

D I A S



27 March

2010



ON
TECHNO TRYST 2010:
Information Technology
Driven Organizational Changes

DELHI INSTITUTE OF ADVANCED STUDIES

Plot No.6, Sector 25, Rohini, Delhi 110 085

NATIONAL CONFERENCE



ABOUT THE ORGANIZERS

DIAS established by Shri Laxman Das Sachdeva Memorial Educational Society, is a dynamic and growth oriented institution imparting professional education in the field of Management and Information Technology. The Institute provides comprehensive learning environment through seminars, interface programmes, industrial visits etc. to help students build multidimensional personality and broaden their horizon.

OUR VISION

We strive to provide a dynamic learning environment for imparting holistic education that inculcates professional excellence induces competitive spirit, instills leadership quality to carve a niche in the changing global scenario.

OUR MISSION

"DIAS believes in learning to excel and excelling to serve". The aim of the Institute is to develop a unique culture that seeks to scale heights of glory through ethics, passion and perseverance. The guiding philosophy of the Institute is to enhance team spirit, integrity and commitment to serve the cause of humanity. To excel in the field of Information Technology and add value to the organization by applying the best of technical and analytical skills.

INTRODUCTION

"Information technology and business are becoming inextricably interwoven. I don't think anybody can talk meaningfully about one without talking about the other". -Bill Gates - Microsoft Founder

Proliferation of technology in the central system of corporate offices has been remarkable in last few decades. Computers originally a legacy of scientific organizations has widened its horizon and touched the enterprises, miraculously enhancing the efficiency and bringing huge profits to the business.

The impact of information technology have significant effects on the structure, management and functioning of most organizations. It demands new patterns of work organization and effects individual jobs, the formation and structure of groups, the nature of supervision and managerial roles. Information technology results in changes to lines of command and authority, and influences the need for reconstructing the organization and attention to job design. Computer based information and decision support systems influence choices in design of production or service activities, hierarchical structures and organizations of support staffs. Information technology may influence the centralization/ decentralization of decision making and control systems. New technology has typically resulted in a flatter organizational pyramid with fewer levels of management required. The importance of effective management of technical change has been highlighted by recent and continuing

developments in IT. Although the term IT originated in the computer industry, it extends beyond computing to include telecommunications and office equipment.

In the emerging global economy, e-commerce and e-business have increasingly become a necessary component of business strategy and a strong catalyst for economic development. The integration of information and communications technology (ICT) in business has revolutionized relationships within organizations and those between and among organizations and individuals. With developments in the Internet and Web-based technologies i-marketing have a broader scope because it not only refers to the Internet, e-mail, and wireless media, but it includes management of digital customer data and electronic customer relationship management systems. Most companies collect, refine and deduce massive quantities of data. Business intelligence, typically drawn from an enterprise data warehouse, is used to analyze and uncover information about past performance on an aggregate level. Data warehousing and business intelligence provide a method for users to anticipate future trends from analyzing past patterns in organizational data. Data mining is more intuitive, allowing for increased insight beyond data warehousing.

Information Technology (IT) and its applications in organizations have changed dramatically in the last decades. The use of information technology in organizations is inevitable. IT has evolved from a strictly supporting role in the office to a competitive weapon in the marketplace and a new channel for conducting business. The information technology role in business sector certainly is of a great importance, which enables businesses to effectively and successfully plan, manage, execute strategies which lead to profit. The combination of increasing capabilities to process information and the decreasing costs of this technology has resulted in a broader range of computer applications in organizations.

OBJECTIVE

The conference intends to be a confluence of academicians ,researchers ,consultants and practitioners. The seminar shall provide a platform to deliberate on the impact of information technology on business , as several advancements are focused on to be implemented in various business processes. The focus of the seminar is to highlight the following aspects:

- (I) Penetration of IT in each activity of corporate life
- (ii) Various methods to improve efficiency and effectiveness of information system in an organization.
- (iii) Technological aspect of activities undertaken by group of individuals to gain electronic access to information system
- (iv) All legal, marketing and management perspectives of Information revolution
- (v) Emerging challenges and opportunities of information system
- (vi) Areas in which research and development is required

KEY FOCUS AREAS

In today's ever-evolving global economy, the question no longer is how can IT be better aligned with business, but how can business and technology be better aligned with each other. So, the phases of IT/Business Alignment Cycle forms the core theme of the seminar to deliberate on the organizational changes influenced by IT. The cycle encompasses following phases:

Plan : Translating business objectives into measurable IT services. The plan phase helps close the gap between what business managers need and expect and what IT delivers. It includes:

- Software Engineering
- Enterprise Resource Planning
- Object Oriented Software Engineering

Model: Design infrastructure to optimize business value .The model phase identifies resources needed to deliver IT services at committed service levels. This phase involves mapping IT assets, processes, and resources back to IT services, then prioritizing and planning resources that support those business critical services. It covers:

- Database Management
- Data warehousing
- Data Structuring

Manage: Drive results through consolidated service support The manage phase enables the IT staff to deliver promised levels of service. It consists of :

- 4GL/5GL
- Cluster Computing
- Network Management Techniques
- Web Technologies
- E-Business
- Artificial Intelligence
- Geographic Information System
- Multimedia
- Embedded Systems
- Web Application
- Cyber Security
- Cyber Law
- Biometrics
- Cryptography

Measure: Verify commitments and improve operations. The measure phase improves cross-organization visibility into operations and service level commitments. It involves.

- Business Intelligence Tools
- Software Verification & Validation Techniques
- Software Testing

RELATED AREAS

The above areas are indicative only. Researchers may present views on other issues relating to the main theme of the seminar.

WHO SHOULD ATTEND

- Academicians / trainers
- Software Consultants
- Research scholars
- Corporate Executives
- IT students
- Security Experts

GUIDELINES FOR FULL PAPERS

Contributors are requested to follow the guidelines given below:

- i. The paper should not exceed 12 A4 size printed pages excluding bibliography and appendices.
- ii. The paper should begin with a title, author(s) name, institutional address, email id, contact number followed by a short abstract in italics and a list of keywords.
- iii. Typescript should be MS Word compatible. The script should be typed on one side with double column single line spacing 12 font, Times New Roman and 1" margin on all sides of the page.
- iv. All charts, graphs/pictures should be drawn and labeled legibly.
- v. Only those references, which are actually utilized in the text, should be included in the reference list.
- vi. Contributor should certify on a separate sheet that the manuscript is his / her original contribution. It should be mentioned that the paper has not been submitted or accepted for publication anywhere else.

PAPER PRESENTED IN ABSENTIA

Those who cannot come to attend the conference but wish to present a paper in absentia are encouraged to send an abstract & paper as per the above-mentioned schedule. Papers on the conference theme presented in absentia are eligible to be included in the conference proceedings. A processing fee of Rs. 2000 will be charged for each paper submitted for presentation in absentia.

SUBMISSION DATES

Last date for receiving abstracts	26th February 2010
Review & Confirmation of Short listed Abstracts	02th March 2010
Submission of full Papers	13th March 2010
Review & Confirmation of Selected Papers	17th March 2010

PROGRAM SCHEDULE

Saturday, 27 March 2010

09:30 am - 10:00 am	-	Registration
10:00 am - 11:00 am	-	Inaugural Session
11:00 am - 11:30 am	-	Tea
11:30 am - 01:30 pm	-	Technical Session I
01:30 pm - 02:30 pm	-	Lunch
02:30 pm - 04:30 pm	-	Technical Session II

REGISTRATION

All participants who wish to attend the seminar are required to register. For registration, please fill in the enclosed registration form along with the Demand Draft of the applicable fee in favor of DIAS payable at Delhi and send it to Ms. Barkha Bahl (9811765551), Event In-charge, latest by 23th March 2010. Registration form can also be downloaded from our website: www.dias.ac.in.

REGISTRATION FEE

Participants	Fee
Students	Rs. 300
Faculty	Rs. 700
Business Executives	Rs. 1000

VENUE

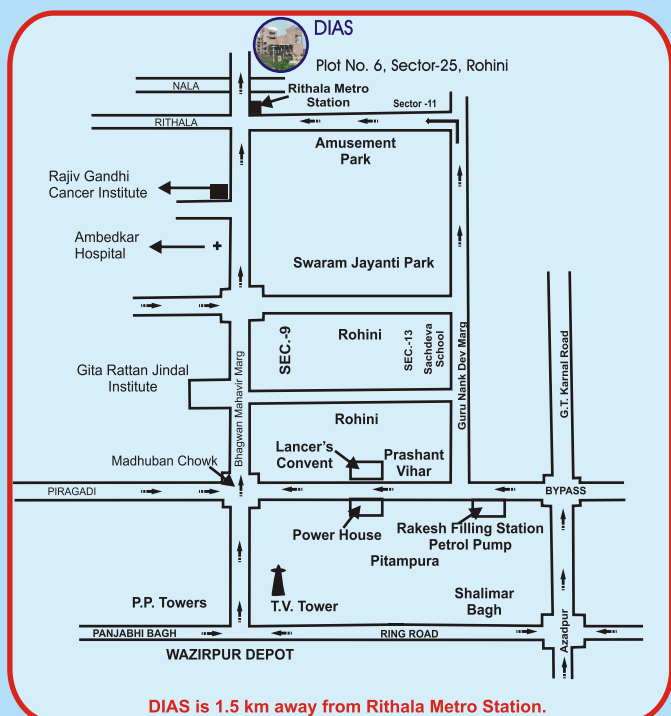
DIAS Conference Hall

CONFERENCE COORDINATOR

Barkha Bahl
9811765551

CONFERENCE CO-CORDINATOR

Ms. Sonia Gupta
9990311830



REGISTRATION FORM

NATIONAL CONFERENCE

ON

TECHNO TRYST 2010:

Information Technology Driven Organizational Change

(27th March ,2010)

1. Name (in capital letters): _____
2. Designation: _____
3. Institution: _____
4. Address for Correspondence: _____

5. Phone No.: _____
6. Fax No.: _____
7. Email: _____
8. Whether presenting a Paper: YES/NO
If yes: Title of Paper _____

Requirement: OHP/LCD

Instructions for Paper Presenters:

- (i) The duration of the presentation should not exceed 10 minutes.
- (ii) The paper to be presented must be submitted in two hard copies and one soft copy.

Note: This form can be photocopied for the use of other willing participants.

Last date for receipt of registration form is 23rd March2010(Tuesday)

Please Mail to:

Ms. Barkha Bahl

CONFERENCE COORDINATOR

Delhi Institute of Advanced Studies

Plot No.6, Sector 25, Rohini, Delhi 110 085

Ph.: 011-27932742/27934011/27934400

Fax: 011-27934200 , Email: dias@dias.ac.in

CALL FOR PAPERS



**NATIONAL CONFERENCE
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If undelivered please return to:

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