

## **List of Papers Published in Conference Proceedings 2018**

1. Aithal P. S., Suresh Kumar P. M., Integrated Approach to Confidence Building in Postgraduate Programmes, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 1-8.
2. Subrahmanya Bhat, Dr. K. R. Kamath., Evaluation Approach to Measure Network Performance in Distributed Applications, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 9-16.
3. Aithal P. S., Anil Kumar, Madhushree, Revathi R., Business Strategies of Some Successful Private Universities in India, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 17-41.
4. Shailashri V. T., Dr Sureka Shenoy., A Study on IT Enabled Learning Environment, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 42-51.
5. Architha Aithal, P. S. Aithal, Dr. A. R. Shabaraya, Users Perspectives on Online Pharmacy Model, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 52-60.
6. P Krishna Prasad K., Dr. P.S. Aithal, A Study on Fingerprint Hash Code Generation Using Euclidean Distance for Identifying A User, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 61-71.
7. Varun Shenoy, Dr. P. S. Aithal, Primary Organizational Recruitment Methods – A Systematic Review, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 72-76.
8. Keerthan Raj, Impact of Digitization on Indian Business – Sectoral Analysis With Focus on Bop Segment, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 77-83.
9. P. K. Paul, P. S. Aithal (2018), Bio Informatics in Private Universities in India: An Emerging Study on Promotion of Biological Information Sciences In Higher Education,

*“Innovations and Implications in Information Technology, Management, Social Sciences and Education”*, ISBN No.: 978-93-5300-723-2, pp no 84-92.

10. P. M. Suresh Kumar(2018), Student Empowerment Strategies in Higher Education, *“Innovations and Implications in Information Technology, Management, Social Sciences and Education”*, ISBN No.: 978-93-5300-723-2, pp no 93-103.
11. Shylesh, Chaitra B. S., Mangesh Nayak, The Ideal Novel Internet Protocol, *“Innovations and Implications in Information Technology, Management, Social Sciences and Education”*, ISBN No.: 978-93-5300-723-2, pp no 104-110.
12. Krishna Prasad K., Dr. P.S. Aithal, A Study on Euclidean Distance Based Hash Code Creation for A Fingerprint Image, *“Innovations and Implications in Information Technology, Management, Social Sciences and Education”*, ISBN No.: 978-93-5300-723-2, pp no 111-119.
13. P. K. Paul, P. S. Aithal, Management Degrees with Emerging Concentration of Data Sciences and Technologies: An Investigation of Private Universities in India, *“Innovations and Implications in Information Technology, Management, Social Sciences and Education”*, ISBN No.: 978-93-5300-723-2, pp no 120-128.
14. Shailashri V T, Dr Sureka Shenoy, Regulation on the Financial Services in Indian Banking System - Opportunities & Challenges, *“Innovations and Implications in Information Technology, Management, Social Sciences and Education”*, ISBN No.: 978-93-5300-723-2, pp no 140-145.
15. Amith Donald Meneze , Impact Of Basel- III On Indian Banks, *“Innovations and Implications in Information Technology, Management, Social Sciences and Education”*, ISBN No.: 978-93-5300-723-2, pp no 146-163.
16. Laveena D’Mello, Meena Monteiro, Nelson Pinto , A Comparative Study on Academic Performance and Self Esteem in Children, *“Innovations and Implications in Information Technology, Management, Social Sciences and Education”*, ISBN No.: 978-93-5300-723-2, pp no 164-169.
17. Pradeep M. D., Regulation on The Financial Services in Indian Banking System - Opportunities & Challenges, *“Innovations and Implications in Information Technology, Management, Social Sciences and Education”*, ISBN No.: 978-93-5300-723-2, pp no 140-145.
18. Laveena D’Mello, Meena Monteiro, Nelson Pinto, The Work Life And Satisfaction in Private Service Employees, *“Innovations and Implications in Information Technology,*

*Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 170-175.

19. Keerthan Raj & P. S. Aithal. Hindustan Unilever Limited – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 176-190.
20. Architha Aithal, & P. S. Aithal. Study on Organizational Quest for Excellence of First US Business School – A Case Study on Wharton Business School, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 191-235.
21. Keerthan Raj & P. S. Aithal. A Review on Impact of Branding on Base of the Pyramid Markets with Special Reference to India, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 236-260.
22. Dr. Edwin Dias. Strategic Management of Educational Institutions Enabling Transformation to Excellent Education Innovative Centers in India, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 261-273.
23. Krishna Prasad K. and P. S. Aithal. A Study on Pre and Post Processing of Fingerprint Thinned Image to Remove Spurious Minutiae from Minutiae Table, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 274-301.
24. Laveena D’Mello, Meena Monteiro and Nelson Pinto. The Quality of Work life and Job Satisfaction of Private Sector Employees, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 302-307.
25. Laveena D’Mello, Meena Monteiro & Nelson Pinto. Self Esteem and Academic Performance among the Students – A Study & Analysis, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 308-313.
26. Pradeep M.D. & Sonia Delrose Noronha. Changing landscape of financial Services in Indian Banking System- Opportunities and Challenges, “*Innovations and Implications in*

*Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 314-324.

27. P. K. Paul, P. S. Aithal, K. S. Shivraj. Growing popularity of Post Graduate Diploma programs in IT and Computing in Indian Private Universities: An Overview, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 325-336.
28. P. K. Paul, P. S. Aithal, K. S. Shivraj, D. Maheswari. MCA Degree in 1 to 5 Year!—An Investigation of Private Universities in India, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 337-350.
29. P. K. Paul, A. Bhumali, P.S. Aithal. Role of Economics and Allied Sciences into Information and Computing fields: Emphasizing Economics & IT Programs—World and Indian Context, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 351-365
30. A.V. Narula & P. S. Aithal. Employability Skill traits Management Quotient [ESMQ] - A Conceptual Model Proposal, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 366-404.
31. Jithin Raj. K & Krishna Prasad K. A Case Study on 3i Infotech, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 405-413.
32. Harshith Kumar M. & Prof. Subrahmanya Bhat. A Case Study On Accenture’s Product And Services, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 414-420.
33. Veekshitha M.S. & Mangesh nayak. A Case Study on Mastek, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 421-425.
34. Kaushik M. P. & Panchajanyeswari M Achar. IT Solutions at Dell EMC – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 426-433.

35. Vijay & Shylesh S. D-LINK – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 434-440.
36. Sudharshan S Prabhu & Vaikunth Piyesh Pai. HCL Product And Services – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 441-446.
37. Narsana MTP Sathar & Mr. Vaikunth Piyesh Pai. INTEL Product and Services – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 447-453.
38. Priyanka K. & Shylesh S. MPHASIS – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 454-458.
39. Savitha Mohan, Supriya. M. K. NIIT TECHNOLOGIES PVT LTD. – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 459-464.
40. Nivedhitha M. V.& Prof. Subramhanya Bhat. ORACLE’S Product and Services, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 465-473.
41. Tilak G Naik & Vaikunth Piyesh Pai. The Product of Sony – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 474-479.
42. Krithika J. & Prof. Subrahmanya Bhat. TATA Elxsi’s Products and Services – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 480-488.
43. Prashanth Kumar P. & Prof. Supriya. Tata Consultancy Service Ltd (TCS)– A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 480-489.
44. Vidyashankar & Mangesh. Google LLC – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 496-502.

45. Akash Shetty & P Sridhara Acharya. Product and Services of Cognizant – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 503-509.
46. Arjun P. & P. Sridhara Acharya. Product and Services of Mindtree – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 510-519.
47. Sneha MS & Krishna Prasad K. SALESFORCE.COM – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 520-525.
48. Jyothi Shettigar & Prof. Panchajanyeswari M. Achar. Symantec – A Case Study, “*Innovations and Implications in Information Technology, Management, Social Sciences and Education*”, ISBN No.: 978-93-5300-723-2, pp no 526-534.
49. Clarence P. X., Dr. Laveena D’Mello. Impact of Alcoholism on Livelihood of Traditional Fisher Folk of Kannur District, “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 1-10.
50. P. K. Paul, P. S. Aithal. Cyber Security to Information Assurance: The Changing World of Cyber Sciences. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 11-18.
51. Madhushree L. M., Revathi Radhakrishnan, P.S. Aithal. A Case Study on Aegis Logistics Limited. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 19-35.
52. P. K. Paul, P. S. Aithal. Business Information Sciences with Special Reference to the Digital Marketing and SEO as a field of study. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 36-46.
53. Krishna Prasad K. A Study on Fingerprint Biometric Attendance Maintenance System in Higher Educational Institution Using ABCD Analysis. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 47-70.
54. Shubrajyotsna Aithal, P. S. Aithal. Modeling of Ideal Water Purifier System. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 71-80.

55. Subrahmanya Bhat B., Dr. K. R Kamath. Course Design Approaches for Out Come Based Learning. "*Quality In Higher Education Challenges & Opportunities*", ISBN No.: 978-93-5311-082-6, pp no 81-89.
56. Dr. P. S. Aithal, Architha Aithal. How Alternative Strategies are planned as Parallel Strategy in Organizational Decisions. "*Quality In Higher Education Challenges & Opportunities*", ISBN No.: 978-93-5311-082-6, pp no 90-102.
57. Revathi Radhakrishnan, Madhushree L. M., P. S. Aithal. Case Study on Impact of Goods and Service Tax in the Banking Sector. "*Quality In Higher Education Challenges & Opportunities*", ISBN No.: 978-93-5311-082-6, pp no 103-121.
58. Subrhmonya G. S. A Study on the Quality of Content in Higher Education in India. "*Quality In Higher Education Challenges & Opportunities*", ISBN No.: 978-93-5311-082-6, pp no 122-127.
59. Dr. P. S. Aithal, Dr. Mike Dillon, Dr. Suresh Kumar P. M. How Private Educational Institutions Focus on Public Appeal: A Case of Selected US Business Schools. "*Quality In Higher Education Challenges & Opportunities*", ISBN No.: 978-93-5311-082-6, pp no 128-141
60. Varun Shenoy, Dr. P.S. Aithal, Dr. Ramesh Pai A. Online E-Campus Recruitment Process of Muthoot Finance Ltd. "*Quality In Higher Education Challenges & Opportunities*", ISBN No.: 978-93-5311-082-6, pp no 142-150.
61. Dr. P. S. Aithal. A Critical Study on Strategic Management Research in Top Business Schools in India during last 5 Years. "*Quality In Higher Education Challenges & Opportunities*", ISBN No.: 978-93-5311-082-6, pp no 151-167.
62. Sagar Srinivas. Study on Soft Skills Training Programme for Management Students. "*Quality In Higher Education Challenges & Opportunities*", ISBN No.: 978-93-5311-082-6, pp no 168-173.
63. P. S. Aithal. A Critical Study on the Recent Research Contribution of Vice-chancellors of Selected Private Universities in India. "*Quality In Higher Education Challenges & Opportunities*", ISBN No.: 978-93-5311-082-6, pp no 174-193.
64. P. Sridhar Acharya, P S Aithal. Working With Problems an Innovation in Teaching Programming Languages. "*Quality In Higher Education Challenges & Opportunities*", ISBN No.: 978-93-5311-082-6, pp no 194-198.

65. Keerthan Raj, P. S. Aithal. Detailed Evidence Based Study on Cockroach Theory of Organizational Sustainability and Scalability of Bottom of the Pyramid Approach. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 199-211.
66. Vaikunth Pai T. Student Centred Learning in Classrooms: A Strategy for Increasing Student Motivation and Achievement. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 212-223.
67. Pradeep M. D. The Utilitarian Theory of Law- An Analysis. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 224-233.
68. Swathi K., Vidya S., Dr. Laveena D’Mello. A Study on Socio-Economic Condition of BAIGA Tribal Community. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 234-238.
69. Yogeesh D., Dr. Laveena D’Mello. A Study on Siddhi Tribes of Yallapura Village in Uttara Kannada District. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 239-249.
70. Mamatha, Dr. Laveena D’Mello, Gururaj G. Gowda. A Study on The Situations of Soliga Tribes in Karnataka. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 250-257.
71. Soumya Ganapati Naik, Dr. Laveena DMello, Gururaj G. Gouda. A Study on Soci-Economic Situations of Banjara Tribes in Uttarakannada District. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 258-262.
72. Mr.Amith Donald Menezes. Changing Role of Industry’s Interface with Education Institutes. “*Quality In Higher Education Challenges & Opportunities*”, ISBN No.: 978-93-5311-082-6, pp no 263-271.
73. P. Sridhar Acharya, P S Aithal. A study on the normal charging controller system for the solar energy Pros and Corns. “*Exploring Avenues In Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no 1-6.
74. P. K. Paul, A. Bhuimali, Kalishankar Tiwary, P. S. Aithal, R. Rajesh Digital Finance: The Concept and Emergence with reference to academic affairs. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no 7-15.



75. Dr. Harshitha K., Mr. Dawn Prakash, Mr. Mohammad Safwan. A Conceptual Approach to Empower the Youth through Life Skill Education. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no 16-23.
76. P. S. Aithal, Shubhrajyotsna Aithal. Study of Some General-Purpose Technologies which Contributed for Sustainable Society. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no 24 - 45.
77. Keerthan Raj, P. S. Aithal. Applicability of the Cockroach Theory - a Case study of the healthcare industry in India. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no 46-50.
78. P. K. Paul, A. Bhumali, Kalishankar Tiwary, P. S. Aithal, R. Rajesh. Financial Technology and Allied Areas with reference to Bachelors Program: An International Look. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no 51-58.
79. Mr. Dawn Prakash, Dr. Harshitha K., Ms. Ayesha Mehar. A Conceptual Model on Affiliated Marketing – A Case Study. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no59-68.
80. P. S. Aithal, Shubhrajyotsna Aithal A New Method of Scholarly Research – Patent Analysis. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no69-83.
81. Sweedal Sneha Dsouza, Christline Neeta Pinto, Ms.Florin Shelomith Soans. Perceived Psychological Problems And Coping Strategies among The Institutionalised Elderly. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no84-94.
82. P. S. Aithal, Shubhrajyotsna Aithal. ABCD Analysis of Nanotechnology as Green Technology. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no95-115.
83. Shailashri V T, Dr. P. S. Aithal. A study on Corporate Social Performance of Coco Cola. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no 116-125.

84. Mr. Shrinath S. Pai. Educational Resource Management through IOT “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no126-134.
85. Varun Shenoy, P. S. Aithal, P. Sridhara Acharya. Online E-Campus Interview Training MOOC Framework for Graduates“*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no135-141.
86. Pradeep M. D. Effectiveness of Social Security Measures- A Study of Fisher Folks Living in the Thota Bengre Fishing Village in Coastal Mangaluru“*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no142-156.
87. Mr. Dawn Prakash, Dr. Harshitha K., Mr. Akshay Kumar. Public Private Partnership Model to Promote Tourism in Karnataka “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no157-162.
88. Keerthan Raj, P. S. AithalDetailed Evidence Based Study on Cockroach Theory of Organizational Sustainability and Scalability of Bottom of the Pyramid Approach. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no163-178.
89. Gururaj G Gouda, Dr. Laveena D’Mello. An Introducing “Cap Concept” in a Class Room Learning for the Students to Achieve Success. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no179-185.
90. Mr.Amith Donald Menezes, Dr. Prakash Pinto. Banks and Frauds – An Analysis. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no186-193.
91. Gururaj G Gouda, Dr. Laveena D’Mello. A Study on the Teacher-Student Relationship and its Impact on the Behaviour of High School Students. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no194-200.
92. Sagar Srinivas, Umamaheshwar V Bhat. A Case Study on - Birla Corporation Limited. “*Exploring Avenues in Banking, Management, It, Education & Social Sciences*”, ISBN No.: 978-93-5321-508-8, pp no201-208.

93. Krishna Prasad K., P. Ushadevi. An Online Comparative Study on Mobile banking Financial Transaction of Major Nationalized Banks in India. "*Exploring Avenues in Banking, Management, It, Education & Social Sciences*", ISBN No.: 978-93-5321-508-8, pp no209-220.
94. Ahmad Mubsher, Sagar Srinivas. Analytical study on State Bank of India. "*Exploring Avenues in Banking, Management, It, Education & Social Sciences*", ISBN No.: 978-93-5321-508-8, pp no 221-230.