

ADVISORY COMMITTEE

Chief Patrons

Dr. T.S.K. MEENAKSHISUNDARAM, Managing Trustee
Padmashri. Dr. P.R. KRISHNAKUMAR, Chancellor

Patrons

Dr. PREMAVATHY VJAYAN, Vice Chancellor
Dr. S. KOWSALYA, Registrar

President

Dr. A. PARVATHI, Dean, Faculty of Science

Convenor

Dr. V. RADHA, Professor & Head, Department of Computer Science

Conference Secretaries

Dr. S.N. GEETHA LAKSHMI, Professor
Dr. B. KALPANA, Professor
Dr. R. VJAYABHANU, Assistant Professor
Dr. G. SUDHAMATHY, Assistant Professor

Organizing Team

Dr. G. PADMAVATHI, Professor
Dr. VASANTHA KALYANI DAVID, Professor
Dr. I. ELIZABETH SHANTHI, Professor
Dr. P. SUBASHINI, Professor
Dr. N. VALLIAMMAL, Assistant Professor
Dr. V. SRIVIDYA, Assistant Professor
Dr. B. SAROJINI, Assistant Professor
Dr. M. KRISHNAVENI, Assistant Professor
Dr. S. ANITHA, Assistant Professor
Mrs. V. RACHEL, Assistant Professor
Dr. N. SRIDEVI, Assistant Professor
Dr. M. THILAGU, Assistant Professor
Mrs. J. LAVANYA BLESSY VETHANAYAGI, Assistant Professor
Ms. S. RAMA MERCY, Assistant Professor
Dr. S. VISALAKSHI, Assistant Professor
Dr. G. GEETHA, Senior Technical Assistant
Dr. D. MATHIVADHANI, Senior Technical Assistant

Technical Support

Dr. C. MEENA, Senior Systems Analyst
Mrs. G. JAYAGOURI, Systems Administrator

Queries can be addressed to the Conference Secretaries:

Dr. S.N. Geetha Lakshmi, Professor	+91 9789774236
Dr. B. Kalpana, Professor	+91 9486447430
Dr. R. Vijayabhanu, Assistant Professor	+91 9865623259
Dr. G. Sudhamathy, Assistant Professor	+91 9840462438

Phone: 0422 - 2438381

Email: aducsmac2018@gmail.com

Registration copy can be downloaded from Events Corner of
www.avinuty.ac.in

PLENARY SPEAKERS

Keynote Address



Dr. VIVEKANANDAN SURESH KUMAR,
Professor,
School of Computing and Information
Systems,
Faculty of Science and Technology
Athabasca University, Edmonton, Canada.
Topic: "Analytics to transform Higher Education
Learning and Teaching"



Mr. SAJEEV MADHAVAN,
Director of Architecture,
Oracle,
San Francisco Bay Area, USA
Topic: "Audience Discovery & Targeting Using
Social Networks"



Mrs. JAYASHREEE SRIDHARAN,
Assistant Vice President,
Cognizant Technology Solutions,
Bangalore, India
Topic: "SMAC-It's Impact: A Peep into 2020"



Mr. THIRUCHENDHIL ARASU,
IT Director, QE - Performance Engineering
Dell Innovation and Technology,
Bangalore, India
Topic: "E2E User Experience (UX) through
Performance Engineering"



Mrs. GEETHA PAULMANI,
Agile Transformation Lead - Asia Pacific,
Ford Motor Company,
Chennai, India
Topic: "Analytics in Researcher Competence
Development"



ज्ञान-विज्ञानं विमुक्तये
University Grants Commission
New Delhi - 110 002



Avinashilingam
Institute for Home Science and Higher Education for Women
University
(Estd. u/s 3 of UGC Act 1956)
Coimbatore-641 043, Tamil Nadu, India
Deemed University under Category 'A' by MHRD
Re-accredited with 'A' Grade by NAAC
Recognised by UGC under section 12 B



स्वल्पमेव ज्वरते
Department of Science and Technology (DST)
DST

UGC & DST-CURIE Sponsored

International Conference on SMAC

- Reshaping the Future

9th February 2018

In Commemoration of
Diamond Jubilee Year



Organised by

Department of Computer Science
Avinashilingam Institute for Home Science
and Higher Education for Women,
Coimbatore - 641043

Venue: Hi-Tech Seminar Hall

ABOUT THE UNIVERSITY

Avinashilingam Institute for Home Science and Higher Education for Women, established by the great patriot and philanthropist Dr. T.S. Avinashilingam in the year 1957, aims to provide higher education of global standards to women. The University seeks and adopts innovative practices to improve the quality of higher education on a consistent basis. The University functions under seven faculties namely, Home Science, Science, Humanities, Education, Business Administration, Engineering, Community Education and Entrepreneurship Development. The University has made giant strides in the quest for women's education. While carefully preserving the traditional practices and Indian culture, it has constantly strived to adopt, embrace and stay abreast of the latest technologies.

DEPARTMENT OF COMPUTER SCIENCE

The Department of Computer Science, established in the year 1988, is known for its active research, academics and development. The Department has qualified dynamic faculty members specialized in different domains of Computer Science, committed to academic excellence. The Department to its credit has several projects funded by organisations like UGC, AICTE, DRDO and DST worth nearly Rs. 3 Crores. Our recruiters include CTS, TCS, WIPRO, Capgemini, Infosys to name a few. It has been the constant endeavour of the department to closely link academia and industry by interactions through seminars, workshops, internships and projects. Apart from academics and research, the department leads in rendering service through community outreach programmes.

SMAC - WHAT, WHY and MORE...

SMAC (Social, Mobile, Analytics and Cloud) is a collaboration of multiple disruptive technologies and it is believed that the convergence of these four pillars of technology would lead to an outburst of opportunities, enabling businesses to take a leap forward towards advancement. SMAC creates an ecosystem that allows the business to improve its operations and get closer to the customer with minimal overhead and maximum reach.

Recent years have seen an explosive emergence of the SMAC era, which is a combination of Social, Mobility, Analytics and Cloud Computing. The use of social networking and mobility is growing rapidly to collaborate and seamlessly connect at different levels of the extended enterprise. While analytics gives enterprises the competitive edge, the consolidation of cloud and analytics further helps in better storage, interpretation and processing of data to meet client needs. The deployment of SMAC in IT sector not only enhances the decision making capability but also allows them to rollout new unchecked business models and increases their reach to customers. This conference aims to discuss the length and breadth of SMAC technologies, the impact on a global context, state of their adoption by the industry and the road ahead.

CALL FOR PAPERS

We invite participants to present papers on topics related to SMAC, but not limited to the following:

1. Social Mobility Analytics and Cloud
2. Social Media and Mobile Computing
3. SMAC: Business challenges and solutions
 - Social Media Networks
 - Business Models
4. Analytics and Cloud Computing
 - Big Data Analytics & Management
 - Machine Learning Techniques
 - Unstructured and Semi-structured Data Mining
 - Internet of Things (IoT)
 - Cloud Computing
 - Business Analytics

REGISTRATION FEE

Student Authors / Academicians / Corporate Members	INR 1,500
Foreign Authors	USD 50
Attendees	INR 1000 / USD 50

GUIDELINES FOR PAPER SUBMISSION

Prospective authors are encouraged to submit high quality research papers for presentation at the Conference. The papers should not have been published elsewhere and should be original research work. Authors are requested to submit their manuscripts in Word format not exceeding 8 pages in A4 size by email to adusmac2018@gmail.com. The manuscript has to be in standard IEEE template and checked for plagiarism. All submission will be handled electronically and submitted papers will be peer reviewed by domain experts.

At least one of the authors should register to participate in the conference. Peer reviewed and selected papers will be published in UGC approved International Journal of Theoretical and Applied Sciences. Registration is compulsory for participation in the Conference.

Any one of the authors is expected to present the paper in the Conference. The authors who are unable to attend the Conference can present the paper on skype.

IMPORTANT DATES

Full Paper Submission	15 th December 2017
Acceptance Notification	3 rd January 2018
Registration	10 th January 2018
Date of Conference	9 th February 2018

MODE OF PAYMENT

Registration Fee may be paid through Demand Draft / RTGS. DD should be drawn in favour of "The Registrar, Avinashilingam Institute for Home Science and Higher Education for Women", Payable at Coimbatore.

RTGS can be done as per the following details:

Name of the Account Holder: The Registrar	Bank Name: Indian Bank
Branch Name: ADUC Branch	IFSC Code: IDIB000A005
Type of Bank Account: Saving Bank	Bank Code: CBS00220
Account Number: 6010310202	MICR Code: 641019012

On the spot registrations will be done on cash payment only for non-author attendees.



ज्ञान-विज्ञान विमुक्तये
University Grants Commission
New Delhi - 110 002



Avinashilingam
Institute for Home Science and Higher Education for Women
University
(Estd. u/s 3 of UGC Act 1956)
Coimbatore-641 043, Tamil Nadu, India
Deemed University under Category 'A' by MHRD
Re-accredited with 'A' Grade by NAAC
Recognised by UGC under section 12 B



सत्यमेव जयते
Department of Science and Technology (DST)
DST

UGC & DST-CURIE Sponsored

International Conference on SMAC

- Reshaping the Future

9th February 2018

REGISTRATION FORM

Name:

Qualification:

Designation:

Institution:

Communication Address:

Email-Id:

Mobile No.:

Bank Details:

Demand Draft RTGS

DD No. Acc. No.

Date: Date:

Bank:

Amount:

Declaration

The given information is true to the best of my knowledge. I agree to abide by the rules and regulations governing the programme.

Place:

Date:

Signature of the Participant



Avinashilingam
Institute for Home Science and Higher Education for Women
University
(Estd. u/s 3 of UGC Act 1956)
Coimbatore-641 043, Tamil Nadu, India
Deemed University under Category 'A' by MHRD
Re-accredited with 'A' Grade by NAAC
Recognised by UGC under section 12 B

UGC & DST-CURIE Sponsored
International Conference on SMAC
- Reshaping the Future
9th February 2018
REGISTRATION FORM

Name:

Qualification:

Designation:

Institution:

Communication Address:

Email-Id:

Mobile No.:

Bank Details:

Demand Draft

RTGS

DD No.

Acc. No.

Date:

Date:

Bank:

Amount:

Declaration

The given information is true to the best of my knowledge. I agree to abide by the rules and regulations governing the programme.

Place:

Date:

Signature of the Participant