



Recent Conference Paper Publications

1. Mr. R. Mageshwaran, Mr. Manjunath .B, “Impact of knowledge management on competitive advantage”, *7th National conference on computing for Nation Development Indiacom-2013*, Bharati Vidyapeeth’s Institute of Computer Applications and management (BVICAM), New Delhi, India, March 2013.
2. Dr. Vinayaka Murthy M , Mrs. Udaya Rani V and Mrs. Sarada B, “Customer Relationship Management Using Data Mining Technique”, *National Conference on Computing Technologies and Trends* , R L Jalappa Institute of Technology, Bangalore, March, 2013
3. Mrs. G. Sasikala, “Cloud Computing Evaluation – How it Differs to Traditional IT outsourcing”, *Proceedings of the National conference Research on Techman12*, Acharaya IT, Bangalore, India, 2012.
4. Mr. R. Mageshwaran, Mr. Manjunath .B, Mr. M. Parthasarathi, “Agile Project Management methods for successful IT projects Implementation” - *National Conference on Software Engineering and Applications*, Sacred Heart College and sponsored by UGC, Tirupattur, Tamil Nadu, 2012
5. Mrs. K. Vijayalakshmi, “Analytical Study in Optimization of Web usage mining – In Graph based perspective”, *National Conference on Advanced Computing Technologies organized by PG Department of Computer Applications*, Vidyasagar College of Arts & Science, Tamil Nadu, 2011.
6. Mr. R. Mageshwaran, Mr. Manjunath .B, ” Determining a Realistic Scope Upfront – A Key to IT Project Success” *4th International Conference on Software engineering, Asia-pacific*, (Karunya University), Coimbatore, 2010.
7. Mr. R. Mageshwaran, Mr. Manjunath .B, “Role of Use Cases Modeling in Requirements Engineering and its Impact on Software Process Improvement”, *National Conference on IT & BT Projects, symbiosis technologies & VM4 Research India*, Pune, 2010.
8. Dr. Vinayaka Murthy .M, Dr. P. K. Srimani, “Oscillatory Instability in a Mushy Layer during the Solidification of Binary alloys in a modulated and Unmodulated Environments”, *National conference on Emerging Trends in Fluid Mechanics and Graph Theory*, Chirst University, Bangalore, 2010.
9. Dr. Vinayaka Murthy .M, Dr. P. K. Srimani, “The Phenomenon of Plume Convection Mushy Layers in Modulated and Unmodulated Environments”, *International Conference on Mathematical Modelling and Non-linear Equations*, B. N. M. I. T, Bangalore, 2010.

10. Dr. Vinayaka Murthy .M, Mrs. Udaya Rani V, Dr. P. K. Srimani, “Data Mining Technique in E – Government Construction”, *International Conference on Convergence of Science and Engineering in Education and Research A global Perspective in the New Millennium – ICSE – 2010*, Dayananda Sagar Institutions Bangalore, 2010.
11. Dr. Vinayaka Murthy .M, Mrs. Udaya Rani V, “Cloud computing – A Business Perspective”, *International Conference on Convergence of Science and Engineering in Education and Research A global Perspective in the New Millennium – ICSE – 2010*, Dayananda Sagar Institutions Bangalore, 2010.
12. Dr. Smitha Rao. M. S, “Technology Assisted Contextualized Collaborative Learning Environment (TACCLE)”, *Learning International Networks Consortium (LINC)*, MIT, Cambridge, USA, 2010.
13. Mrs. K. Vijayalakshmi, “Analysis of scalability factors in Data mining – Graph Based perspective”, *National conference on Current Trends in Advanced Computing (CTAC'10)*, Kristu Jayanti college of Management & Technology, Bangalore, 2010.
14. Mrs. Revina Rebbeca, “Web Mining –A Survey”, *National conference on “Emerging optimization Techniques in IT, Oxford college of Engineering, NCEOT- 10*, Bangalore, 2010.
15. Mrs. Revina Rebbeca, “Introduction to Cloud Databases”, *National conference on “Cloud computing and Network Security, RMK Engineering college, CCNS -12*, Tamil Nadu, 2010.