

DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE, PERAMBALUR

NCBM-18 & NCSE-18 CONFERENCE REPORT

ORGANIZED BY DEPARTMENTS OF MBA & MCA

The National Conferences on "**Recent Trends in Business and Management NCBM - 2018**", **National Conference on Software Engineering NCSE-2018** were organized by the Department of Management Studies and Computer Applications.

NCBM 2018 and **NCSE 2018** are organized with the objective of bringing together Researchers, Developers and practitioners to present and discuss the most recent innovations, trends, outcomes, experiences and challenges in the field of Business Managements. The conference is indented for PG students, Research scholars and faculties. It also paves a way for converging various technologies to offer solutions to Industrial problems.

In MBA, A total of about 80 technical papers were received from post graduate students, faculty members and Research scholars covering a wide spectrum of areas like Marketing, Human Resources, Finance and General Management.

In MCA, A total of about 82 technical papers were received from post graduate students, faculty members and Research scholars covering a wide spectrum of areas, viz. Agile software development, Component based software engineering, Crowd sourced software engineering, Debugging, fault localization and repair, Apps and app store analysis, Mobile applications, Programming Languages, Embedded software, Human and social aspects of software engineering.

These papers were peer reviewed by technical experts and about 50 papers for MBA and 69 papers for MCA have been selected for presentation. This volume is a record of current research in the field of Recent Trends in Business Management studies, Software Engineering and it is hoped that it will be a trigger for expanding the empire of research.

The conference was inaugurated in the presence of our Chairman **Shri.A.Srinivasan**,Principal **Dr.S.Durairaj**, Dean Academics **Mrs.J.Premalatha**, and Heads of the Department MBA and MCA **Dr.N.Vijai Anand** and **Prof.R. Selvakumar**.

Dr.N.VIJAI ANAND HOD/MBA , Prof. R. SELVA KUMAR ,HOD/MCA welcomed the gathering and Conference overview was given by **Prof.S.Joshua Benaiah** and **Prof. A. Anitha**,The conference proceeding was released by the chief guest **Dr. Yavana Rani** and received by the Principal, Dean and it is distributed among the dignitaries and the audience.

Dr.S.Durairaj, Principal delivered presidential address he insisted the advantages of research in software engineering areas and necessitated the need for knowledge dissemination and motivated the audience to gain more knowledge.

The chief guest **Dr. S. Yavana Rani**, Associate Professor, Department of MBA, Acharya Banglore B School, Banglore, inaugurated the conference and delivered the keynote address. She motivated the students to convert their young mind to become an entrepreneur and to do service to the country.

SESSION

In MBA, the session of NCBM 2018 was chaired by **Dr. P.Subburethina Bharathi , Dr. R. Kamaraj, and Dr.M. Ganesh**. 69 technical papers have been presented which includes the following areas: Marketing, Human Resources, Finance and General Management.

In MCA, the session of NCSE 2018 was chaired by **Prof.R. Manikandan**, Associate Professor, MAM School of Engineering. 69 technical papers have been presented which includes the following areas: Agile software development, Component based software engineering, Mobile Applications, Embedded Software and etc.

The vote of Thanks given by **Mrs.J.Premalatha** (Dean Academics) Dhanalakshmi Srinivasan Engineering College, Perambalur.

CBM-2K18 INAUGURAL PHOTOS



TECHNICAL SESSIONS PHOTOS



NCBM-2K18 VALEDICTORY PHOTOS

