

**NATIONAL CONFERENCE ON EMERGING TRENDS IN
COMPUTER APPLICATIONS AND MANAGEMENT**

24th and 25th February, 2012

NCETCAM'12

The 2nd National Conference on Emerging Trends in Computer Applications and Management – NCETCAM 2012 is being jointly organized by the Faculty of Computer Applications and Faculty of Management Studies, Aarupadai Veedu Institute of Technology (AVIT). The conference aims to create a common platform for the Academicians, Researchers, Developers and Practitioners to discuss and present the various research initiatives and their outcome and experiences.

The organizers of NCETCAM 2012 have endeavoured with great zeal and enthusiasm to structure the entire conference programme for two days which would provide opportunities for the exchange and sharing of experiences, achievements and breakthroughs in the pursuit of research in the domain of Computer Applications and Management.

The response to the NCETACAM 2012 “Call for Papers” has been encouraging. We have received 121 papers covering distinct areas of Computer Applications and Management from all over the country. The papers were reviewed by a team of academic and research experts and accordingly only 44 papers that satisfied qualitative norms are selected for publication. The Conference had drawn about 150 participants from different parts of the country.

The NCETCAM' 12 was inaugurated on the 24th February, 2012 in the presence of the distinguished Guests of Honour – Shri Prem K. Thomas, Senior Vice President-HR, Blue Dart Aviation Ltd, Shri M. Ponnusamy, Dean, SIRC, The Institute of Cost Accountants of India.

Prof. S. Vasudevan, Dean-Management Studies, AVIT introduced and welcomed the dignitaries.

Dr. N.R. Alamelu, Principal, AVIT gave the Presidential Address highlighting the importance of such National Level Conferences.

Prof. M. Ponnusamy, Dean, SIRC, Institute of Cost Accountants of India shared his experiences and extolled the need for the having interdisciplinary approach for achieving career growth and success.

Mr. Prem K. Thomas, Senior Vice President, HR, Blue Dart Aviation Ltd gave an insightful address and emphasized the need to have simple approaches in Management.

Mr. J. Raghunathan, CEO, Alletec, AX was the Special Speaker for the Invited Talk Session and he spoke on the Topic “Today and Tomorrow – What does it hold for you?”

Mr. R. Senthamarai thanked the dignitaries for their valuable presence for the inauguration.