

Saturday, 14th March 2015



NATIONAL SEMINAR

**Techno Tryst 2015: Innovations and Challenges of
Information Technology**

DELHI INSTITUTE OF ADVANCED STUDIES

(An ISO 9001 : 2008 Certified Institution)

(Approved By AICTE & Affiliated to GGSIP University)

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The penetration and massive progress of Information Technology (IT) has drastically altered our lives for the past few years. Life has become much less manual and a lot hassle-free for people all around the globe that have active access to the innovations of information technology.

Information Technology innovation can be defined as the creation and new organizational application of digital computer and communication technologies. IT innovation can take many forms. For instance, it can be used to turn business processes into automated IT functions, develop applications that open new markets, or implement desktop virtualization to increase manageability and cut hardware costs. There are four key technologies that have converged to drive innovation: social networking, mobile computing, big data analytics and cloud computing.

While each of the four technologies has its own unique impact, they are complementary in support of getting work done. Social media helps people find colleagues with whom to collaborate and co-create. Mobile devices give people access to each other, applications stored in the cloud, and other data sources. Analytics help them make actionable sense of all that data. The cloud increasingly contains more of the information and applications that people use.

To be competitive in the global marketplace, organizations need to be driving more innovation in their products and services. They need to innovate rapidly and do it cost-effectively. Social networks have taken the business process of innovation and entirely changed the dynamic and underlying rules of decision making. The focus of enterprise marketing has now shifted to the use of social media for promotion of products and services. Organizations are now becoming social enterprises. Social media has provided a platform for business to directly access a global audience. The scope of social networking sites is not only limited to business. It also facilitates better student learning, awareness and networking with outside world. Due to increasing internet connectivity and rapid adoption of mobile devices, social networking has migrated to mobile platform. Smartphones have created a whole new paradigm of mobile applications that have gripped the overall technology industry. Due to their enhanced capabilities and low cost data connectivity options, more people are shifting from feature phones to smartphones. Mobile computing innovations have seen the rise of open source and platform independent applications.

The era of innovations has ushered in a wealth of opportunities to advance science, improve health care, promote economic growth, reform our educational system, and create new forms of social interaction and entertainment. To compete in a globally-integrated economy, today's organizations need a comprehensive understanding of markets, customers, products, regulations, competitors, suppliers, employees and more. This understanding demands the effective use of information and analytics offered by big data. The capabilities of big data enable management of large multi-structured data and provide analytic applications to improve decision making across the organization. Big data environments require clusters of servers to support the tools that process the large volumes, high velocity and varied formats of data. Cloud computing offers a cost-effective way to support big data technologies. Clouds represent an immense, valuable source of information to mine and also provide to business users scalable resources on demand. Cloud-based computing has also become an increasingly attractive option for delivering education services more securely, reliably and economically. Google Apps for Education, Microsoft Live@edu for communication, learning management systems such as Blackboard or Moodle are some of the cloud services that are being used for providing education to the students.

Yet these opportunities bring with them increasing challenges related to data

security and privacy. The network is becoming more complex, with different applications being deployed, and external devices and solutions interfacing with it. The technology stack also poses a potential information security risk for organizations, as they open more doors for hackers to enter and cause damage. New technologies are opening more doors for information leakage, so organizations need to re-visit their security policies regularly, have more stringent controls over access rights and re-define authentication mechanisms. The focus of the seminar is, therefore, to discuss at length the innovations and challenges of Social Networking, Mobile, Analytics and Cloud (SMAC).

OBJECTIVES

The seminar aims at bringing eminent academicians, corporate executives, researchers, technocrats and experts from all strata of technologies for exploring and discussing the innovations and challenges of Information Technology.

The broad objectives of the seminar are as follows:

- To discuss the innovations of information technology
- To provide insight on various aspects of evolving technologies.
- To deliberate on the issues for the adoption of technologies.
- To provide alternative ways of various challenges.

KEY FOCUS AREAS

The key focus areas of the seminar are:

SOCIAL NETWORKING

- Data Models for Social Networks and Social Media
- Application of Social Network Analysis
- Open Source Intelligence
- Personalization for Search and for Social Interaction
- Political Impact of Social Network Discovery
- Scalability of Social Networks
- Spatial Networks
- Web Mining Algorithms
- Social Media Data Mining
- Opinion Mining and Sentiment Analysis
- Social Network Analysis and GIS

MOBILE COMPUTING

- Mobile Software Architectures, Systems, and Platforms
- Mobile Network Traffic Engineering, Performance, and Optimization
- Approaches and Technologies for Dealing with big Data in Mobile Computing
- Regulatory, Societal, Legal, and Ethical Issues of Mobile Computing
- Mobile Applications and Services
- Mobile Visualization for Big Data
- Scalable Multimedia Big Data Management
- Mobile GIS

BIG DATA ANALYTICS

- Foundational Models for Big Data
- Algorithms and Programming Techniques for Big Data Processing
- Big Data Analytics and Metrics

- Big Data as a Service
- Big Data Open Platforms
- Big Data in Mobile and Pervasive Computing
- Management Issues of Social Network Big Data
- Big Data Encryption
- Big Data in Business Performance Management
- Big Data in Enterprise Management Models and Practices
- Big Data GIS

CLOUD COMPUTING

- Cloud Computing Architectures and Cloud Solution Design Patterns
- Storage, Data, and Analytics Clouds
- Security, Privacy, and Compliance Management for Public, Private, and Hybrid Clouds
- Cloud Configuration, Performance, and Capacity Management
- High Performance Cloud Computing
- Cloud Programming Models and Paradigms
- Green Cloud Computing
- GIS in the Cloud

(Themes mentioned above are indicative only. Authors can submit papers on any other topics relevant to the seminar theme.)

GUIDELINES FOR PAPER SUBMISSION

Contributors are requested to follow the guidelines given below:

- The title page should include an informative title, name(s), address(es), email id(s), contact no(s) of all authors and affiliations in Times New Roman 14 (only authors bold).
- Abstract should be of 100-300 words written in italics followed by a list of keywords which are to be written in alphabetical order.
- The paper should not exceed 6-10 A4 size printed pages including introduction, survey of literature, proposed work and result section. It excludes bibliography and appendices.
- Use past tense while referring to your results and put everything in a logical order.
- Typescript should be MS Word compatible. The script should be typed on one side with single column, single line spacing 12 font, Times New Roman and 1" margin on all sides of the page.
- All charts, graphs, pictures should be drawn and labeled legibly as "figure 1", "figure 2", etc. Refer them appropriately in the text of respective section.
- Captions of the charts, graphs, pictures should be complete enough to allow appreciation of the illustration without referring to the text.
- The conclusion should end the paper.
- Literature cited should be in alphabetical order, by first author name, title of the paper, journal name, volume, year and page number.
- Contributor should certify on a separate sheet that the manuscript is his/her original contribution. It should be mentioned that the paper has not been submitted or accepted for publication anywhere else.

- Papers in absentia will also be considered.
- A review committee will screen the abstract/papers on the parameters of research content, originality and conceptual clarity.

All Correspondence should be made to the following address: The National Seminar, Co-ordinator, Delhi Institute of Advanced Studies (DIAS), Plot No. - 6, Sector -25, Rohini, Delhi -110085. E-mail: techno@dias.ac.in, dias@dias.ac.in

WHO SHOULD ATTEND?

Academicians, Corporate Executives, Research Scholars and Students.

REGISTRATION

For registration, please fill in the enclosed registration form along with the demand draft of the applicable fee in favor of Delhi Institute of Advanced Studies, payable at Delhi and send it to Dr. Barkha Bahl, Event In-charge latest by 14th February 2015. Registration form can be downloaded from our website: www.dias.ac.in.

IMPORTANT DATES

Submission of Final Paper	15 th January 2015
Acceptance of Paper for Presentation/Publication	31 st January 2015

REGISTRATION FEE

Delegate Category	Paper Presentation (per author)	Absentia (per author)	Attending the Seminar(per person)
Business Executives	Rs. 2, 000/-	Rs. 2,500/-	Rs. 1,000/-
Academicians	Rs. 1,800/-	Rs. 2, 500/-	Rs. 500/-
Research Scholars	Rs. 1,500/-	Rs. 2,500/-	Rs. 500/-
Students & Alumni Members	Rs. 750/-	Rs. 1,500/-	Rs. 250/-

SCHEDULE OF SEMINAR

09:30 AM - 10:00AM	Registration
10:00AM - 11:30AM	Inaugural Session
11:30AM - 12:00PM	Tea Break
12:00PM - 02:00PM	Technical Session - I
02:00PM - 02:30PM	Lunch & Networking
02:30PM - 04:30PM	Technical Session - II
04:30PM - 05:00PM	Vote of Thanks

ORGANIZING TEAM

Dr.Barkha Bahl	9811765551
Dr. Sonia Gupta	9990311830
Ms. Charru Hasti	9716116296

DELHI INSTITUTE OF ADVANCED STUDIES

- Established in 1999 by Shri Laxman Das Sachdeva Memorial Educational Society.
- A premier affiliate of GGSIP University offering MBA and MCA Programmes.
- “A+ status” by State Fee Regulatory Committee, Govt. of NCT, Delhi.
- “A Grade” by Joint Assessment Committee, GGSIPU.
- Distinguished faculty, excellent placements, fully air conditioned & well-equipped classrooms, spacious seminar hall, well-stocked library with national and international journals, digital electronics laboratory & computer labs updated with latest technology.
- Students conferred with 18 University Gold Medals, 10 in MCA and 8 in MBA programme.
- Unique distinction of publishing a Biannual International Journal “DIAS Technology Review (The International Journal for Business and IT)” listed in the Cabell's Directory, USA & SSRN and a Quarterly Newsletter “DIAS Times”.

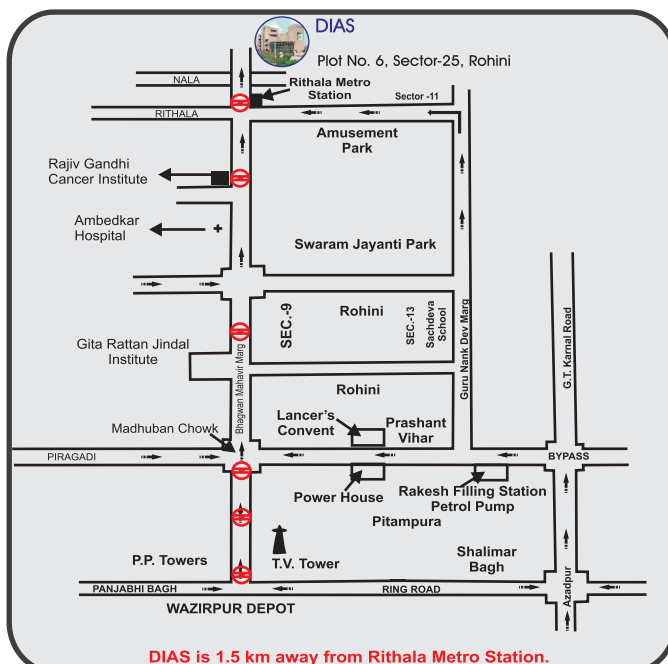
OUR VISION

We strive to provide a dynamic learning environment for imparting holistic education that inculcates professional excellence induces competitive spirit, instills leadership quality to carve a niche in the changing global scenario.

OUR MISSION

“DIAS believes in learning to excel and excelling to serve”. The aim of the Institute is to develop a unique culture that seeks to scale heights of glory through ethics, passion and perseverance. The guiding philosophy of the Institute is to enhance team spirit, integrity and commitment to serve the cause of humanity and to excel in the field of Management and Information Technology.

ROUTE MAP



REGISTRATION FORM

NATIONAL SEMINAR

**Techno Tryst 2015: Innovations and Challenges of
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Saturday, 14th March 2015**

1. Name (in capital letters) : _____
2. Designation : _____
3. Institution : _____
4. Address for correspondence: _____

5. Phone no.: _____
6. Fax no.: _____
7. Email : _____
8. D.D Particulars _____
9. Participant/Paper Presenter: _____
10. In case of Paper Presenter
Title of the Paper: _____
11. Any specific requirement: OHP/LCD/White Board

Instructions for Paper Presenters:

- (I) Please send us an e-mail of the presentation at techno@dias.ac.in,
dias@dias.ac.in by 05.03.15
- (ii) The duration of the presentation should not exceed 10 minutes.

Note:

This form can be photocopied for the use of other willing participants.
Last date for receipt of registration form is 14th February, 2015(Saturday)

Please Mail to :

Dr. Barkha Bahl

Event In-charge – National Seminar

Delhi Institute of Advanced Studies

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Plot No. 6, Sector-25, Rohini, Delhi-110085