

**List of Journal Papers Published During 2018
(Listed on June 30th 2018)**

1. **Krishna Prasad K. & Aithal, P. S.**, (2018). A Study on Multifactor Authentication Model using Fingerprint Hash Code, Password and OTP. *International Journal of Advanced Trends in Engineering and Technology (IJATET)*, 3(1), 1-11. DOI : <http://doi.org/10.5281/zenodo.1135255>.
2. **Krishna Prasad K. & Aithal, P. S.**, (2018). A Study on Fingerprint Hash Code Generation Based on MD5 Algorithm and Freeman Chain code. *International Journal of Computational Research and Development (IJCRD)*, 3(1), 13-22. DOI: <http://doi.org/10.5281/zenodo.1144555>.
3. Paul P. K., Bhuimali, A., **Aithal, P. S.**, & Shivraj, K. S. (2018). MCA Degree Beyond traditional Mathematical & Logical Prerequisite & Concentration: *Is it into a new Direction ?* *International Journal of Applied and Advanced Scientific Research*, 3(1), 118-124. DOI : <http://doi.org/10.5281/zenodo.1171067>.
4. Paul P. K., **Aithal, P. S.**, Bhuimali, A., (2018). Health Information Science and its growing popularities in Indian self financed universities: Emphasizing Private Universities—A Study. *International Journal of Scientific Research in Biological Sciences*, 5(1), 1-11, February (2018) E-ISSN: 2347-7520. CrossRef-DOI: <https://doi.org/10.26438/ijrsbs/v5i1.111>.
5. Aithal Architha & **Aithal P. S.** (2018). How and Why Wharton Business School became World Topper – A Case Study on Organizational Quest for Excellence of First US Business School. *International Journal of Application or Innovation in Engineering & Management (IJAEM)*, 7(1), 15-42. ISSN 2319 – 4847, DOI : <http://doi.org/10.5281/zenodo.1164718>.
6. **Krishna Prasad & Aithal P. S.** (2018). ABCD Analysis of Fingerprint Hash Code, Password and OTP based Multifactor Authentication Model. *Saudi Journal of Business and Management Studies*, 3(1), 65-80. DOI: <http://doi.org/10.21276/sjbms.2018.3.1.10>. DOI: <http://doi.org/10.5281/zenodo.1202336>.
7. **Krishna Prasad K. & Aithal P. S.** (2018). A Comparative Study on Fingerprint Hash Code, OTP, and Password based Multifactor Authentication Model with an Ideal System and Existing Systems. *International Journal of Applied and Advanced Scientific Research (IJAASR)*, 3(1), 18-32. DOI : <http://doi.org/10.5281/zenodo.1149587>.
8. **Keerthan R. & Aithal, P. S.** (2018). A ‘Desi’ Multinational – A Case Study of Hindustan Unilever Limited. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 2(1), 1-12. DOI: <http://dx.doi.org/10.5281/zenodo.1147365>.
9. **Narula, A. V. & Aithal, P. S.** (2018). Employability Skill traits Management Quotient [ESMQ] - A Conceptual Model Proposal. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 2(1), 1-30. DOI: <http://dx.doi.org/10.5281/zenodo.1156138>.
10. **Aithal P. S., Anil Kumar, Madhushree, & Revathi R.** (2018). Investigation of Business Strategies in Higher Education Service Model of Selected Private Universities in India. *International Journal of Computational Research and Development (IJCRD)*, 3(1), 2018, 77-100. DOI : <http://doi.org/10.5281/zenodo.1209910>.

11. Paul P. K., **Aithal P. S.**, & Shivraj K. S. (2018). MCA Program and Lateral Entry Opportunities in India: A Study of Private Universities. *International Journal on Recent Researches in Science, Engineering & Technology*, 6(1), 9-16. 29/01/2018. www.jrrset.com. DOI : <http://dx.doi.org/10.5281/zenodo.1162288>.
12. Paul P. K., & **Aithal P. S.** (2018). Growing popularity of Post Graduate Diploma programs in IT and Computing in Indian Private Universities: An Overview. *International Journal on Recent Researches in Science, Engineering & Technology*, 6(1), 1-8. 29/01/2018. DOI : <http://dx.doi.org/10.5281/zenodo.1162290>. www.jrrset.com.
13. Paul P. K., **Aithal P. S.**, Shivraj K. S. (2018). PGDCA and other allied Post Graduate Diploma programs importance in Masters Entry in India: A New Horizon for the Bachelor holders from Diverse Fields. *Asian Journal of Science and Applied Technology*, 7(1), 1-6. ISSN: 2249-0698, The Research Publication, www.trp.org.in DOI : <http://dx.doi.org/10.5281/zenodo.1209861>.
14. Paul P. K., **Aithal P. S.**, Shivraj K. S., Maheswari D. (2018). MCA Degree in 1 to 5 Year!—An Investigation of Private Universities in India. *Asian Journal of Computer Science and Technology*, 7(1), 1-6. ISSN: 2249-0701. © The Research Publication, www.trp.org.in. DOI : <http://dx.doi.org/10.5281/zenodo.1203986>.
15. Paul P. K., **Aithal P. S.**, Shivraj K. S. (2018). MPhil as Masters by Research Work Programs in IT & Computing Fields: A Case Study of Indian Private Universities. *Asian Journal of Information Science and Technology*, 8(1), 15-21. ISSN: 2231-6108. DOI : <http://dx.doi.org/10.5281/zenodo.1195709>.
16. Paul P. K., **Aithal P. S.**, Shivraj K. S. (2018). M.Phil. Programs in IT & Computing into new heights: A Case study of Srinivas University, Karnataka. *Asian Journal of Computer Science and Technology*, 7(1), 16-21. ISSN: 2249-0701, The Research Publication, www.trp.org.in. DOI : <http://dx.doi.org/10.5281/zenodo.1198602>.
17. Paul P. K., A. Bhumali, **Aithal P. S.**, (2018). Role of Economics and Allied Sciences into Information and Computing fields: Emphasizing Economics & IT Programs—World and Indian Context. *IRA-International Journal of Management & Social Sciences*, 10 (1), 36-45. DOI: <http://dx.doi.org/10.21013/jmss.v10.n1.p4>. DOI : <http://dx.doi.org/10.5281/zenodo.1195707>.
18. Paul P. K., **Aithal P. S.**, Shivraj K. S. (2018). Master of Science with emerging Specializations and Honours/ Major: A Case of IT & Computing Fields in Indian Private Universities. *Asian Journal of Managerial Science*, 7(1), 1-6. ISSN: 2249-6300, DOI : <http://dx.doi.org/10.5281/zenodo.1197232>.
19. **Keerthan Raj**, & **Aithal, P. S.** (2018). Literature Review of Impact of Branding on Base of the Pyramid Markets with Special Reference to India. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 2(1), 43-63. DOI: <http://dx.doi.org/10.5281/zenodo.1189047>.

20. Krishna Prasad K, Aithal P. S. (2018). A Novel Tuning Based Contrast Adjustment Algorithm for Grayscale Fingerprint Image. *Saudi Journal of Engineering and Technology*, 3(1), 15-23. DOI: <http://dx.doi.org/10.21276/sjeat.2018.3.1.3>. DOI : <http://dx.doi.org/10.5281/zenodo.1195705>.
21. Paul P. K., Aithal P. S., Shivraj K. S., Rajesh R. (2018). The increasing trend of Domain based Information Sciences programs in India-An Investigation of Private Universities. *Indian Journal of Information Sources and Services*, 8(1), 1-8. ISSN: 2231-6094 The Research Publication, www.trp.org.in. DOI : <http://dx.doi.org/10.5281/zenodo.1195703>.
22. Krishna Prasad K, Aithal P. S., (2018). A Study on Pre and Post Processing of Fingerprint Thinned Image to Remove Spurious Minutiae from Minutiae Table. *International Journal of Current Research and Modern Education (IJCRME)*, 3(1), 197-212. DOI : <http://doi.org/10.5281/zenodo.1174543>.
23. Paul, P. K., Bhuimali, A., Aithal, P. S. (2018). Chief Information Officer and their changing role as Information cum Techno-Management Professionals: Brief Overview. *International Journal of Computational Research and Development (IJCRD)*, 3(1), 54-58. DOI : <http://doi.org/10.5281/zenodo.1171083>. Date : 12/02/2018.
24. Paul, P. K. & Aithal, P. S. (2018). Cyber Crime: Challenges, Issues, Recommendation and Suggestion in Indian Context, *International Journal of Advanced Trends in Engineering and Technology. (IJATET)*, 3(1), 59-62. DOI : <http://doi.org/10.5281/zenodo.1171079>.
25. Paul, P. K., Bhuimali, A., Aithal, P. S. & R. Senthamarai, (2018). Technological Development and Information Science-From early age to contemporary period: Take a relook. *International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH)*, 3(1), 59-64. DOI : <http://doi.org/10.5281/zenodo.1171091>.
26. Paul P. K., Bhuimali A., Aithal P. S., Chatterjee D., (2018). iSchools and It's Need for Promoting Information-Technology-Social Interaction: Overview and Need in Indian Educational Context. *Scientific Review*, 4(1), 1-7. DOI : <http://dx.doi.org/10.5281/zenodo.1195611>.
27. Paul, P. K., Aithal, P. S., Bhuimali, A. & Rajesh, R. (2017). Information Science and Technology Vis-à-Vis Physical Education and Sports Sciences: An Overview on Sports Information Infrastructure. *Int. Sci. J. Sport Science*, 6(1&2), 17-23. DOI : <http://dx.doi.org/10.5281/zenodo.1205772>.
28. Paul, P.K., Aithal, P. S., Bhuimali A. (2018). Computing and Information Sciences with changing entry criteria from Non Mathematical Sciences: International Trends and its adoption in Indian Private Universities—Study of BCA Program. *International Journal of Scientific Research in Mathematical and Statistical Sciences*, 5(1), 19-24. DOI : <https://doi.org/10.26438/ijrmss/v5i1.1924>. DOI : <http://dx.doi.org/10.5281/zenodo.1195625>.
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Universities—A Knowledge Survey. *International Journal on Recent Researches in Science, Engineering & Technology (IJRRSET)*, 6(2), 49-57.

DOI : <http://dx.doi.org/10.5281/zenodo.1195635>.

30. Paul P.K., Bhuimali A., **Aithal P. S.**, (2018). Business Information Sciences emphasizing Digital Marketing as an emerging field of Business & IT: A Study of Indian Private Universities. *IRA International Journal of Management & Social Sciences*, 10(2), 63-73. DOI: <http://dx.doi.org/10.21013/jmss.v10.n2.p1>.

DOI : <http://dx.doi.org/10.5281/zenodo.1195700>.

31. Paul P. K., **Aithal P. S.**, Bhuimali A., & Rajesh R. (2018). Doctoral Programs in Computing and allied subjects in India with Reference to Private Universities: A Growing Trend. *International Journal on Recent Researches in Science, Engineering & Technology (IJRRSET)*, 6(2), 37-48. DOI : <http://dx.doi.org/10.5281/zenodo.1195640>.

32. Paul, P. K., **Aithal, P. S.**, Bhuimali A. (2018). Computing Academics into New Age Applied Science Programs and Fields Emphasizing Trend on Animation and Multimedia Technology—An Investigation of Indian Private Universities. *International Journal of Scientific Research in Physics and Applied Sciences*, 6(1), 18-26.

CrossRef-DOI: <https://doi.org/10.26438/ijsrpa/v6i1.1826>.

DOI : <http://dx.doi.org/10.5281/zenodo.1195698>.

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DOI: <http://dx.doi.org/10.21013/jmss.v10.n3.p3>.

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34. **Aithal P. S.**, & **Suresh Kumar P. M.** (2018). Approaches to Confidence Building as a Primary Objective in Postgraduate Degree Programmes. *International Journal of Applied Engineering and Management Letters (IJAEML)*, 2(1), 64-71. DOI: <http://dx.doi.org/10.5281/zenodo.1205185>.

35. Keerthan Raj, & **Aithal, P. S.** (2018). Generating Wealth at the Base of the Pyramid – A Study using ABCD Analysis Technique. *International Journal of Computational Research and Development (IJCRD)*, 3(1), 68-76. DOI : <http://doi.org/10.5281/zenodo.1205586>.

36. Varun Shenoy & **Aithal P. S.** (2018). Literature Review on Primary Organizational Recruitment Sources. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 3(1), 37-58. DOI : <http://doi.org/10.5281/zenodo.1210777>.

37. Paul P. K., **Aithal P. S.**, Bhuimali, A. (2018). Is Indian Computing academics units are interested in the areas of IT? A Case of Cloud Computing & Virtualization. *International Journal on Recent Researches in Science, Engineering & Technology (IJRRSET)*, 6(3), 14-23. DOI: <http://doi.org/10.5281/zenodo.1210354>.

38. Paul, P. K., Bhuimali, A. & **Aithal, P. S.** (2018). Computing & Information Science Degrees with emerging flexibilities and entry level criteria: Study of MSc Programs in IT and Computing Fields in Indian Private Universities. *International Journal on Recent Researches*

in *Science, Engineering & Technology (IJRRSET)*, 6(3), 24-33. ISSN : 2347-6729, 28/02/2018. DOI: <http://doi.org/10.5281/zenodo.1210358>.

39. **Keerthan Raj, & Aithal, P. S.** (2018). Digitization of India - Impact on the BOP Sector. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 3(1), 59-74. DOI : <http://doi.org/10.5281/zenodo.1211434>.

40. Paul, P. K., Bhuimali, A., **Aithal, P. S.**, Rajesh, R. (2018). Big Data and Data Science programs in Indian Higher Educational Institutes with Reference to Post Graduate Diploma and Degree Programs— *An Interdisciplinary Look*. (Accepted).

41. P. K. Paul, A. Bhuimali, and **P. S. Aithal** (2018). Information Science and Technology (IST): Emerging interaction and need its requirement in Medical and Allied Health Sciences. *Information Technology, Biological Sciences and Society: A Handbook*, Edited by *P.K. Paul and B.K. Santra* published by New Delhi Publishers, New Delhi. Ch-9, pp. 87-98. ISBN: 978-93-86453-40-2.

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45. **D'Mello Laveena**, Monteiro Meena, & Pinto Nelson. (2018). A Study on the Self Esteem and Academic Performance among the Students. *International Journal of Health Sciences and Pharmacy (IJHSP)*, 2(1), 1-7. DOI : <http://dx.doi.org/10.5281/zenodo.1156448>.

46. **Kariappa, Anumesh** (2018). A Transformed Model of Brand-building for B-Schools: An Indian Perspective. *International Journal of Applied Engineering and Management Letters (IAEML)*, 2(1), 31-42. DOI: <http://dx.doi.org/10.5281/zenodo.1175948>.

47. Paul, P. K., **Aithal, P. S.**, (2018 April). Computing and Information Sciences in India: *Educational Issues, Policies & Potentialities*. (12/04/2018). *International Journal of Computational Research and Development (IJCRD)*, 3(1), 115 – 119, 2018. DOI : <http://doi.org/10.5281/zenodo.1218282>.

48. Paul, P. K., **Aithal, P. S.**, Bhuimali, A. and Senthamarai, R. (2018 April). Mobile Cloud Computing - Contemporary issues and possible solutions: A Tool for Healthy Business World. Chapter 9, *Cloud Computing & Big Data : A Handbook* Edited by P.K. Paul, Neelananarayanan V, Vijayakumar V. and P. S. Aithal, New Delhi Publishers, pp. 101-108. DOI : <http://doi.org/10.5281/zenodo.1218711>.

49. **Keerthan Raj, & Aithal, P. S.** (2018 April). The Cockroach Theory for Sustainable and Scalable Organizational and Individual Growth. *International Journal of Advanced Trends in Engineering and Technology*, 3(1), 146-149. DOI : <http://doi.org/10.5281/zenodo.1237899>. Impact Factor: 5.965, ISSN (Online): 2456 – 4664.
50. **Aithal, P. S.** (2018 April). Strategic Management Research in India : Contribution of Top Business Schools during last 5 Years – A Critical Study. *International Journal of Advanced Trends in Engineering and Technology*, 3(1), 133-145. Impact Factor: 5.965, ISSN (Online): 2456 – 4664. DOI : <http://doi.org/10.5281/zenodo.1237897>.
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52. Paul P. K., **Aithal P. S.** & Bhuimali A, (April 2018). Business Informatics: With Special Reference to Big Data as an emerging Area: *A Basic Review*. *International Journal on Recent Researches in Science, Engineering & Technology (IJRRSET)*. 6(4), 21-29. ISSN (Print) : 2347-6729. DOI : <http://doi.org/10.5281/zenodo.1249786>.
53. **Madhushree, Revathi R., Anil Kumar, & Aithal, P. S.** (May 2018). Business Strategy of Top Indian IT Company: MindTree. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 2(1), 22-36. DOI: <http://dx.doi.org/10.5281/zenodo.1249871>.
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55. **Sneha M. S. & Krishna Prasad K.** (2018 May). Analysis of Business Strategies of Salesforce.com Inc. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 2(1), 37-44. DOI: <http://dx.doi.org/10.5281/zenodo.1252028>.
56. **Sudharshan Prabhu S. & Vaikunth Pai T.** (2018 May). A Study on Product and Services of HCL Technologies. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 2(1), 45-53. DOI: <http://dx.doi.org/10.5281/zenodo.1253722>.
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