i.org/1.01/09052014-IJSRME-/35227204>. [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2940999](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2940999)

7. Pai V. T. & Aithal, P. S., (2017). A Review on Security Issues and Challenges in Cloud Computing Model of Resource Management. *International Journal of Engineering Research and Modern Education (IJERME)*, Impact Factor: 6.525, ISSN (Online): 2455 - 4200 ([www.rdmodernresearch.com](http://www.rdmodernresearch.com)), 2(1), 65-70. DOI :<http://doi.org/10.5281/zenodo.546323>.  
<http://ssrn.com/abstract=2953303>
8. Shubrajyotsna Aithal, & Aithal P. S. (2017). Research Opportunities for Use of Organic Dyes & Dye-doped Polymers in Optoelectronics and Photonics. *International Journal of Engineering Research and Modern Education (IJERME)*, Impact Factor: 6.525, ISSN (Online): 2455 - 4200 ([www.rdmodernresearch.com](http://www.rdmodernresearch.com)) 2(1), 90-97.  
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10. Panchajanyeswari M Achar. (2017). Design Of E-Learning Environment To Capture and Use Learners' Information. *International Journal of Engineering Research and Modern Education (IJERME)*, Impact Factor: 6.525, ISSN (Online): 2455 – 4200, ([www.rdmodernresearch.com](http://www.rdmodernresearch.com)), 2(1), 28-32.
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14. Dr. I. C. Licyamma. (2017). Hinduism and its Symbols. *International Journal of Management, Technology and Social Sciences (IJMTS)*, ISSN : 24XX-XXXX, 1(1), 26-32.
15. Pradeep M. D., B. K. Ravindra & T. Ramjani Sab. (2017). A Study on the Prospects and Problems of Unorganised Labours in India. *International Journal of Applied and Advanced Scientific Research (IJAASR)*, Impact Factor: 5.255, ISSN (Online): 2456 - 3080 ([www.dvpublication.com](http://www.dvpublication.com)), 2(1), 94-100.
16. Sridhar Acharya P. & Aithal P.S. (2017). Electricity from Microbial Fuel Cell Challenges in Implementing the Cell in Rural India. *International Journal of Applied and Advanced Scientific Research (IJAASR)*, Impact Factor: 5.255, ISSN (Online): 2456 - 3080 ([www.dvpublication.com](http://www.dvpublication.com)), 2(1), 90-93.

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18. Aithal, P. S., (2017). Company Analysis – The Beginning Step for Scholarly Research. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, (ISSN 24XX-XXXX), 1(1), 1-18. DOI: <http://dx.doi.org/10.5281/zenodo.573769>.
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23. Laveena D'Mello and Dr. Govindraju. B. M, (2017). A study on Socio-Economic Condition of HIV Positive People in Dakshina Kannada. *International Journal of Health Sciences and Pharmacy (IJHSP)*, (ISSN 24XX-XXXX), 1(1), 12-20. DOI: <http://dx.doi.org/10.5281/zenodo.579647>.
24. Laveena D'Mello and Govindraju, B. M, (2017). Health of Urban Women with Respect of HIV Infection: A Case Study in Dakshina Kannada. *International Journal of Health Sciences and Pharmacy (IJHSP)*, (ISSN 24XX-XXXX), 1(1), 21-28. DOI: <http://dx.doi.org/10.5281/zenodo.579648>.
25. Aithal P S & Suresh Kumar P. M. (2017). Interconnecting Theory A and ABC model of Organizational Research Performance. *International Journal of Management, Technology and Social Sciences (IJMTS)*, (ISSN 24XX-XXXX), 1(1), 1-13. DOI: <http://dx.doi.org/10.5281/zenodo.268598>.
26. Dr. I.C. Licyamma (2017). Hinduism and its Symbols. *International Journal of Management, Technology and Social Sciences (IJMTS)*, ISSN : 24XX-XXXX, 1(1), 26-32. DOI: <http://dx.doi.org/10.5281/zenodo.439776>.

27. VaikunthPai T. &Aithal, P. S., (2017). Cloud Computing Security Issues - Challenges and Opportunities.*International Journal of Management, Technology and Social Sciences (IJMTS)*, (ISSN 24XX-XXXX), 1(1), 33-42. DOI: <http://dx.doi.org/10.5281/zenodo.569920>.
28. Shailashri, V. T. and Sureka Shenoy. (2017). Innovation a Key Towards Employee Engagement. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, (ISSN 24XX-XXXX), 1(1), 43-47. DOI: <http://dx.doi.org/10.5281/zenodo.582291>.
29. Deekshitha, M. A. Udaya Kumar & M. D. Pradeep.(2017).A Study On Changing Consumer Behaviour Towards Fast Moving Consumable Goods In India. *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*.Impact Factor: 6.725, ISSN (Online): 2454 – 6119, 3( 1),392-398. ([www.rdmodernresearch.org](http://www.rdmodernresearch.org))
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31. Dr. P. S. Aithal & Shubhrajyotsna Aithal.(2017).Comparison of Research Output and Fee Charging Strategies of Some Top Global and Indian Business Schools.*International Journal of Case Studies in Business, IT and Education (IJCSBE)*, ISSN: 24XX-XXXX, 1(1),54-66.
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- 36.LaveenaD’Mello, Dr. Govindaraju B. M. & Dr. Meena Monteiro.(June 2017).Influence of Religion and Spirituality on HIV Positive People.*International Journal of Management, Technology, and Social Sciences (IJMTS)*, ISSN : 24XX-XXXX, 1(2),1-5.

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- 38.Dr. P. S. Aithal & Shubhrajyotsna Aithal.(2017). Factor Analysis based on ABCD Framework on Recently Announced New Research Indices.*International Journal of Management, Technology, and Social Sciences (IJMITS)*, ISSN : 24XX-XXXX, 1(1),80-92.
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45. Varun Shenoy & Dr. P. S. Aithal.(2017). Placement Strategies of World's Top Business Schools.*International Journal of Management, Technology, and Social Sciences (IJMITS)*, ISSN : 24XX-XXXX, 1(2), 6-17.
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47. P. Sridhar Acharya & P. S. Aithal. (2017). Increasing the Efficiency in Renewable Energy- Challenges and Solutions for Rural India. *International Journal of Applied Engineering and Management Letters (IJAEML)*,ISSN : 24XX-XXXX, 1(1), 2-6.
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