



# SRII-India ICSEM 2012



**3rd International Conference  
on Services  
in Emerging Markets  
Dec 12-15, 2012  
Infosys Campus, Mysore,  
Karnataka, India.**

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Day 1: Wednesday December 12<sup>th</sup>

Time	Duration	Activity
0800 – 0900	60	Breakfast (Floating Restaurant)
0900 – 0915	15	Welcome / intros (MG Audi , Infosys Leadership Institute /ILI)
0915 – 0945	30	Tutorials overview (common session) (MG Audi , ILI)
0945 – 1045	60	Tutorials 1 2 3 4 in parallel (JAWAHARLAL NEHRU, MOTHER TERESA, NELSON MANDELA, M. G. AUDITORIUM- ILI)
1045 – 1110	25	Break @ILI
1110 – 1240	90	Tutorials 1 2 3 4 contd.in parallel (JAWAHARLAL NEHRU, MOTHER TERESA, NELSON MANDELA, M. G. AUDITORIUM- ILI)
1240 – 1400	80	Lunch (Floating Restaurant)
1400 – 1530	90	Tutorials 4 5 6 7 8 (JAWAHARLAL NEHRU, MOTHER TERESA, NELSON MANDELA, M. G. AUDITORIUM- ILI, Viswesvayara)
1530 – 1555	25	Break@ ILI
1555 – 1725	90	Tutorials 4 5 6 7 8 parallel contd. (JAWAHARLAL NEHRU, MOTHER TERESA, NELSON MANDELA, M. G. AUDITORIUM- ILI, Viswesvaraya)
1725 – 18-55	90	Innovation Challenge Presentations by Students – Part 1 (M G Auditorium)

<b>1725-1800</b>	60	SRII Asia Meeting (Jawaharlal Nehru)
<b>19:00-20:00</b>	60 minutes	Networking (ILI outside MG Audi) (Light snacks)
<b>20:00 onwards</b>		Dinner (Floating Restaurant)

### Tutorials

1. IAAS Cloud Computing Detailed Walkthrough (Mother Teresa)
2. Writing Android Applications (M G Auditorium)
3. IT Service Management including openStack and Cloud Standardization for IT Services (Jawaharlal Nehru)
4. Technologies for Cross Enterprise Collaboration (Nelson Mandela)
5. Architecting People Connected Government with Singapore example (Mother Teresa)
6. HTML5 based security for Web (Jawaharlal Nehru)
7. Hands On Workshop on Design Thinking with Detailed Walkthrough (Visweswaraya)
8. Big Data with Hadoop and Hive (M G Auditorium)

### Conference Day 2: Thursday December 13<sup>th</sup> (M G Auditorium, ILI Mysore)

Time	Duration	Activity
<b>0800 – 0900</b>	60	Breakfast
<b>0900 – 0915</b>	15	Welcome / intros: Kris Singh
<b>0915 – 0945</b>	30	Opening Keynote #1: Subu Goparaju, Infosys Labs
<b>0945 – 1005</b>	20	SRII Initiative (Kris Singh)
<b>1005 – 1035</b>	30	Keynote #2 : Ajit Singh, Artiman ventures
<b>1035 – 1055</b>	20	Coffee Break
<b>1055 – 1215</b>	80	Panel : HealthCare IT
<b>1215 – 1330</b>	75	Lunch
<b>1330 – 1400</b>	30	Keynote#3: Prof. Anil Gupta, National Innovation Foundation
<b>1400 – 1520</b>	80	Egovernance Panel
<b>1520 - 1550</b>	30	Tea Break
<b>1550 -- 1620</b>	30	Keynote #4: Vijay Anand, Intuit India
<b>1620 -- 1750</b>	90	Panel : Cloud/mobility
<b>17:50-18:50</b>	60	Innovation Challenge by Students – Part 2
<b>19:00-20:00</b>	60	Evening Snacks/Networking /Innovation Showcase Part 1 for Startups

20:00 onwards

Dinner (Floating Restaurant)

### Conference Day 3: Friday December 14<sup>th</sup>

Time	Duration	Activity
0800 – 0900	60	Breakfast
0900 – 0915	15	Welcome / intros
0915 – 0945	30	Keynote #5: Sam Pitroda, Govt of India
0945 – 1015	30	Keynote #6: Sangita Reddy , Apollo Hospitals
1015 – 1035	20	Coffee Break
1035 – 1200	85	Australia-India Services roundtable
1200 – 1300	60	Papers in Parallel (Session 1, 2 , 3, 4)
1300 – 1400	60	Lunch ILI
1400 – 1430	30	Keynote #7: Narayana Mandaleeka, TCS
1430 – 1530	60	Panel : IT in agriculture
1530 – 1600	30	Break
1600 – 1630	30	Keynote #8: Rajeeb Hazra, Intel
1630 – 1745	75	Panel : EU-India collaboration
1745 - 2000	135	Evening Snacks/Networking /Innovation Showcase Part 2 for Startups
2000 onwards		Dinner @ Floating Restaurant

### Conference Day 4: Saturday December 15<sup>th</sup>

Time	Duration	Activity
0800 – 0900	60	Breakfast
0900 – 0915	15	Welcome / intros
0915 – 0945	30	Keynote #9: Rakesh Singh, Citrix India
0945 – 1005	20	Keynote #10: Shreesha Kadambi, Watson Team, IBM India
1005 – 1120	75	Panel: Big Data/Analytics
1120 – 1140	25	Break
1140 – 1300	80	Panel : IT in education
1300 – 1400	70	Lunch
1400 – 1530	90	Papers #2 (parallel sessions) Sessions 5 6 7 8
1530 – 1600	30	Conference summary (Simon/Srini)
1600 – 1615	30	Awards
1615 – 1645	30	Closing remarks (Kris Singh)
1645 – 1745	60	Networking with Snacks

18:30

Bus Leaves for Bangalore

## Papers Sessions

<b>14th-Dec</b>	<b>1200-1300</b>	
<b>Session 1</b>	Visweswaraya	
<b>Cloudlet-based Multi-lingual Dictionaries</b>	1200-1225	Vamsi Subhash Achanta, Nishanth Talanki Sureshababu, Veena Thomas, M Lakshmi Sahitya and Shrisha Rao
<b>Social network evolution: A case study of UK directors</b>	1225-1250	Azar Shahgholian, Babis Theodoulidis and Uttam Bansal
<b>Analysis and detection of modern spam techniques on social networking sites</b>	1250-1305	Krishna Chaitanya, Dylan Herts, Juan Pablo and Harigopal Ponnappalli
<b>Session 2</b>	Mother Teresa	
<b>A Method to Engage Employees using Gamification in BPO Industry</b>	1200-1220	Basanth Kumar Neeli
<b>Application of Gamification to New Hire Onboarding</b>	1220-1240	Mohit Garg and Krishna Depura
<b>A Decision Support System for Employee Healthcare</b>	1240-1300	Chinmoy Mukherjee, Komal Gupta and Rajarathnam Nallusamy
<b>Session 3</b>	Nelson Mandela	
<b>UNNOTI: Toolkit for Rural Service Modeling</b>	1200-1225	Dipankar Deb, Aditya Ghose and Nabendu Chaki
<b>Application of Value Based Requirement Prioritization in a Banking Product implementation</b>	1225-1240	Sheetal Swaroop Payyavula, Sachin Shrikant Jahagirdar and Manish Kumar
<b>New Model on Cluster Competitiveness in Tourism Industry</b>	1240-1255	Sancharan Roy and Dr. Sheelan Misra
<b>Session 4</b>	Jawaharlal Nehru	
<b>ICT Solution for Managing Electronic Health Record in India</b>	1200-1225	Sweta Avinash and Deepak Palasamudram

<b>Technology Independent UI Framework for Service Providers</b>	1225-1240	Allahbaksh Mohammedali Asadullah, Venkataraman Sridhar Subramaniam and Deepak N Hoshing
<b>A Framework for Optimizing Effort in Testing System of Systems</b>	1240-1355	Padmalochan Bera and Anjaneyulu Pasala
<b>15th-Dec-2012</b>	1400-1530	
<b>Session 5</b>	Jawaharlal Nehru	
<b>Bridging Institutional Voids Through New Services: Case Studies and Analysis</b>	1400-1425	A S Ashwin
<b>Bridging the Economic Divide through Service Innovations</b>	1425-1450	Jai Ganesh
<b>Managing risks in financial markets_ A market simulation approach</b>	1450-1515	Olukorede Eliza Abioye, Babis Theodoulidis, David Diaz, Georgios Dimitrakopoulous, Nikolaos Kavroulakis and Stuart Hyde
<b>Exploiting the value of shared services</b>	1515-1530	Manish Godse
<b>Session 6</b>	Nelson Mandela	
<b>Credit Based Micro Licensing Scheme for Digital Services</b>	1400-1425	Ina Jain, Nitin Singh Chauhan and Ashutosh Saxena
<b>Customer Experience Management</b>	1425-1450	Sachin Parandker and Doji Lokku
<b>Shopping Path Assistor</b>	1450-1515	Satyabrata Pradhan, Swapna Sourav Rout, Kishore Jonna and Radha Krishna Pisipati
<b>Security considerations in integrating the fragmented, outsourced, ITSM processes</b>	1515-1530	Seshu Kumar Adiraju
<b>Session 7</b>	Mother Teresa	
<b>Cloud Based Next Generation Service and Key Challenges</b>	1400-1425	Santonu Sarkar, Rajeshwari Ganesan, Manish Srivastava and Sharada Dharmasankar

<b>Enhancement of Hadoop Clusters with Virtualization Using the Capacity Scheduler</b>	1425-1450	Aparna Raj, Kamaldeep Kaur, Uddipan Dutta, Sandeep Venkat and Shrisha Rao
<b>Hadoop Compatible Framework For Discovering Network Topology and Detecting Hardware Failures</b>	1450-1515	Anusha Ventrpragada, Manepalli V Prabha Satya, Raja Vidya Varsha, Sheeba Samuel, Shwetha M and Shrisha Rao
<b>Aggregating Bills and Invoices on Cloud for Anytime Anywhere Access: A Sustainable System</b>	1515-1535	Shilpi Jain and Allahbaksh Mohammedali Asadullah
<b>Session 8</b>	Visweswaraya	
<b>Process Modelling challenges in Emerging economies : A case of citizen services in India</b>	1400-1425	Sukriti Goel and Sushrut Vaidya
<b>Quality Models for Outsourced Business Services</b>	1425-1450	Vikram Jamwal and Hema Meda
<b>Visibility of End-to-End business process in case of execution in multiple applications</b>	1450-1515	Gonzalo Miguel Mejía Fernández, Atul Mrinal Dubey, Sheetal Swaroop Payyavula and Manish Kumar
<b>Structured Method for Business Process Improvement</b>	1515-1530	Md. Maaz and Manish Kumar

#### Accepted Student Innovation Challenge Entries

Submission Number	Author	Title
<b>33</b>	Yamini Goyal, Anshul Jain, Dhananjay Dass and Sahil Jindal	Bluethooth Aided Cardiography.
<b>40</b>	Dr. Mydhili K.Nair, Padmashree Bhat, Priyam Borkotoky, N.Shashwathi, Suhas K	Smart Farming : Towards A Tech- Empowered Indian Agriculture.
<b>84</b>	Madasamy Balakrishnan and	Wide range data mining application

	Jebamalartamilselvi Jeyaraj.	framework using IT decision making.
<b>85</b>	Akanksha Agrawal, Mayank Gupta, Amit Bansal, Garima Natani and Mahesh Bundele	Design and Implementation of Crop Security System through Remote Sensing.
<b>86</b>	Kishore Kumar, Kiran Kumar, Kishore R and Deepak M	Vending Urban Train Tickets Using Mobile Application.
<b>87</b>	Sonali Joshi	Automatic real time vehicular pollution monitoring system with vehicle's owner identification and fine levy system in case of emission exceeding legal norms.
<b>109</b>	Abhishek Tiwari, Shashank Tandon, Ankit Verma and Saurav Dubey	Speech Recognition.
<b>110</b>	Aarushi Garg, Alisha Jain and Harmanpreet Kaur Benipal	Where Am I.
<b>119</b>	Rama Singh	Comparative Study of Image Restoration Methods.
<b>124</b>	Ayan Dey and Sudipta Roy	An Automatic Online Blood Testing Machine (AOBTM).
<b>131</b>	Siddhesh Undirwadkar, Keerthi Damaraju and Rohan Kajgaonkar	Data analytics as a customer retention tool.
<b>132</b>	Prem Srinivas Sriram and Varun Mohan	Applying emerging technological trends in ecommerce to improve customer satisfaction and penetration.
<b>135</b>	Priyamvada Yadav and Swati Singh Rathore	Proposed Model for Effective Tracking under Routine Immunization- Integrating Mother and Child Tracking System and Barcode Technology .
<b>141</b>	Sruti Dhara	Blood Bank Management Software .
<b>144</b>	Arup Roy Chowdhury, Vishal Sinha and Binoy Varghese	Fleet management system- A low cost, accurate and reliable solution.