



VINAYAKA MISSIONS UNIVERSITY

(Declared under Sec.3 of the UGC Act, 1956)

AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY

(ISO 9001:2008 Certified; Major Courses Accredited by NBA-AICTE, New Delhi)

The Faculty of Computer Applications and Management
Cordially invite you for the

INAUGURATION

of the

First National Conference on Emerging Trends in
Computer Applications and Management

NCETCAM - 2011

On Wednesday, the 30th March 2011, 10.00 am
at the Auditorium

Presidential Address by

Dr. A.S. GANESAN

Honourable Vice-Chairman, VMU

Keynote & Special Address by

Guests of Honor

Dr. N. RAVICHANDRAN

Director Indian Institute of Management, Indore

Shri K. PURUSHOTHAMAN

Regional Director, NASSCOM-Tamil Nadu & Kerala

Dr. N.R.R. SHARAVANAN

General Manager, SYNTEL & Vice-President, Tamil Nadu Association
of SEZ Infrastructure Developers

Felicitation by

Shri S. BASKER

General Manager (Operations), VMU

Prof. S. Vasudevan
Convenor

Prof. P. Karthikeyan
Convenor

Dr.N.R.Alamelu
Principal & Conference Chair

PROGRAMME SCHEDULE

Invocation

Welcome Address

Presidential Address

Inaugural Address

Key-note Address

Special Address

Vote of Thanks



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National Conference on Emerging Trends in Computer Applications and Management (NCETCAM'11)

30th and 31st March 2011

The National Conference on Emerging Trends in Computer Applications and Management – NCETCAM 2011, the first of its kind for the Faculty of Management Studies and Faculty of Computer Applications, Aarupadai Veedu Institute of Technology (AVIT), Paiyanoor was held on 30th and 31st March, 2011 at the Auditorium, AVIT. The aim of the conference was to create a common platform for Academicians, Researchers, Developers and Practitioners to discuss and present various research initiatives and their outcome and experiences.



Prof. S. Vasudevan, Dean Management Studies, Dr. N. Ravichandran, Director, IIM-Indore, Dr. A.S. Ganesan, Vice Chairman, VMU, Mr. K. Purushothaman, Regional Director, NASSCOM, Tamilnadu, Kerala & Pondy, Dr. N.R. Alamelu, Principal, AVIT, Mrs. R. Senthamarai, HoD, Computer Applications

Inauguration of the Conference NCETCAM 2011 – 30th March, 2011



Formal Inauguration by Guest of Honour : Dr. N. Ravichandran, Director, Indian Institute of Management, Indore, Mr. K. Purushothaman, Regional Director, NASSCOM, Tamil Nadu, Kerala and Pondicherry. Dr. A.S. Ganesan, Vice Chairman, VMU, Dr. N.R. Alamelu, Principal, AVIT and Prof. S. Vasudevan, Dean-Mgt. Studies are present.

The two days' National Conference provided an opportunity for the exchange and sharing of experiences, achievements and breakthroughs in the pursuit of research in the domain of Computer Applications and Management. A host of paper presentations by practitioners, academicians, research scholars and students inter-spread with special lectures and invited talks by learned industry experts and academic scholars was the core content of the programme.

• **Schedule of Activities of the Conference**

30th March, 2011	
9.00 am	Registration
10.00 am	<ul style="list-style-type: none"> • Welcome Address by : Dr. N. R. Alamelu, Principal, AVIT • Introduction of Guests of Honour & Reading the Greetings Message of His Excellency Shri Surjit Singh Barnala, Governor of Tamil Nadu by Prof. S. Vasudevan, Dean, Faculty of Management Studies • Presided by : Dr. A. S. Ganesan, Hon'ble Vice Chairman, Vinayaka Missions University Special Address by Guests of Honour <ul style="list-style-type: none"> • Dr. N. Ravichandran, Director, Indian Institute of Management, Indore • Shri. K. Purushothaman, Regional Director, NASSCOM, Tamil Nadu & Kerala • Vote of Thanks by : Mrs. R. Senthamarai, HoD, Faculty of Computer Applications, AVIT
11.20 am	Tea Break
11.45 am	Invited Talks <u>Topic</u> - <u>Distinguished Speakers</u> From Unsystematic Attitude - Dr. Ramanakumar P.V. Kanuri, Dean & Head of Management/Studies, To Systematic Attitude SCSVMV University, Ennathur
12.45 pm	Lunch
1.30 pm	Technical Session 1 –Track A, B, C, D, E, F
4.00 pm	End of Technical Session
31st March, 2011	
9.45 am	Technical Session 2 - Track A, B, C, D
11.15 am	Tea Break
11.45 am	Technical Session 3 – Track A, B, C, D
1.00 pm	Lunch Break
2.00 pm	Valedictory Function Welcome Address : Ms. Sheela Mary, Asst. Professor, Faculty of Management Studies, AVIT Report on the Conference : Prof. S. Vasudevan, Dean, Faculty of Management Studies, AVIT Valedictory Address by Guest of Honour : Capt. V.J. Pushpa Kumar, Director, Indian Institute of Logistics Special Address : Dr. Kalyan Kumar, Director, Academics and University Affairs, Vinayaka Missions University Vote of Thanks : Ms. Sthithi Shamila, Asst. Professor, Faculty of Computer Applications, AVIT
3.30 pm	National Anthem

- **Number of participants and colleges - national and international**

The response to NCETACAM 2011 “Call for Papers” has been overwhelming, considering that this is our first National Conference combining both Computer Applications and Management. We have received **313 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 the papers that satisfied qualitative norms have been selected for publication.

In all **241 authors** have registered for presentation of **141 papers** submitted either individually or jointly representing various colleges across the country and a couple from other countries like UK and Saudi Arabia. In addition, **60 participants** have registered for the event.

- **College that participated in the Conference**

Corporate

SYNTEL, Chennai

Colleges - International

College of Computer, Quassim University, Saudi Arabia	Saudi Arabia
University of Ulster	UK

Colleges - National

Sri Vasavi Engineering College, Department of MCA, Tadepalligudem	Andhra Pradesh
S. V. University Tirupathi A.P. India	Andhra Pradesh
JNTU, Hyderabad	Andhra Pradesh
KITEWCES, Hyderabad	Andhra Pradesh
Rayalaseema University Kurnool A.P. India	Andhra Pradesh
Adikavi Nannaya University A.P.	Andhra Pradesh
JNTUCEH Hyderabad A.P. India	Andhra Pradesh
Dravidian University, A.P.	Andhra Pradesh
Jyothishmathi Institute of Technology and Science	Andhra Pradesh
QIS College of Engineering & Technology, Ongole, Prakasam Dist., A.P	Andhra Pradesh
Nizam Institute of Engg & Tech, Hyderabad, A.P	Andhra Pradesh
Chaitanya Engineering College, Visakhapatnam – 530 041	Andhra Pradesh
Kuppam Engineering College	Andhra Pradesh
JNCDLM College of Engineering, Barnala Road, Sirsa	Haryana
Alva’s Institute of Engineering & Technology, Mijar, Moodbidri, Mangalore	Karnataka
Dr. Ambedkar Institute of Technology	Karnataka
SJBIT, Bangalore.	Karnataka
Sapthagiri College of Engineering	Karnataka
Sinhgad Institute of Business Administration and Research, Pune, Maharashtra	Maharashtra
G.S.MOZE College of Engineering, Balewadi, Pune-411045, Maharashtra	Maharashtra
Institute of Business & Computer Studies, SOA University, Bhubaneswar	Orissa

S.O.A University, Jagamara , Khandagiri , Bhubaneswar -751030, Orissa	Orissa
Aarupadai Veedu Institute of Technology, Chennai	Tamil Nadu
PSN College of Engineering & Technology, Tirunelveli	Tamil Nadu
Jerusalem College of Engineering, Anna University, Chennai	Tamil Nadu
Sri Sai Ram Engineering College, Chennai-600 044, Tamil Nadu	Tamil Nadu
Rajalakshmi Engineering College, Anna University, Chennai-602105	Tamil Nadu
Jaya Engineering College, Chennai	Tamil Nadu
Angel College of Engineering and Technology, Tirupur	Tamil Nadu
Dr. M.G.R. University, Chennai	Tamil Nadu
Vel's University	Tamil Nadu
Hindustan Institute of Technology and Science, Chennai, India	Tamil Nadu
Sri Muthukumar Institute of Technology, Mangadu, Chennai	Tamil Nadu
St. Joseph's College of Engineering, Jeppiar Nagar, Chennai - 600119	Tamil Nadu
SRM University	Tamil Nadu
Dhaanish Ahmed College of Engineering	Tamil Nadu
Sri Chandrasekharendra Saraswathi Viswa Maha Vidyalaya, (University), Enathur	Tamil Nadu
Arulmigu Meenakshi Amman College of Engineering, Vadamavandal, Kanchipuram	Tamil Nadu
Adhiyamaan College of Engineering, Hosur - 635109	Tamil Nadu
A.M.A College of Engg, Vadmavandal, Kanchipuram	Tamil Nadu
CACHET - Melvisharam	Tamil Nadu
Madras University	Tamil Nadu
Sastra University, The Srinivasa Ramanujan Centre, Kumbakonam	Tamil Nadu
Madha Engineering College, Kundrathur, Chennai	Tamil Nadu
Anand Institute of Higher Technology, Kalasalingam Nagar, Kazhipatur, Chennai	Tamil Nadu
Sathyabama University, Chennai, India	Tamil Nadu
Park College of Engineering, Coimbatore, India	Tamil Nadu
Bharath University, Chennai	Tamil Nadu
Easwari Engineering College, Chennai - 89	Tamil Nadu
B. S. Abdur Rahman University, Vandalur, Chennai-48	Tamil Nadu
Thiruvalluvar College Of Engineering & Technology, Vandavasi	Tamil Nadu
RMK Engineering College	Tamil Nadu
Veltech Multitech Engg College, Avadi, Chennai - 62	Tamil Nadu
C. Abdul Hakeem College of Engineering, Melvisharam, Vellore District	Tamil Nadu
S. S. Govt. Arts College, Tiruttani	Tamil Nadu
Saveetha Engineering College, Anna University, Chennai	Tamil Nadu
A.M.A College of Engg , Vadmavandal, Kanchipuram	Tamil Nadu
PRIST University, Thanjavur	Tamil Nadu
Asan Memorial College Of Engineering And Technology	Tamil Nadu
Bengal Engineering & Science University, Shibpur	West Bengal
MCKV Institute of Engineering, Howrah, West Bengal	West Bengal
Sardar Patel College, Chandrapur	West Bengal

Excerpts from the Presidential Address by Dr. A. S. Ganesan, Hon'ble Vice Chairman, VMU.



In today's era of Information Technology and Globalization, the impact of Computer Applications and Management Studies has been tremendous in every industry and activity, not only in our country but across the globe. With the growing competition in every walk of life, it has become an absolute necessity for everyone to keep themselves abreast with the latest developments in research and the results thereon. What had been a practice yesterday, has become obsolete today. Therefore, one needs to continuously upgrade his knowledge and skills to match the requirements of the market and industry. Whether right or wrong, survival of the fittest is the order of the day. Hence, it becomes imperative for everyone to contribute their rich experience, expertise and knowledge with fresh vigor to research activities in order to bring out new ideas, new vistas and new dimensions in their line of activity. It has almost become essential to have an interdisciplinary approach at all levels and in all fields and we strongly believe that it is absolutely vital in the academic pursuit.

I am confident that this NCETCAM 2011 would pave way and create the required platform for all the delegates to share their research findings, debate and discuss the various aspects and trends in Computer Applications and Management which may help in consolidating their ongoing research or else would help in evolving a new path for pursuit in their respective research activities. The deliberations and outcome of this two days Conference would also facilitate the industry through the various applications of these research output.

Dr. Ravichandran, Director, IIM-Indore spoke about IT becoming more compact and powerful. On Management he spoke about Corporate Social Responsibility quoting a transliteration of the Thirukkural - wealth and knowledge if not shared, serves no purpose. He said that environmental issues needed to be self contained, spoke on the importance of empowerment and opined that Management Education was about approving and adopting what worked and was proven in other countries, as well as taking from them concepts that could be applied in the Indian context and improved upon.



Mr. Purushothaman, Regional Director, NASSCOM, Tamilnadu, Kerala & Pondicherry, stressed that marks were just a filter and that students had to aspire to be job ready, that they should identify an opportunity and strategize towards it.



In the invited talk session, Dr. Ramanakumar, Dean, Management Studies, SCSVMV spoke on the theme *“From Unsystematic Attitude to Systematic Attitude.”* He laid emphasis that everyone should have self-belief and should focus on the goal to achieve it, fighting out all the obstacles that may come on the way. He presented excellent inspiring videos to drive home his view points.

The technical sessions had chairpersons from the industry as well as academicians from various reputed institutions.

The papers presented at the Technical Sessions in different Tracks of the Conference covered the following topics:

Computer Applications

- Fuzzy logic
- Cloud computing
- Nano computing
- Grid computing
- Distributed Data warehousing
- Image/Speech Processing
- Medical Diagnostics
- Defense
- Next generation networks
- Security in IT outsourcing

Business Management

- Supply Chain & Logistics Management
- Entrepreneurship
- Customer Relationship Management
- Global Marketing
- Brand Management and Retail Management
- Labour Legislation & Leadership Effectiveness
- Performance Management
- Security Analysis Portfolio Management
- Financial Derivatives and Risk Management

Computer Applications and Management

- Enterprise Resource Planning
- Business Intelligence
- E-Business
- M-Commerce
- E-Value based Management System
- Project Management System
- Business Process Reengineering and Information System
- Green IT and Corporate Responsibility
- Cyber Crime and Cyber laws

Release of the Conference Proceedings



Prof. S. Vasudevan, Dean Management Studies, Dr. N. Ravichandran, Director, IIM-Indore, Dr. A.S. Ganesan, Vice Chairman, VMU, Mr. K. Purushothaman, Regional Director, NASSCOM, Tamilnadu, Kerala & Pondy, Dr. N.R. Alamelu, Principal, AVIT, Mrs. R. Senthamarai, HoD, Computer Applications

