



Dayananda Sagar College of Arts, Science and Commerce

Shavige Malleshwara Hills, Kumaraswamy Layout,
Bangalore 560 111, Karnataka, India www.dscasc.edu.in

Report on ICRACMT - 2022

15th and 16th December 2022.

DAY 1

ICRACMT-2022



Dayananda Sagar College of Arts, Science and Commerce

Shavige Malleshwara Hills, Kumaraswamy Layout,
Bangalore 560 111, Karnataka, India www.dscasc.edu.in



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE
AND COMMERCE

IQAC & Research and IPR Cell

International Conference on Recent Advancements
in Commerce, Management, and Technology



Program Schedule

Day 1 - 15.12.22

Day 2 - 16.12.22

10.00 am **Welcome Note**
10.15 am **Inaugural address**
Dr.Nagaraj Shenoy
Principal, DSCASC
10.30 am **Presidential address**
Ms.Nathasha Sagar
Joint Secretary,
MGVP Trust, DSI
10.45-
11.15 am **Keynote**
Dr. Kosga Yagappa Raj,
Putra International
College, Malaysia
11.15-
11.20 am **Vote of Thanks**
11.30 am-
1.00 pm **Paper presentation**
Track -Commerce and
Management
Break
2-2.30 pm **Technical session**
Computer science
2.30-
4.00 pm **Paper presentation**
Track - Computer science
2:30-4pm **Paper presentation**
Track -Commerce &
Management (**Parallel
session**)
4-5:30pm **Paper presentation**
Track -Commerce &
Management

10.00-
10.05 am **Welcome Note**
10.05-
10.35 am **Keynote**
Dr.Anubha Jain ,
IIS University,Jaipur
10.40-
10.45 am **Vote of Thanks**
11-1.00 pm **Paper presentation**
Track - Computer science
Break
1.30-2pm **Technical session**
2.00-4 pm **Paper presentation**
Track - Commerce and
management
4 pm **Valedictory**

| Principal | Vice-Principal | IQAC | Director | HOD's | Faculty | Staff | Students |

ICRACMT-2022



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Zoom Meeting

Dr. Chetan Shetty | Dr. Sumera | Dr. VENKATESH B R | ICRACMT-2022 | ICRACMT 3

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Affiliated to Bangalore University, Recognized by the Government of Karnataka and Accredited by NAAC
RESEARCH AND IPR CELL under the aegis of INTERNAL QUALITY ASSURANCE CELL (IQAC)
International Conference on Recent Advancements in Commerce, Management and Technology
ICRACMT-2022
Virtual Mode
December 15th & 16th 2022
Academic Partner: **PRIMAX FOUNDATION**
FOR REGISTRATION [CLICK HERE](#)

Participants (46)

- Dr. Chetan Shetty (Me)
- ICRACMT-2022 (Host)
- DS Dr. Salini Suresh (Co-host)
- DS Dr. Subbulakshmi (Co-host)
- D Dr. Sumera (Co-host)
- I ICRACMT-1 (Co-host)
- SV Srivatsala V (Co-host)
- DV Dr. VENKATESH B R
- A ABHI
- AJ Anubha Jain
- C B Venkata Krishna Prasad
- M Dharmendra Rao Jadav V
- Dr Deepika Dubey
- DP Dr Puja Shashi

09:55 15-12-2022

Inauguration of ICRACMT 2022- Inaugural Speech by Dr. Sumera A

ICRACMT-2022



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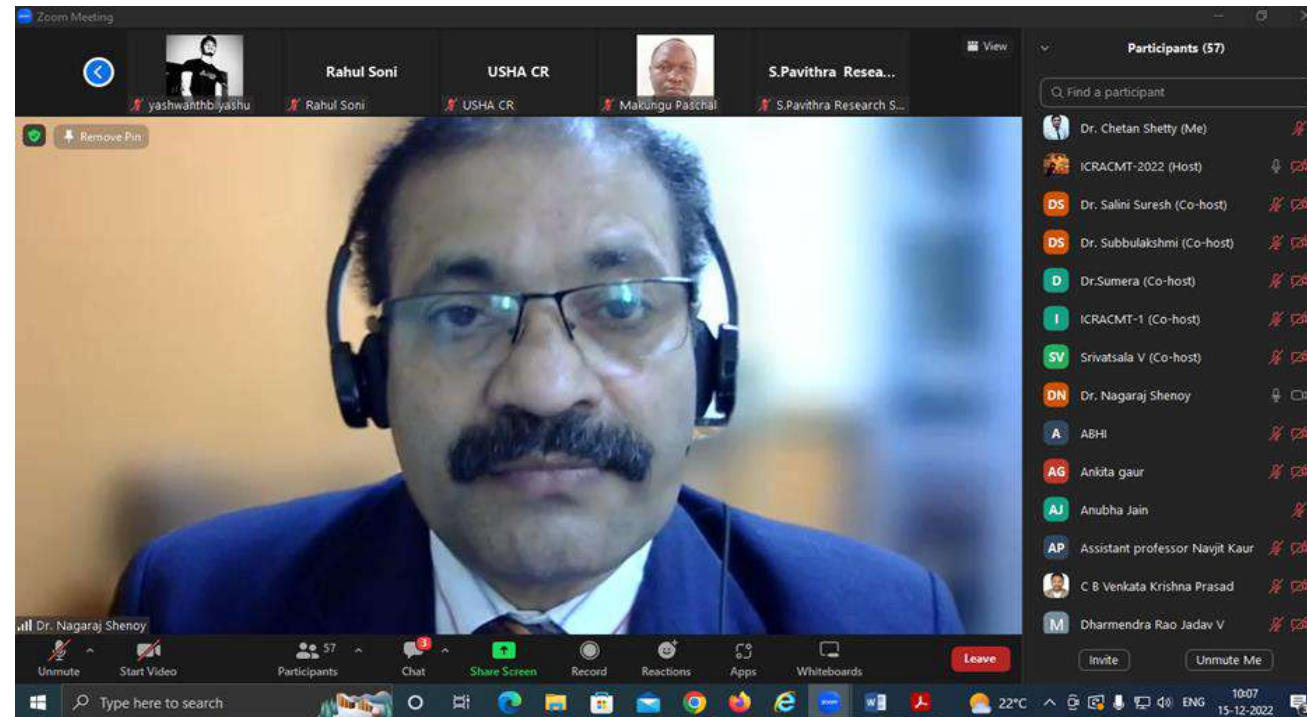
Welcome address by Prof. Gurunath, IQAC coordinator & Conference Convener, DSCASC

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Inaugural Address by Dr.Nagaraj Shenoy, Principal,DSCASC

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Zoom Meeting

Dr. Neha Tiwari Library Lalitha gowda Gautam ICRCMT 6

Remove Pin

Participants (59)

Find a participant

- Dr. Chetan Shetty (Me)
- ICRCMT-2022 (Host)
- DS Dr. Salini Suresh (Co-host)
- DS Dr. Subbulakshmi (Co-host)
- D Dr. Sumera (Co-host)
- I ICRCMT-1 (Co-host)
- SV Srivatsala V (Co-host)
- NS Natasha Sagar
- A ABHI
- AG Ankita gaur
- AJ Anubha Jain
- P Asra
- AP Assistant professor Navjit Kaur
- C B Venkata Krishna Prasad

Unmute Start Video Participants Chat Share Screen Record Reactions Apps Whiteboards Leave

Type here to search

22°C 10:15 15-12-2022

Presidential address by Ms. Natasha Sagar, Joint Secretary, DSI

ICRACMT-2022



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IQAC & Research and IPR Cell
International Conference on Recent Advancements in Commerce, Management, and Technology
ICRACMT-2022

Key Note Session
On
"From Offline Marketing to Online Marketing"
By
Dr. Kosga Yagappa Raj



*Professor/ Trainer/ Research Supervisor / Consultant
Business and Management Putra International College/Trine University,
USA Lot 1838, Mukim Bukit Katil Ayer Kero,
75450 Melaka, Malaysia.*

15 December 2022
at
10.45 am - 11.15 am IST

Conference Conveners:
Prof. R. Gurunath, IQAC Coordinator, DSCASC
Dr. Salini Suresh, Associate Professor

Academic Partner: Primax Foundation

| Principal | Vice-Principal | IQAC | Faculty | Staff | Students |

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Certificate of Appreciation

This certificate is proudly presented to
Dr. Kosga Yagappa Raj

For delivering the keynote address on Topic
From Offline Marketing to Online Marketing

In the "International Conference on Recent Advancements in Commerce, Management and Technology - ICRACMT 2022", Organized by IQAC, DSCASC in association with Research and IPR Cell On December 15th & 16th, 2022



Dr. Salini Suresh Conference Convener
Prof. R. Gurunath Conference Convener & IQAC Coordinator
Dr. Nagaraj Shenoy Principal
Sri Galiswamy Secretary

Keynote by Dr.Kosga Yagappa Raj,Putra International College, Malaysia

ICRACMT-2022



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Vote of thanks by Dr. Salini Suresh, Conference Convenere

ICRACMT-2022



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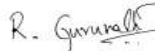
CERTIFICATE OF APPRECIATION

This Certificate is proudly presented to
Dr. S. Jyothirmaye Reddy
For outstanding service as the chair of the session

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Management and Technology - ICRCMT 2022", Organized by IQAC,
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16th, 2022




Dr. Salini Suresh
Conference Convener


Prof. Gurunath R
Conference Convener
& IQAC Co-ordinator


Dr. Nagaraj Shenoy
Principal


Sri Galiswamy
Secretary

Session chair Dr S Jyothirmaye Reddy interacting with the paper presenter –
Commerce & Management Track

ICRACMT-2022



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International Conference on Recent Advancements
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ICRACMT-2022
Technical Session

On
APPROACH FOR SPAM MAIL DETECTION USING MACHINE LEARNING
By
Dr. Debabrata Samanta



*Assistant Professor, RIT Kosovo (A.U.K)
Rochester Institute of Technology – RIT Global Campus
Dr. Shpetim Kobaj, nn., Germla Campus, Prishtina 10000,
Kosovo, Europe*

15 December 2022 at 2 Pm - 2.30 Pm IST

Conference Conveners:
Prof. R. Gurunath, IQAC Coordinator, DSCASC
Dr. Salini Suresh, Associate Professor

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This certificate is proudly presented to
Dr. Debabrata Samanta

For delivering a Technical Talk on Topic
Approach for SPAM Mail Detection using Machine Learning

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Dr. Salini Suresh
Conference Convener

Prof. R. Gurunath
Conference Convener &
IQAC Coordinator

Dr. Nagaraj Shenoy
Principal

Sri Galiswamy
Secretary



Dr Debabrata Samanta addressing the audience

ICRACMT-2022



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Dr. Piyush Kumar Pareek
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Dr. Salini Suresh
Conference Convener

Prof. Gurunath R
Conference Convener & IQAC Co-ordinator

Dr. Nagaraj Shenoy
Principal

Sri Galiswamy
Secretary

Dr. Piyush Kumar Pareek, Nitte Meenakshi College chaired Computer Science Track (Break up Session)

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This Certificate is proudly presented to


Dr. Savita Trivedi


For outstanding service as the chair of the session

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and 16th, 2022




Dr. Salini Suresh
Conference Convener


Prof. Gurunath R
Conference Convener
& IQAC Co-ordinator


Dr. Nagaraj Shenoy
Principal


Sri Galiswamy
Secretary

Dr. Savita Trivedi , DSCASC, chaired Commerce and Management Track (Breakup Session)

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The screenshot shows a Zoom meeting window. At the top, there are video thumbnails for participants: ICRCAMT-3, Dr. Chetan Shetty, Dr. Savita Trivedi, ICRCAMT-2, and Anisha Jain. The main content is a certificate of appreciation from Dayananda Sagar College of Arts, Science and Commerce. The certificate is presented to Dr. Savita Trivedi for her service as the chair of the session at the ICRCAMT 2022 conference. The certificate is signed by Dr. Salini Suresh (Conference Convener), Prof. Gurunath R (Conference Convener & IQAC Co-ordinator), Dr. Nagaraj Shenoy (Principal), and Sri Gallswamy (Secretary). On the right side of the Zoom window, a list of 15 participants is visible, including Dr. Chetan Shetty (Me), ICRCAMT-1 (Co-host), Dr. Subbulakshmi (Co-host), Dr. Savita Trivedi, ICRCAMT-2, Farheen Basith, Anisha Jain, Dr. VENKATESH B R, ICRCAMT-4, ICRCAMT-3, Prof. Murugesha B N, R. Pavithra, Radhika.V, and V R RAJENDRA KUMAR. The Windows taskbar at the bottom shows the date as 15-12-2022 and the time as 15:32.

Certificate presented to Dr Savita Trivedi, Session Chair

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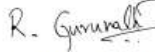
Dr. Suplab Kanti Podder

For outstanding service as the chair of the session

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16th, 2022




Dr. Salini Suresh
Conference Convener


Prof. Gurunath R
Conference Convener
& IQAC Co-ordinator


Dr. Nagaraj Shenoy
Principal


Sri Galiswamy
Secretary

Dr. Suplab Podder , DSCASC, chaired Commerce and Management Track

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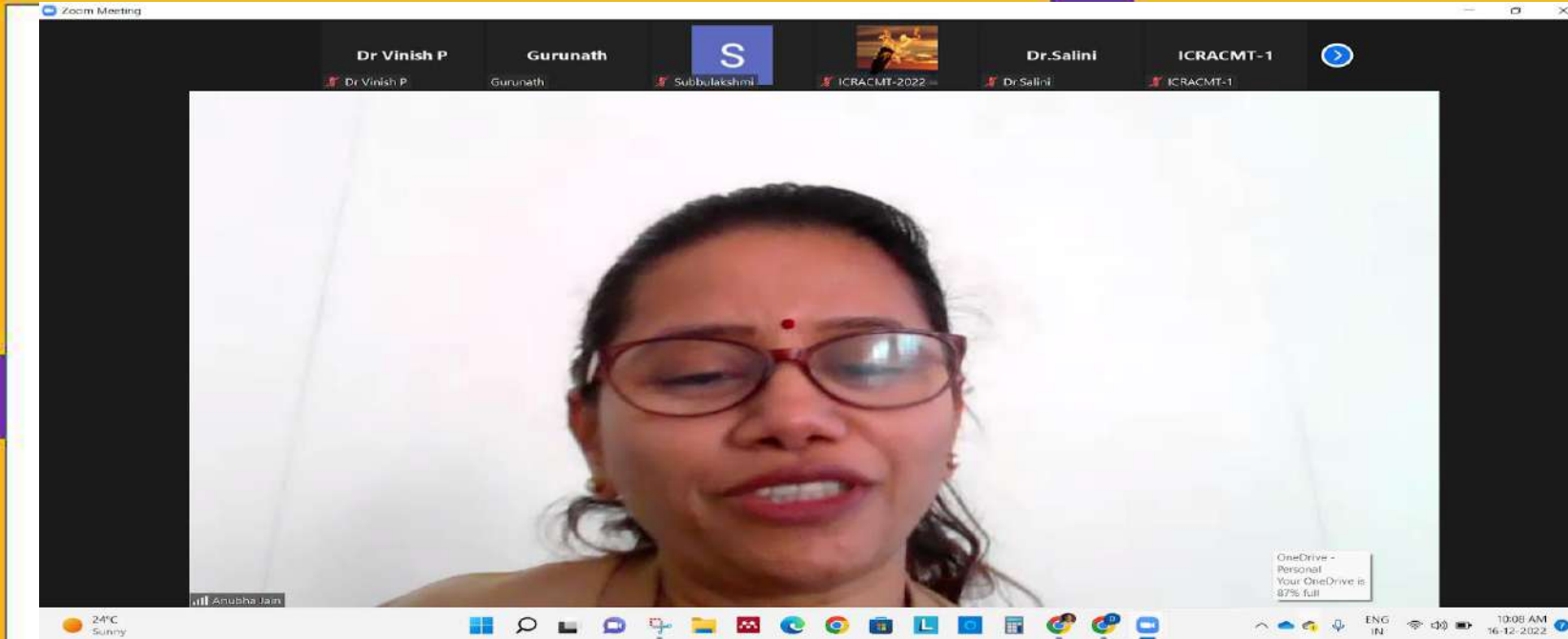
ICRACMT – 2022
Day 2

ICRACMT-2022



Dayananda Sagar College of Arts, Science and Commerce

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DAY 2
16.12.22

Keynote by Dr. Anubha Jain Associate Professor & Head(CS & IT)
IIS (deemed to be University)
Jaipur-302020

ICRACMT-2022



Dayananda Sagar College of Arts, Science and Commerce

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ICRACMT-2022 (Day 2)

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Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore 560 111, Karnataka, India

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Dr. Anubha Jain

For delivering the keynote address on Topic
Go Green with Blue: The Mantra for a Sustainable World

In the "International Conference on Recent Advancements in Commerce, Management and Technology - ICRACMT 2022", Organized by IQAC, DSCASC in association with Research and IPR Cell On December 15th & 16th, 2022

Dr. Salini Suresh Conference Convener
Prof. R. Gurunath Conference Convener & IQAC Coordinator
Dr. Nagaraj Shenoy Filipega
Sri Golliswamy Secretary

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IQAC & Research and IPR Cell
International Conference on Recent Advancements in Commerce, Management, and Technology

ICRACMT-2022
Key Note Session

On
Go Green with Blue: the Mantra for a Sustainable world

By
Dr. Anubha Jain

Associate Professor & Head, Department of Computer Science & IT, IIS (Deemed to be University), Jaipur

16 December 2022
at
10.05 am - 10.35 am

Conference Conveners:
Prof. R. Gurunath, IQAC Coordinator, DSCASC
Dr. Salini Suresh, Associate Professor

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Certificate of Appreciation presented to Dr Anubha Jain

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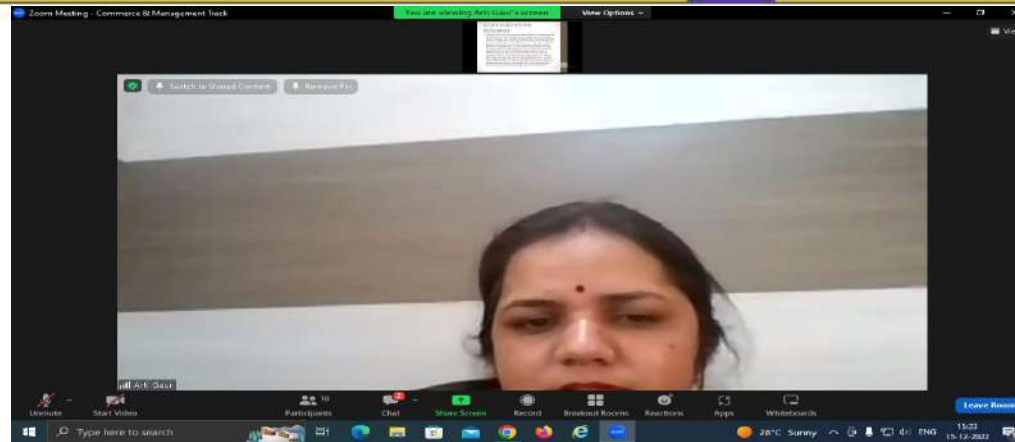
Session Track Chair Dr. Suma Dr.Suma V, Vice principal Dayananda Sagar College of Engineering

ICRAACMT-2022

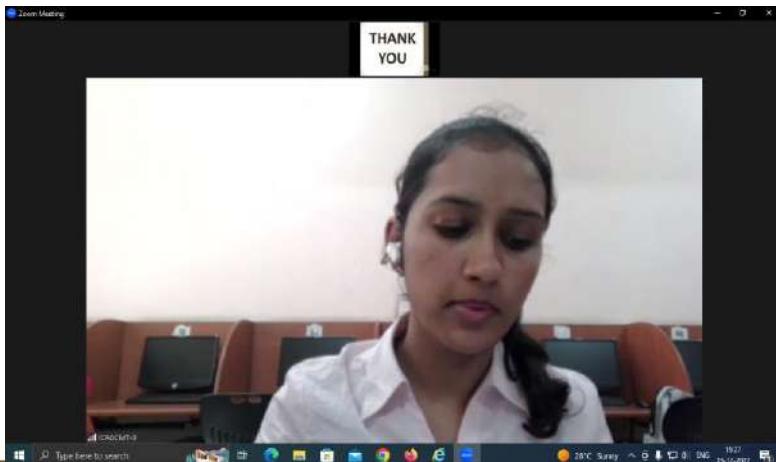


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Paper Presenter- Ms
Arthi Gaur



Paper presentation
by DSCASC Student

ICRCMT-2022



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IQAC & Research and IPR Cell

International Conference on Recent Advancements
in Commerce, Management, and Technology

ICRACMT-2022



On

Smarter and Scalable AI

By

Amit Chaudhary



Director - KPMG Global services
India

16 December 2022

at

1.30 am - 2:00 Pm

Conference Conveners:

Prof. R. Gurunath, IQAC Coordinator, DSCASC
Dr. Salini Suresh, Associate Professor

Academic Partner: Primax Foundation

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This certificate is proudly presented to

Mr. Amit Chaudhary

For delivering a Technical Talk on Topic

Smarter and Scalable AI

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association with Research and IPR Cell On December 15th & 16th, 2022

Dr. Salini Suresh
Conference Convener

Prof. R. Gurunath
Conference Convener &
IQAC Coordinator

Dr. Nagaraj Shenoy
Principal

Sri Galiswamy
Secretary



ICRACMT-2022



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Session Chair – Commerce & Management : Dr. MARY METILDA.J, Associate professor at Christ University



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Dr. Mary Metilda J

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16th, 2022




Dr. Salini Suresh
Conference Convener


Prof. Gurunath R
Conference Convener
& IQAC Co-ordinator


Dr. Nagaraj Shenoy
Principal


Sri Galiswamy
Secretary

ICRACMT-2022



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Conference Outcome

- Two domains for track sessions .. Commerce and Management
- Computer Science
- Total track sessions : 6 (4 Commerce & Management + 2 Computer Science)
- Total Commerce & Management : 51 papers
- Total Computer Science: 32 papers
- Total papers from Karnataka: 48 papers
- Total papers outside Karnataka: 31 papers
- Total papers from outside India: 3 papers

ICRACMT-2022



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ICACMT-2022 Control Room



Special Thanks to Prof. Dharmendra Rao,
Sr. Manager, IQAC, Who has tirelessly taken
care Zoom and YouTube platforms for
ICACMT-2022

ICACMT-2022



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Thanks to :

- Mr. Satish, Accts Dept.
- Facility Dept. DSI
- EDP Dept. DSI
- Mr. Varun, Computer Lab Setup
- Ms. Ravikala, Hospitality
- Mrs. Veena , Receipt Generation
- House keeping Dept.

ICRACMT-2022

Dayananda Sagar College of Arts, Science and commerce,
Internal Quality Assurance Cell

Report on ICACMT-2022

Day1 (15.12.2022)

The first day of the conference began with Dr. Sumeru Aluru, MBA Department, introducing the theme. This was followed by the IQAC Coordinator, Conference Convener, Prof. Gurunath delivered Welcome Speech, who welcomed everyone to the conference, including Dr. Kosga Yagappa Raj of Putra International College in Malaysia, Ms. Natasha Sagar, Joint Secretary, DSI, Principal, Director MBA, HOD's, Faculty, and conference participants, all academic partner including Primax foundation.

At the inaugural address, Principal Dr. Nagaraj Shenoy gave a brief summary of the most recent developments in IT, business, and management and acknowledged the contributions of each field. He stressed on the interactions between business and technology and emphasized on collaborative efforts to faster growths.

Later, Joint Secretary of DSI Ms. Natasha Sagar emphasized three topics on current technological trends in her presidential address. She began by discussing the effects of AI and ML, how mobile commerce empowered rural India, and how digitization in the context of management accelerated the rate of adoption in the majority of businesses.

Marketing is Dr. Kosga Yagappa Raj's area of expertise. In his keynote address, titled "From Offline Marketing to Online Marketing", he asserted that we may draw on our prior experiences to meet our goals for the future in business, management, and IT. Due to advancements in technology, we transitioned from face-to-face instruction to online instruction. Online instruction was not permitted in the past, but the UGC now approves of it. He explained that whereas people had previously been experts in one field but not in another, because to advancements, anyone could now become both not only "jack of all but master of All".

Dr. Salini Suresh, conference Convener & Head of Research and IPR Cell gave the Vote of Thanks.

In the Second session, Commerce and Management Track1, Dr. Jyotirmayee Reddy, Associate professor Faculty of management studies, Marwadi University, served as the session chair along with Dr. Sumeru Aluru being co-chair gave presenters the opportunity to showcase their work online. 16 research themes were covered by the presenters in this session.

The post lunch session was anchored by Prof. Srivatsala, from Computer Applications and the technical talk regarding "Approach for Spam mail detection using Machine learning" was held at 2:00 pm by Dr. Debabrata Samanta, an assistant professor at Kosovo's Rochester Institute of Technology in Europe.

From 2:30 till 4 pm, the computer science track's paper presentations took place. There were a total of 13 papers presented during the session. Dr. Piyush Kumar Pareek of Nitte Meenakshi College presided over this meeting's session, with Prof. Srivatsala serving as the co-chair.

By the close of the day, there were two tracks for commerce and management, with break-out sessions on one track from 2:30 to 4 pm and on the other from 4 pm to 5 pm. During this period, about 23 papers were presented, with Dr. Savita Trivedi and Dr. Suplab Podder, Head, BBA dept. serving as the session's chairs, respectively. with Dr. Subbulakshmi, BBA and B.Com Department and Dr. Deepika Sharma BBAB.Com department serving as Cochairs.

The session of first day ended by 5:45pm.

Day2 (16.12.2022)

10:00 Am

Session: Keynote

Dr Anubha Jain, Head (CS), IIS (Deemed to be University), Jaipur delivered the keynote address. She spoke on the topic "Go Green with the Blue: The mantra for the sustainable world". She spoke about the SMAC (social, mobile, analytics and cloud) concept and opined that the convergence of these four technologies is currently driving the business innovation. Considering the drastic rise in

data centers and carbon footprint, she also spoke about the need for energy forecasts and green environments.

Session 11:00 : Track – Computer Science

Dr. Suma V, vice principal and head of the computer science and design department of Dayananda Sagar College of Engineering, served as the session's chair, and Prof. Srivatsala served as cochair. During the session, 12 presenters gave presentations of their research.

Session 1:30-2Pm -- Technical Talk

Mr.Amit Choudary, Associate Director, KPMG Global services, India, delivered a technical talk on “Smarter and Scalable AI”. He thrust upon changing dynamics of business while emphasizing on the need for technological breakthroughs. Mr.Choudary also talked about cloud computing and artificial intelligence radically changing the way business and is conducted.

Session: Presentation – Commerce and Management 2-4Pm

Dr. MARY METILDA.J, Associate professor at Christ University in Bangalore, and Dr. Subbulakshmi, served as cochairs for the session. Participants in this session delivered 16 papers in total.

I thank Dr. Vinish MBA Dept. and Dr. Chetan Shetty, MBA Dept for preparing this report of the conference

The Session ended at 4 Pm

Session: Valedictory:

Dr. Kumudavalli of the Department of Computer Science and Applications invited everyone to the valedictory. The IQAC Coordinator, Prof. R. Gurunath then read the ICRACMT-2022 report. Dr. B.R. Venkatesh, Director MBA, delivered the closing remarks and was pleased with how everything had gone in general. Prof. Suneetha, HOD-MCA, commended all of the organizers for the event's perfect execution. Dr. Salini Suresh gave the vote of thanks.

Conference Outcome

Two domains for track sessions .. Commerce and Management

Computer Science

Total track sessions: 6 (4 Commerce & Management +
2 Computer Science)

Total Registration: 83

Total Commerce & Management: 51 papers

Total Computer Science: 32 papers

Total papers from Karnataka: 48 papers

Total papers outside Karnataka: 31 papers

Total papers from outside India: 3 papers