

**List of Conference Papers Presented during 2018  
(Till December 2018)**

1. P. K. Paul, P. S. Aithal, **“CLOUD COMPUTING: IS THE FUTURE NATURAL COMPUTING DOMAIN? AN INTERNATIONAL LOOK”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
2. Krishna Prasad K., Dr. P.S. Aithal, **“A STUDY ON MULTIFACTOR AUTHENTICATION MODEL USING FINGERPRINT HASH CODE AND IRIS RECOGNITION”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
3. Dr. P. S. Aithal, **“AUTONOMY FOR INNOVATIONS & PRIVATE UNIVERSITY SYSTEM IN INDIA – A CASE STUDY”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
4. P. Sridhar Acharya, Dr. P S Aithal, **“FACTORS EFFECTING THE EFFICIENCY OF SOLAR PANEL AND CHALLENGES TO IMPROVE THE SAME”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
5. K. Paul A. Bhuimali P. S. Aithal, **“BIG DATA MANAGEMENT AND CLOUD COMPUTING WITH POTENTIALITIES IN ACADEMIA: AN INDIAN SCENARIOP”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
6. Shailashri V. T., Dr. SurekaShenoy, **“EMPLOYEE ENGAGEMENT AMONG WOMEN EMPLOYEES IN THE BANKING SECTOR IN THE CITY OF MANGALORE”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
7. Dr. P. S. Aithal, **“HOW THE WORLD’S LARGEST OPEN ACCESS REPOSITORY RE-DEFINES THE RESEARCH TARGET OF HIGHER EDUCATION INSTITUTIONS AND INDIVIDUALS – A CASE OF SSRN”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
8. Meena Monteiro, Laveena D’Mello, **“A STUDY ON ATTITUDE AND AWARENESS OF CAREGIVERS FOR SCHIZOPHRENIC PATIENTS”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.

9. Varun Shenoy, Dr. P.S. Aithal, “**ONLINE OR E-CAMPUS RECRUITMENT PROCESS OF BERGER PAINTS INDIA LTD.**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
10. Meena Monteiro, Laveena D’Mello, “**A STUDY ON IMPACT OF THE SOCIAL MEDIA ON THE PSYCHOLOGICAL HEALTH OF ADOLESCENCE**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
11. Keerthan Raj, “**CONTENT MARKETING - THE PERFECT MIX FOR THE INTERNET GENERATION**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
12. Anumesh Kariappa, “**A STUDY ON INNOVATION IN BRANDING OF ELECTRIC VEHICLES IN INDIAN AUTOMOBILE INDUSTRY WITH SPECIAL REFERENCE TO MAHINDRA LTD**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
13. Subrhmonya G. S., “**A STUDY ON THE SUSTENANCE OF QUALITY IN HIGHER EDUCATION WITH SPECIFIC REFERENCE TO MENTORING AND COACHING OF STUDENTS**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
14. Akhilesh Suresh A. Kuckian, Pradeep M. D., “**INNOVATIVE IDEA’S ON GOING GREEN –A CRITICAL STUDY**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
15. ShreepathyRangaBhatta B. Shruthi P. N., “**A STUDY TO UNDERSTAND THE ABILITY OF PORTFOLIO CONSTRUCTED UNDER SHARPE’S SINGLE INDEX MODEL TO PREDICT THE SHORT TERM RETURNS OF PORTFOLIO**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
16. Priti K. Rao, “**A STUDY ON THE STRATEGIES ADOPTED IN THE AIR CONDITIONER MARKETS WITH REFERENCE TO VOLTAS LIMITED**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
17. Harish Kumar N., VarunShenoy, “**SCHOLARLY ANALYSIS OF OIL, PETROLEUM AND GAS SECTOR**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.

18. Mr. Amith Donald Menezes, Dr. Prakash Pinto, “**TECHNOLOGY RELATED DEVELOPMENTS IN CHEQUE CLEARING SYSTEM**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
19. Mangesh Nayak, Shylesh Prabhu & Chaitra, “**EXPLORING THE INFLUENCE OF AUGMENTED REALITY TECHNOLOGY IN BUSINESS WORLD**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
20. Keerthan Raj, P. S. Aithal, “**BIG DATA AND THE BASE OF THE PYRAMID SEGMENT**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
21. Pradeep M. D., “**STUDY ON THE IMPLICATIONS OF SOCIAL SECURITY BENEFITS TO THE FISHER FOLKS WORKING AS UNORGANISED LABOURERS IN MANGALORU, KARNATAKA**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
22. Deekshitha, Udaya Kumar M.A., “**STUDY ON IMPACT OF TECHNOLOGY AND INNOVATION ON WOMEN ENTREPRENEURS**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
23. Pavithra Kumari, “**A STUDY ON EMERGING ISSUES, AND CHALLENGES OF AVIATION SAFETY IN INDIA**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
24. Sonia Delrose Noronha, Dr. P. S. Aithal, “**WORK LIFE BALANCE AN INNOVATIVE CONCEPT TO INCREASE EMPLOYEE PRODUCTIVITY**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
25. Vaikunth Pai, “**SECURITY ISSUES IN SOCIAL NETWORKING WEBSITES**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
26. Pavithra Kumari, Sumitha K.M., “**A STUDY ON EMERGING TECHNOLOGY IN THE AIRLINE INDUSTRY**”, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.

27. Shylesh S, Chaitra B. S. & MangeshNayak, **“IMPACT OF RANSOMWARE ON CYBER SECURITY”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
28. Anumesh Kariappa, Pavitra Madhukar Shanbhag, **“PHARMACEUTICAL INDUSTRY IN INDIA**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
29. Madhushree L. M, **“GREEN BUSINESS FOR SUSTAINABLE DEVELOPMENT AND COMPETITIVENESS: A CASE STUDY ON LOGISTICS INDUSTRY”**,*Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
30. Revathi Radhakrishnan, **“CASE STUDY ON THE GROWTH OF RELIANCE JIO AND THE IMPACT OF TECHNOLOGY, BUSINESS STRATEGIES AMONG THE TELECOM SECTOR AND COMPETITORS”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
31. Gurudath Shenoy, Prof Ramesh Pai A., **“A STUDY ON WORK LIFE BALANCE OF IT ENABLED BPO WORKERS AT MANGALORE CITY (KARNATAKA)”** , *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
32. Ankitha M L, **“INVESTOR AWARENESS ON ALTERNATIVE INVESTMENT OPPORTUNITIES: STUDY ON STOCK MARKETINVESTOR”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
33. Arun Raj V, Akshaykumar J & SriRanjanUpadhyaya., **“MONSOON AND INDIAN STOCK MARKETS-A CASE STUDY”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
34. Deepa K, Sujitha U. M., **“SOCIO-ECONOMIC AND CULTURAL CONDITIONS OF LAMBANIS IN KARNATAKAA SOCIOLOGICAL STUDY WITH SPECIAL REFERENCE TO HASSAN DISTRICT”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
35. G.S. Pavankumari, Swathi & Shrividya, **“JOB SATISFACTION AND QUALITY OF WORK LIFE A CASE STUDY OF WOMEN TEACHERS IN HIGHER EDUCATION”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.

36. Ranjan A. V., Supreeth Kumar A., **“A STUDY ON HEALTH PROBLEMS AMONG HALAKKI TRIBAL COMMUNITY IN UTTARA KANNADA DISTRICT”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
37. Akhil S. P., Deepak M. & Shruthi P. N., **“SBI: RISK AND RETURN, BEFORE AND AFTER MERGING”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
38. Swathi K., Vidya S. **“A STUDY ON “SOCIO-ECONOMIC CONDITION OF BAIGA TRIBAL COMMUNITY”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
39. Saumya S. K., Kavyasree G., **“CASE STUDY ON LINK DE-ADDICTION REHABILITATION CENTRE”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
40. Kethan S. Kulal, **“A CASE STUDY ON THE IMPLEMENTATION OF CUSTOMER PROFITABILITY ANALYSIS”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
41. Swapnashree K. K., Manul Mohan T., Arun S. B., **“CASE STUDY ON THE MAREKETING STRATERGY OF MAHINDRA’S IN COMPARISON TO ITS COMPETITORS”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
42. Mohith.B., Mokshith B. & Anwitha K.M., **“EMPOWERING INDIAN BANKING INDUSTRY THROUGH NPA MANAGEMENT”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
43. Lavita Violet Pereira, Nikhil Martis, **“THE IMPACT OF CULTURAL DIVERSITY AT WORKPLACE”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
44. Chethana, **“EVOLUTION OF BANKING INDUSTRY IN INDIA”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
45. Deepika P., **“RECENT TRENDS IN BANKING INDUSTRY”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.

46. Abdul Akhil, **“FRAUDS IN THE BANKING INDUSTRY”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
47. Manoja G.S., **“ANALYSIS OF MERGERS IN INDIAN BANKING INDUSTRY”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
48. Jashmitha N. P, **“HEALTHCARE INDUSTRY”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
49. M Abdul Athif, **“INDIAN AUTOMOBILE INDUSTRY”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
50. Roshan D Souza, **“A STUDY ON THE MAJOR THREAT TO HR -AUTOMATION ESPECIALLY IN INFORMATION TECHNOLOGY INDUSTRIES”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
51. Swasthik.K. R., Abdul Marzooque, **“A CASE STUDY ON STRIKE AND ITS IMPACT WITH SPECIAL REFERENCE TO MARUTI SUZUKI INDIA LTD”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
52. Akshata Laxman Nayak, **“AUTOMOBILE INDUSTRY IN INDIA”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
53. Shailashri V. T., Swathi C. M., **“TELECOM INDUSTRY IN INDIA”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
54. Abdul Ravuf, Varun Shenoy, **“WORLD RETAIL SECTOR ANALYSIS”**, *Impact of Ideas and Innovations on Management, IT, Education & Social Sciences, Manegma 2018*. 17<sup>th</sup> March, 2018, SIMS, Mangalore.
55. Shailashri V. T., Dr Sureka Shenoy & Dr. Suresh Kumar, **“A STUDY ON FUTURE OF ON-LINE EDUCATION IN INDIA”**, *Quality in Higher Education Challenges & Opportunities* , 21<sup>st</sup> April 2018 SIMS, Mangalore.

56. Dr. P. S. Aithal, “**NEW CONCEPTS OF UNIVERSITY MODEL IN INDIA : ASHOKA UNIVERSITY & MIT WORLD PEACE UNIVERSITY**”, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
57. Madhushree L. M., “**HIGHER EDUCATION IN INDIA: ISSUES AND CHALLENGES**”, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
58. Dr. P. S. Aithal, “**QUALITY STANDARDS FOR ACCREDITATION: FACULTY STRATEGIES AS PER THE NEW NAAC PARAMETERS**”, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
59. Varun Shenoy, Dr. P.S. Aithal & Dr. Ramesh Pai A., “**ONLINE OR E-CAMPUS RECRUITMENT PROCESS OF MUTHOOT FINANCE LTD.**”, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
60. Dr. P. S. Aithal, Dr. Suresh Kumar P. M., “**HOW TO MEASURE THE PERFORMANCE LEVEL IN COMPETENCY BASED EDUCATION SYSTEM – SOME SUGGESTIONS**” *Quality in Higher Education Challenges & Opportunities* , 21<sup>st</sup> April 2018 SIMS, Mangalore.
61. P. Sridhara Acharya, Dr. P. S. Aithal, “**WORKING WITH PROBLEMS AN INNOVATION IN TEACHING PROGRAMMING LANGUAGES**”, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
62. Dr. P. S. Aithal, Dr. Shubhrajyotsna Aithal, “**A COMPREHENSIVE ANALYSIS ON BREAKTHROUGH TECHNOLOGIES OF 21ST CENTURY FOR RENEWABLE ENERGY AND SUSTAINABLE DEVELOPMENT**”, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
63. Krishna Prasad K., “**A STUDY ON FINGERPRINT BIOMETRIC ATTENDANCE MAINTENANCE SYSTEM IN HIGHER EDUCATIONAL INSTITUTIONS**”, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
64. Dr. P. S. Aithal, Dr. Shubhrajyotsna Aithal, “**UBIQUITOUS ONLINE BUSINESS AS IDEAL BUSINESS MODEL FOR GLOBAL SUSTAINABILITY**”, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
65. Vaikunth Pai, “**STUDENT CENTERED LEARNING IN CLASSROOMS: A STRATEGY FOR INCREASING STUDENT MOTIVATION AND ACHIEVEMENT**”, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.

66. Dr. P. S. Aithal, Dr. Shubhrajyotsna Aithal, **“NANOTECHNOLOGY BASED INNOVATIONS AND HUMAN LIFE COMFORTABILITY –ARE WE MARCHING TOWARDS IMMORTALITY?”** *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
67. Panchajanyeswari M. Achar, **“CHANGING SCENARIO OF HIGHER EDUCATION IN INDIA”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
68. P. K. Paul, Dr. 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*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
69. Keerthan Raj, P. S. Aithal, **“THE BUSINESS OUTLOOK OF IMPARTING QUALITY IN HIGHER EDUCATION”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
70. Supriya M. K., **“CLASSTALK: A CLASSROOM COMMUNICATION SYSTEM FOR ACTIVE LEARNING”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
71. P. K. Paul, Dr. P. S. Aithal, **“CYBER SECURITY TO INFORMATION ASSURANCE: THE CHANGING WORLD OF CYBER SCIENCES”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
72. Subrahmanya Bhat B., Dr. K. R Kamath, **“COURSE DESIGN APPROACHES FOR OUT COME BASED LEARNING”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
73. Dr. P. S. Aithal, Dr. Mike Dillon, **“PRODUCTIVITY & INNOVATION – AN EVERGREEN GENERAL PURPOSE COURSE MODEL FOR UNIVERSITY STUDENTS”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
74. Shylesh S., **“EMERGENCE AND THE IMPACT OF BLOCKCHAIN TECHNOLOGY”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
75. Dr. P. S. Aithal, **“STRATEGIC MANAGEMENT RESEARCH IN INDIA : CONTRIBUTION OF IIMS DURING LAST 5 YEARS – A CRITICAL STUDY”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.



76. Mangesh Nayak, Shylesh Prabhu & Chaitra B. S., **“EXPLORING THE INFLUENCE OF AUGMENTED REALITY TECHNOLOGY IN EDUCATION”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
77. Anil Kumar, **“PRIVATE INVESTMENT IN HIGHER EDUCATION IN INDIA”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
78. Chaitra, Shylesh Prabhu & Mangesh Nayak, **“A ROLE OF SOFTWARE ENGINEERING IN EDUCATION”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
79. Dr. P. S. Aithal, **“STRATEGIC MANAGEMENT RESEARCH IN INDIA : CONTRIBUTION OF IIMS DURING LAST 5 YEARS – A CRITICAL STUDY”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
80. Anumesh Kariappa, **“A STUDY ON BEYOND CLASSROOM TEACHING : HOW A BLEND OF ONLINE AND OFFLINE EDUCATION BENEFITS STUDENTS”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
81. Keerthan Raj, Dr. P. S. Aithal, **“STRATEGY FOR SUSTAINABLE AND SCALABLE ORGANIZATIONAL GROWTH - THE COCKROACH THEORY”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
82. Sagar Srinivas, **“A STUDY ON IMPACT OF SOFT SKILLS TRAINING PROGRAMME ON MANAGEMENT STUDENTS”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
83. Keerthan Raj, P. S. Aithal, **“THE BUSINESS OUTLOOK OF IMPARTING QUALITY IN HIGHER EDUCATION”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
84. Keshava, **“A COMPARATIVE STUDY OF EDUCATION LOANS OFFERED BY PUBLIC AND PRIVATE SECTOR BANKS”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
85. Amith Donald Menezes, **“CHANGING ROLE OF INDUSTRY’S INTERFACE WITH EDUCATIONAL INSTITUTES”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
86. Nithin Gonsalves, **“A CONCEPTUAL STUDY ON EFFECT OF E-LEARNING RESOURCES IN HIGHER EDUCATION”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.

87. Shylesh S., **“EMERGENCE AND THE IMPACT OF BLOCKCHAIN TECHNOLOGY”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
88. Kavya, **“A STUDY ON EFFECTIVENESS OF ONLINE LEARNING AND TEACHING IN HIGHER EDUCATION”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
89. Nelson Pereira, **“DEMONITISATION AND ITS EFFECT IN INDIAN ECONOMY”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
90. Revathi Radhakrishnan, **“A CRITICAL ANALYSIS OF QUALITY STANDARDS OF HIGHER EDUCATION IN GOVERNMENT AND PRIVATE UNIVERSITIES IN INDIA”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
91. Pavithra Kumari, **“ROLE OF INFORMATION TECHNOLOGY IN HIGHER EDUCATION”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
92. Saumya S. K., Pradeep M.D., **“A REVIEW ON THE UNIVERSITY EDUCATION SYSTEM IN INDIA”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
93. Vidyadhari Shetty, **“A STUDY ON MARKETING STRATEGY OF PRIVATE UNIVERSITIES IN HIGHER EDUCATION”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
94. Arun Raj V. Akshay Kumar J. & Sri Ranjan Upadhyaya, **“MONSOON AND INDIAN STOCK MARKETS-A CASE STUDY”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
95. Deepa K., Sujitha U.M., **“SOCIO-ECONOMIC AND CULTURAL CONDITIONS OF LAMBANIS IN KARNATAKA”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
96. G. S. Pavankumari Swathi & Shrividya, **“JOB SATISFACTION AND QUALITY OF WORK LIFE - A CASE STUDY OF WOMEN TEACHERS IN HIGHER EDUCATION”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
97. Ranjan A., V. Supreeth Kumar A., **“A STUDY ON HEALTH PROBLEMS AMONG HALAKKI TRIBAL COMMUNITY IN UTTARA KANNADA DISTRICT”**, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.

98. Akhil. S. P., Deepak M. & Shruthi P. N., “**SBI: RISK AND RETURNS, BEFORE AND AFTER MERGING**”, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
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100. Saumya S. K., Kavyasree G., “**CASE STUDY ON LINK DE-ADDICTION AND REHABILITATION CENTRE**”, *Quality in Higher Education Challenges & Opportunities*, 21<sup>st</sup> April 2018 SIMS, Mangalore.
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