

PRESENTS



**NATIONAL  
RESEARCH  
CONFERENCE  
2018**

On

**Digital Innovation :  
Meeting the Business Challenges**

**23<sup>rd</sup> & 24<sup>th</sup> Feb 2018**



## CONFERENCE THEMES AND SUB-THEMES

### TECHNOLOGY AND TRENDS

- Internet of Things (IoT)
- Cloud Computing
- Big Data
- Mobile Applications
- Social Media Computing
- Social Computing

### WEB ANALYTICS

- Advances in Web Analytics
- Legal Issues in Web Analytics
- Customization of Web Analytics
- Cyber Intelligence
- Risk Assessment and Management

### INTELLIGENT SYSTEMS

- Artificial Intelligence
- Fuzzy Logic
- Sentiment Analysis
- Data Mining
- Agents and Multi-agents system
- Ambient Intelligence

### SOCIAL MEDIA

- Advances in Social Media
- Security in Social Media
- Social Media and Big Data Analysis
- Branding and e-marketing
- Social Network analysis
- Digital Contents
- Social and Digital Inclusion
- Digital Trust and Reputation
- Measurement of Social Media outcomes

### E-BUSINESS

- e-Business Ontologies and Models
- e-Commerce Application Fields
- e-Commerce Economics
- e-Commerce Services
- Digital Marketing
- Enterprise Resource Planning
- Data Analytics
- Virtual Organizations
- Business Intelligence
- Web Analytics

### E-LEARNING

- E-learning tools
- Mobile Learning
- E-learning organizational issues
- Gamification
- Collaborative Learning
- Education System Design
- Virtual Learning Environment
- Web-based Learning
- Delivery Systems and Environment
- Curriculum Content Design

## CONFERENCE HIGHLIGHTS

Selected Papers will be published in various National & International Journals | Selected researchers will get opportunity to present the papers in the conference | Selected researchers work will be published in ASMA Annual Trend Study 2018 | Best Paper in each category | Various workshop will be arranged during the event

## IMPORTANT DATES

Submission of Abstracts	5 Jan 2018	Submission of Full Paper	29 Jan 2018
Acceptance of Abstract	12 Jan 2018	Acceptance of Full Paper	2 Feb 2018
Last Date of Registration	5 Feb 2018		

## REGISTRATION & FEES

Industry Professionals	₹ 4500 /-	Academicians	₹ 2500 /-
Research Scholars	₹ 1500 /-	Students	₹ 750 /-
Paper In Absentia	₹ 3500 /-		

**For Registration: Log into [www.easychair.org](http://www.easychair.org) (DIGECON-2018)**

## CONTACTS

**Dr. Tanmoy De**  
Conference Co-Convener SIBM Hyderabad  
E-mail: [tanmoy.de@sibmhyd.edu.in](mailto:tanmoy.de@sibmhyd.edu.in)  
Mob.: +91 79783 23564  
[www.sibmhyd.edu.in](http://www.sibmhyd.edu.in)

**Dr. V. K. Satya Prasad**  
Conference Co-Convener SIBM Hyderabad  
E-mail: [vk.satyaprasad@sibmhyd.edu.in](mailto:vk.satyaprasad@sibmhyd.edu.in)  
Mob.: +91 99495 92209  
[www.sibmhyd.edu.in](http://www.sibmhyd.edu.in)

**Ms. Preeti Makde**  
Conference Coordinator ASMA  
E-mail: [events@asmaindia.in](mailto:events@asmaindia.in)  
Mob.: +919158067979  
[www.asmaindia.in](http://www.asmaindia.in)