List of Conference Papers Presented during 2018
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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. 17th 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, 21st 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, 21st 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, 21st 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, 21st 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, 21st 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, 21st 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, 21st 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, 21st 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, 21st 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, 21st 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, 21st April 2018 SIMS, Mangalore.

77. Anil Kumar, “PRIVATE INVESTMENT IN HIGHER EDUCATION IN INDIA”, Quality in Higher Education Challenges & Opportunities, 21st 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, 21st 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, 21st April 2018 SIMS, Mangalore.


85. Amith Donald Menezes, “CHANGING ROLE OF INDUSTRY’S INTERFACE WITH EDUCATIONAL INSTITUTES”, Quality in Higher Education Challenges & Opportunities, 21st 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, 21st 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, 21st April 2018 SIMS, Mangalore.

91. Pavithra Kumari, “ROLE OF INFORMATION TECHNOLOGY IN HIGHER EDUCATION”, Quality in Higher Education Challenges & Opportunities, 21st 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, 21st April 2018 SIMS, Mangalore.

93. Vidyadhari Shetty, “A STUDY ON MARKETING STRATEGY OF PRIVATE UNIVERSITIES IN HIGHER EDUCATION”, Quality in Higher Education Challenges & Opportunities, 21st 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, 21st April 2018 SIMS, Mangalore.


104. Roshan D’Souza, “A STUDY ON THE MAJOR THREAT TO HUMAN RESOURCES IN AUTOMATIONESPECIALLY IN THE INFORMATION TECHNOLOGY INDUSTRY”, Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.

105. Swasthik K.R., Abdul Marzooke, “A CASE STUDY ON ‘STRIKE’ AND ITS IMPACT ON STAKEHOLDERS WITH SPECIALREFERENCE TO MARUTI SUZUKI INDIA LTD.”, Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.


110. Mamatha, Dr. Suresh Kumar, “SOCIAL SITUATION OF SOLIGA COMMUNITY IN SIRSI DISTRICT: A CASE STUDY”, Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.


114. Lohith, “STRESS MANAGEMENT IN INDUSTRIES:A CASE STUDY OF MANUFACTURING INDUSTRY”, Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.


117. Soumya Ganapati Naik, Dr. Suresh Kumar, “A STUDY ON SOCIAL AND ECONOMIC SITUATIONS OF BANJARAS IN SIRSI DISTRICT”, Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.

118. Sujitha U. M., Suresh Kumar, “CHANGE IN SOCIO-CULTURAL CONDITIONS OF SANTALA TRIBES AT KODAGU DISTRICT: A CASE STUDY”, Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.
119. Supreeth Kumar A., Mr. Pradeep M. D., “A STUDY ON THE TRANSFORMATION TO JIO NETWORK BY MAJORITY OF PEOPLE IN INDIA”, Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.

120. Swathi K., Dr. Suresh Kumar, “A STUDY ON RURAL MARKETING IN INDIA” Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.


124. Dr. P. S. Aithal, Dr. Shubhra Jyotsna Aithal, “OPTIMIZATION OF EFFICIENCIES OF WORLD TRANSPORTATION SYSTEMS THROUGH GREEN TECHNOLOGIES”, Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.


126. Dr. Suresh Kumar P. M., “DISCIPLINE IN EDUCATIONAL INSTITUTIONS”, Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.

127. Architha Aithal, Dr. P. S. Aithal, “ABCD ANALYSIS OF ONLINE PHARMACY MODEL”, Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.

128. Dr. Shubhra Jyotsna Aithal, Dr. P. S. Aithal, “SMART MATERIALS TO MANIPULATE LIGHT FOR COMPUTATION AND COMMUNICATION USING NANOTECHNOLOGY- A REVIEW & NEW BREAKTHROUGH POSSIBILITIES”, Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.

129. Dr. Suresh Kumar P. M., “A RELOOK AT THE OBJECTIVES OF LEARNING IN HIGH EDUCATION”, Quality in Higher Education Challenges & Opportunities, 21st April 2018 SIMS, Mangalore.
130. Dr. P. S. Aithal, Dr. Suresh Kumar P. M., “ACCREDITATION BODIES AND COUNCILS IN INDIAN HIGHER EDUCATION SYSTEM – BOON OR BANE”, *Quality in Higher Education Challenges & Opportunities*, 21st April 2018 SIMS, Mangalore.

131. Dr. Suresh Kumar P. M., “REFORMS AND THEIR IMPLICATIONS FOR HIGHER EDUCATION”, *Quality in Higher Education Challenges & Opportunities*, 21st April 2018 SIMS, Mangalore.


133. Dr. Suresh Kumar P. M., “CHALLENGES OF OPEN LEARNING IN HIGHER EDUCATION”, *Quality in Higher Education Challenges & Opportunities*, 21st April 2018 SIMS, Mangalore.

134. Dr. Suresh Kumar P. M., “CAPACITY BUILDING AS KEY ISSUE IN HIGHER EDUCATION”, *Quality in Higher Education Challenges & Opportunities*, 21st April 2018 SIMS, Mangalore.

135. Dr. Suresh Kumar P. M., “STUDENT EMPOWERMENT FOR EFFECTIVE LEARNING”, *Quality in Higher Education Challenges & Opportunities*, 21st April 2018 SIMS, Mangalore.


137. Dr. Suresh Kumar P. M., “ISSUE OF AFFORDABILITY AND HIGHER EDUCATION”, *Quality in Higher Education Challenges & Opportunities*, 21st April 2018 SIMS, Mangalore.

138. Dr. Suresh Kumar P. M., “DILEMMA OF COMMUNITY OUTREACH PROGRAMMES IN HIGHER EDUCATION”, *Quality in Higher Education Challenges & Opportunities*, 21st April 2018 SIMS, Mangalore.

139. Deekshitha, & Revathi, “A CONCEPTUAL STUDY ON HIGHER EDUCATION IMPACT ON ENTREPRENEUR SKILL DEVELOPMENT”, *Quality in Higher Education Challenges & Opportunities*, 21st April 2018 SIMS, Mangalore.

140. Krishna Prasad K. “A CONCEPTUAL STUDY ON WHY MOBILE BANKING SERVICES ARE NOT ACCEPTED BY MAJORITY OF PROFESSIONALS IN
INDIA”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore.

141. P. S. Aithal, “CONCEPT OF ALTERNATIVE FINANCE & ITS PRESENT RELEVANCE”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore
142. Varun Shenoy, P. S. Aithal, Ramesh Pai A. “ONLINE E-CAMPUS INTERVIEW TRAINING MOOC FOR JOB SEEKING GRADUATES”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore
143. P. S. Aithal, Krishna Prasad K. “BANKING AND FINANCIAL ANALYTICS – AN EMERGING BIG OPPORTUNITY BASED ON ONLINE BIG DATA”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore
145. P. Ushadevi, Krishna Prasad K., “AN ONLINE COMPARATIVE STUDY ON MOBILE BANKING FINANCIAL TRANSACTION OF MAJOR NATIONALIZED BANKS IN INDIA”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore
146. P. S. Aithal, “CSR ACTIVITIES OF INDIAN BANKING INDUSTRY – A COMPARATIVE STUDY OF FOUR PUBLIC SECTOR BANKS DOMINIC”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore
147. Supriya M. K., “COMPARATIVE STUDY ON VARIOUS PROCESS MODEL IN SOFTWARE DEVELOPMENT”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore
148. P. S. Aithal, Shilashree, “ABCD ANALYSIS OF INDIAN PUBLIC SECTOR BANKING SYSTEM”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore
149. 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, 4th August 2018, SIMS, Mangalore

151. Dr. P. S. Aithal, Dr. Prasanna Kumar, “HOW TO IMPROVE THE PRODUCTIVITY OF BANKING SYSTEM IN INDIA - A THEORY OF ACCOUNTABILITY BASED ANALYSIS”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

152. P. S. Aithal, Varun Shenoy “REACHING TO THE BOTTOM OF THE PYRAMID - A CASE STUDY OF VIDYA LAKSHMI EDUCATION LOAN PORTAL OF GOVT. OF INDIA”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

153. Dr. P. S. Aithal “OPPORTUNITY ANALYSIS OF SOME DISRUPTIVE TECHNOLOGIES OF 21ST CENTURY UNDER INFORMATION COMMUNICATION COMPUTATION TECHNOLOGY (ICCT) & NANOTECHNOLOGY (NT) ”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

154. V. T. Shailashri, Dr Surekha Shenoy “BALANCING WORK AND LIFE - CASE STUDY OF TATA CONSULTANCY SERVICE”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

155. Shylesh S., Chaitra B. S., Mangesh Nayak “DESIGNING RESPONSIVE WEBSITES USING MARKUP LANGUAGE AND CSS”, Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

156. Panchajanyeswari M. Achar, “IMPACT OF SOCIAL MEDIA ON E-LEARNERS IN THE INDIAN CONTEXT” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

157. Anumesh Kariappa, “A JOURNEY FROM NGO TO A RETAIL BANK: A CASE STUDY ON BANDHAN BANK LTD.” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

158. Subrahmonya G.S. “A STUDY ON THE SUSTAINABILITY IN THE FINANCIAL SERVICES INDUSTRY WITH SPECIFIC REFERENCE TO STOCK HOLDING CORPORATION OF INDIA LTD” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

159. Sagar Srinivas, “IMPACT OF VISUAL MERCHANDISING ON CONSUMER BUYING BEHAVIOUR” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

161. Gururaj G Gouda, Dr. Laveena D’ Mello, “A STUDY ON THE TEACHER-STUDENTS RELATIONSHIP AND ITS IMPACT ON THE BEHAVIOUR OF HIGH SCHOOL STUDENTS” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore


163. Sachin K. Parappagoudar, Dr. N. Ramanjaneyalu, “AN EMPIRICAL STUDY: UNCLAIMED MONEY OF POLICYHOLDERS LYING WITH INSURERS” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

164. 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, 4th August 2018, SIMS, Mangalore

165. Clarence P. X., Dr. Laveena D’ Mello, “IMPACT OF ALCOHOLISM ON LIVELIHOOD OF TRADITIONAL FISHER FOLK OF KANNUR DISTRICT” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

166. Mr. Amith Donald Menezes, Dr. Prakash Pinto, “EVOLUTION OF DIGITAL PAYMENTS” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

167. Dr. Prasanna Kumar M. G., Ms. Ramyashree M. G., “ROLE OF E-GOVERNANCE IN SOCIAL REFORMS: AN EMPIRICAL STUDY” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore


170. Dr. Prasanna Kumar M. G., Ms. Ramyashree M. G. “CHANGING THE DIMENSIONS OF INDIAN TELECOM MARKET BY JIO TELECOM: A BIRDS VIEW” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore.


172. Sujaya H. “IMPACT OF CAUSE CAMPAIGNS AND EMOTIONAL BENEFITS ON PURCHASING INTENTION” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore.

173. Dr. Prasanna Kumar M. G., Ms. Ramyashree M. G. “AWARENESS AND UTILITIES TOWARDS GREEN CHANNEL BANKING: WITH REFERENCE TO SBI CUSTOMERS IN MANGALORE” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore

174. Madhushree L. M., Meghana Pallavi Salins, & P.S. Aithal, “A STUDY ON ISSUES AND CHALLENGES IN RAGGING WITH SPECIAL REFERENCE TO EDUCATIONAL INSTITUTIONS IN INDIA,” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore.

175. Meghana Pallavi Salins, “A STUDY ON FAMILY BUSINESS: SURVIVAL’ S SECRET INGREDIENT WITH SPECIAL REFERENCE TO BON ENTERPRISE” Exploring Avenues in Banking, Management, IT, Education & Social Sciences, 4th August 2018, SIMS, Mangalore


203. Dr. P. S. Aithal, “DIGITAL ECONOMY - WILL IT SOLVE THE CORRUPTION PROBLEMS IN INDIA?”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.

204. Mr. Amith Donald Menezes, Dr. Prakash Pinto, “AN INTEROSPECTIVE APPROACH TO INTERNET BANKING”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.


207. Dr. P. S. Aithal, Dr. Shubhrajoyotsna Aithal, “HOW UNIVERSAL TECHNOLOGIES CAN SOLVE INDUSTRIAL & SOCIAL PROBLEMS”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.

208. Sandeep Hegde, Dr. Laveena D’Mello, “STUDY ON STRESS MANAGEMENT AMONG THE NON-TECHNICAL EMPLOYEES: A CASE STUDY OF ARVIND MOTORS PRIVATE LIMITED, MANGALURU”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.

209. Dr. P. S. Aithal, Dr. Shubhrajoyotsna Aithal, “PATENT ANALYSIS ON NANOTECHNOLOGY BASED PHOTOVOLTAIC CELLS”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.


211. Dr. P. S. Aithal, “PAST, PRESENT, & FUTURE OF DECISION SUPPORT SYSTEMS: A REVIEW ON INFORMATION SYSTEM REVOLUTION”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.

212. Gururaj G Gouda, Dr. Laveena D’Mello, “A STUDY ON SCHOLASTIC BACKWARDNESS IN ADOLESCENTS IN MANGALORE”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.

213. Dr. P. S. Aithal, “AN ANALYSIS ON VARIOUS RESEARCH AGENDAS OF INFORMATION COMMUNICATION & COMPUTATION TECHNOLOGY”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.


216. Sujina S., Dr. Sajeev G. P., “A MACHINE LEARNING FRAMEWORK TO PREDICT THE CONTAGIOUS DISEASE FROM SOCIAL MEDIA” Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.

217. Dr. P. S. Aithal, Dr. Shubhrajyotsna Aithal, “PATENT ANALYSIS OF EVAPORATED FUEL PROCESSING APPARATUS”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.

218. Vaikunth Pai T., “OPTIMIZATION OF DFA BASED PATTERN MATCHING IN LEXICAL ANALYSIS OF COMPILER CONSTRUCTION”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore

219. Dr. P. S. Aithal, “COMPARATIVE STUDY OF RESEARCH & TECHNOLOGY DEVELOPMENT STRATEGY OF GLOBAL MICROPROCESSOR MANUFACTURES INTEL & AMD”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore

220. Subhrmony G. S., “A STUDY ON APPLICATION OF IT IN PORT MANAGEMENT WITH REFERENCE TO MAJOR PORTS IN THE INDIAN SUB-CONTINENT”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore

221. Dr. P. S. Aithal, “A CASE STUDY ON BUSINESS PROMOTION STRATEGY OF TOP ERP VENDORS IN INDIA”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore

222. Supriya M. K. “NEW SOFTWARE DEVELOPMENT METHODOLOGY FOR STUDENT OF JAVA PROGRAMMING LANGUAGE”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore

223. Dr. P. S. Aithal, Dr. Mike Dillon “ADVENTS IN INFORMATION COMMUNICATION & COMPUTATION TECHNOLOGY AND THEIR IMPLICATIONS ON FUTURE UNIVERSITIES”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore

224. Shailashri V. T., “TALENT MANAGEMENT STRATEGIES IN THE IT SECTOR”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore

226. Pradeep M. D. “LEGAL AND POLICY FRAMEWORK ON CYBER SECURITY TO COMBAT CYBER CRIMES IN INDIA”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore

227. Dr. P. S. Aithal, Dr. Krishna Prasad, “HOW LUCRATIVE & CHALLENGING THE BOUNDARYLESS OPPORTUNITIES FOR DATA SCIENTISTS?”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore

228. Dr. Prasanna Kumar M. G. “A STUDY ON SOCIAL INCLUSION THROUGH E-GOVERNANCE IN INDIA”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore

229. Architha Aithal, Dr. P. S. Aithal, “MARKETING STRATEGIES OF INDIAN PHARMACEUTICAL INDUSTRY”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore


231. Dr. Krishna Prasad K., “FINGERPRINT MATCHING ALGORITHMS: A REVIEW OF STATE OF THE ART TECHNIQUES”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore


234. Dr. P. S. Aithal, “STRATEGIES TO BE PLANNED & IMPLEMENTED IN TEACHING & LEARNING METHODOLOGY IN STUDENT SATISFACTION SURVEY”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.
235. Shylesh S, Chaitra B. S., Mangesh Nayak, “RESEARCH ON HTML5 IN WEB DEVELOPMENT”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.


239. Madhushree L. M., Revathi Radhakrishnan, P.S. Aithal, “IMPACT OF INFORMATION TECHNOLOGY (IT) ON BANKING SECTOR”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.


244. Chaitra B. S., Mangesh Nayak, Shylesh Prabhu, “ROLE OF PHP PROGRAMMING LANGUAGE IN DYNAMIC WEBSITE DEVELOPMENT”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.

245. Anumesh Kariappa, “SOCIAL MEDIA AN IMPORTANT PLATFORM FOR BRAND ENGAGEMENT: STUDY ON FACEBOOK”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.


248. Sagar Srinivas, “CHALLENGES AND ROLE OF TECHNOLOGY IN HIGHER EDUCATION”, Emerging Areas of IT Applications in Management, Education and Social Sciences, 6th October 2018, SIMS, Mangalore.


250. V. T. Shailashri, Dr. P. S. Aithal, Dr. Surekha Shenoy, “GOVERNMENT INITIATIVES IN INDIAN HIGHER EDUCATION”, Education And Employment: Challenges For Social Science, It And Management, 17th November 2018, SIMS, Mangalore.

251. P. S. Aithal, “REVIEW ON MODELS, QUALITY, TECHNOLOGY, & INNOVATIONS IN TEACHING & RESEARCH IN HIGHER EDUCATION SYSTEM IN INDIA”, Education And Employment: Challenges For Social Science, It And Management, 17th November 2018, SIMS, Mangalore.


257. P. S. Aithal, “OPPORTUNITY ANALYSIS OF PRIVATE UNIVERSITIES IN INDIA TO BECOME EDUCATIONAL SUPERPOWER”, Education And Employment: Challenges For Social Science, It And Management, 17th November 2018, SIMS, Mangalore.


259. P. S. Aithal, “HOW TO ACHIEVE BALANCE IN QUALITY & COST OF HIGHER EDUCATION IN PRIVATE UNIVERSITY SYSTEM”, Education And Employment: Challenges For Social Science, It And Management, 17th November 2018, SIMS, Mangalore.

260. V. T. Shailashri, Dr. P. S. Aithal, Dr. Surekha Shenoy, “ASSESSMENT OF EMPLOYEE ENGAGEMENT PRACTICES IN THE SERVICE SECTOR -A STUDY IN MANGALURU CITY OF KARNATAKA”, Education And Employment: Challenges For Social Science, It And Management, 17th November 2018, SIMS, Mangalore.


270. Dr. Krishna Prasad K. “A STUDY ON ROLE OF BUSINESS DATA ANALYTICS IN GENERATION OF NEW EMPLOYMENT”, Education And Employment: Challenges For Social Science, It And Management, 17th November 2018, SIMS, Mangalore.


275. Dr. Prasanna Kumar M. G., “ROLE OF EDUCATION IN CREATION OF EMPLOYMENT IN INDIA: AN ANALYTICAL VIEW”, Education And Employment: Challenges For Social Science, It And Management, 17th November 2018, SIMS, Mangalore.


278. Shubhrajyotsna Aithal “CONTROLLING CLIMATE CHANGE TO SAVE EARTH - ANALYSIS OF NANOTECHNOLOGY BASED SOLUTIONS & RESEARCH OPPORTUNITIES”, Education And Employment: Challenges For Social Science, It And Management, 17th November 2018, SIMS, Mangalore.

280. Pradeep M. D., “IMPLICATIONS OF SIMULTANEOUS ELECTIONS IN INDIAN POLITY-AN IDEALISTIC MODEL TO ACHIEVE HIGHER MOBILITY AND PROSPARITY”, Education And Employment: Challenges For Social Science, It And Management, 17th November 2018, SIMS, Mangalore.


282. Shreepathy Ranga Bhatta B., Sagar Srinivas, “A STUDY ON STUDENT SATISFACTION AT SRINIVAS INSTITUTE OF MANAGEMENT STUDIES WITH SPECIAL REFERENCE TO MBA COURSE”, Education And Employment: Challenges For Social Science, It And Management, 17th November 2018, SIMS, Mangalore.


288. Dr. Krishna Prasad K., “A STUDY ON DEVELOPMENTS IN EDUCATION SECTOR WITH THE AID OF ADVANCED INFORMATION AND COMMUNICATION TECHNOLOGY”, Developments in Information Technology, Management, Social Sciences and Education, 22nd December 2018, SIMS, Mangalore.

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