



International Conference on RECENT ADVANCES IN INFORMATICS, COMMUNICATION, MANAGEMENT, HEALTH & APPLIED SCIENCES

2nd - 4th
Feb 2019

Organised by
BRAINWARE UNIVERSITY
BARASAT, KOLKATA



In partnership with



Lincoln University
College, Malaysia



Technically Sponsored
by CSI, Kolkata Chapter

About the Conference

In today's world, there is a constant focus on product innovation which needs rigorous research and technological development. It is also essential to disseminate new technical ideas and features that can be incorporated in day-to-day life for the benefit of the society. Scientific meetings can bring together researchers, academicians and students on a common platform for exchange of such ideas and related findings. To achieve this goal, BRAINWARE UNIVERSITY, KOLKATA is

organizing an International Conference which will foster learning in a multi-disciplinary environment, particularly, in the areas of Informatics, Communication, Management, Health as well as Applied Sciences. It is imperative that quality work can evolve through collaboration with expert knowledge in different domains.



Brainware University

The University, established under the West Bengal Govt. Act XXXI of 2015, at Kazipara, Barasat, Kolkata strives to reach out and add worth to people's lives, impart quality education for creating efficient manpower for the future, and promote a superior category of students and researchers who would apply knowledge for the advancement of society and meet the challenges of a rapidly changing world. It aims to spread and enhance education, collaborate with national and international institutions, promote interdisciplinary research work, upgrade educational standards and empower the youth with a holistic development.

Call for Papers

Prospective authors are requested to contribute to the Conference by submitting articles illustrating research results, survey works and industrial findings that describe significant advances in the fields of **Informatics, Communication, Management, Pharmacy, Physics, Mechanics, Chemistry, Mathematics and Bio-Technology.**

Thrust Areas for submission include, but are not limited to:

Informatics

Advanced and Next-generation Networking Technologies
Big Data Infrastructure
Network Security/Cyber Security
Computer Organization and Architecture
Data Mining/Warehousing
Data Structures and Algorithms
DBMS
Signal & Image Processing
Software Engineering
Cloud Computing
Soft Computing
Machine Learning



Communication

Information Theory and Coding
VLSI and Embedded System
Semiconductor Devices
Antenna-Design and Modeling
Satellite/Digital/Optical Communication
Photonics / Optoelectronics
Biomedical Electronics



Management

Finance
Sustainable Financial Development
Financial Market and Risk Management
Banking and Financial Inclusion
Rising NPAs, Banking Crisis and Growth Impact
Developmental Finance
Corporate Accounting and Reporting
Global Inclusion Practices
Forensic Accounting
Financial Systems Reforms
GST and its Impact on Indian Economy



Marketing

BOP Marketing
Supply Chain Management
Social Media Marketing
Consumer Value, Satisfaction and Loyalty
Strategic Brand Management
Rural Marketing
Digitized Markets and E-Commerce
Cross Cultural Studies in Marketing
Blue Ocean Strategy
Business Models for Sustainability



HR

Ethics and Human Values
Strategic HRM
Employee Engagement and Motivation
Succession Planning
CSR and Sustainable HRM
Managing Stress at work
Change Management
Knowledge Management
Transforming Employer- Employee Relationship



Pharmacy

Advances in Phytochemistry and Herbal Drugs
Computer Aided Drug Design
Exploration of Natural Polymers for Drug Delivery

Basic and Applied Sciences

Mathematics

• Differential Equations • Fuzzy Logic and its Applications
• Optimization • Computational Fluid Dynamics
• Mathematical Modeling • Statistical Applications
• Analysis and Algebra

Physics

• Theoretical and Computational Physics
• Biomaterials • Biophysics and its Applications

Mechanics

• Applied and Engineering Mechanics

Chemistry

• Organic and Inorganic Chemistry
• Analytical Chemistry • Environmental Chemistry



Biotechnology in Frontiers of Agriculture and Medicine

Cancer Biology
Genomics , Proteomics & Computational Biology
Genetic Disorders & Genetic basis of non-infectious diseases
Industrial Microbiology & Bioprocess Technology
Nanotechnology
Environmental Biotechnology & Ecology
Molecular Breeding & Crop Improvement
Rural Biotechnology

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Submission Procedure and Guidelines

Papers may be submitted through Conference Easy Chair or directly to the Email address: raicmhas@brainwareuniversity.ac.in
All submissions should contain a structured abstract within one page in Times New Roman font within A4 format. The title should be bold in 12 font followed by the name of the author(s) in the next line and affiliation(s) in the subsequent line as central alignment along with the email id of the presenting author. The text font size should be 11 with single spacing.
Students/Research Scholars can also submit Poster presentation. Posters should be of the size 1 meter width and 1 meter height. Please refer to the conference website <https://www.brainwareuniversity.ac.in/raicmhas-2019> for more details in this regard.

One paper in each discipline will be selected for BEST PAPER AWARD based on the content as well as presentation. Award will also be given in Poster category.

ALL ACCEPTED PAPERS WILL BE PUBLISHED IN CONFERENCE PROCEEDINGS IN BOOK FORM WITH ISBN NUMBER.

Selected papers will be published in UGC approved journal

Important Dates:

Paper Submission Deadline : 15th December, 2018
Paper Acceptance Notification: 7th January, 2019
Registration Deadline : 15th January, 2019
Last Date of Camera Ready Paper Submission : 17th January, 2019

Conference Fees:

Student : ₹500 / US\$ 50
Research Scholar : ₹1500 / US\$ 150
Academician/Scientist : ₹2500 / US\$ 250
Industry Personnel : ₹3500 / US\$ 350

Accommodation may be arranged for candidates on payment basis.

Registration & Payment Procedure:

All participants must duly register for the Conference. Kindly note that late fees of ₹500 will be charged after the last date of registration.
NEFT Bank Details for the payment of Registration fees is as follows:
Bank Name : Axis Bank Ltd
Account Holder's Name : BRAINWARE UNIVERSITY
Account No. : 916010037463585
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