
Modern Technology and Management Institute, Inc.



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**2017 MTMI INTERNATIONAL CONFERENCE
On
Emerging Issues in Business, Technology and Applied Sciences**

In collaboration with

**Department of Business, Management & Accounting
University of Maryland Eastern Shore, USA**

and

Department of Management, Frostburg State University, USA

and

College of Business, Bowie State University, USA

December 16-17, 2017

Hotel Holiday Inn Express Dubai Airport, Dubai, UAE

CONFERENCE SCHEDULE

Friday, December 15, 2017

6:30 pm-7:30 pm	Conference Organizers meeting
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Saturday, December 16, 2017

8:00 am – 4:00 pm	REGISTRATION
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8:30 am – 8:45 am	Welcome: Dr. Dinesh Sharma, University of Maryland Eastern Shore, USA
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Saturday, December 16, 2017

8:45 am-10:15 am

Session 1A: Security/ Information Systems

Session Chair: Dr. Daniel Okunbor, Fayetteville State University, USA

1. **Invited Talk: Effective Performance, Accuracy, and Secure Transactions for Information System**
Radha Krishna Rambola, Narsee Monjee Institute of Management Studies (NMIMS University), India
2. **A5-Based GSM Cryptosystem Implementation and Analysis**
Daniel Okunbor, Fayetteville State University, USA
Chinyere Eghosa Amado, University of Calabar, Nigeria
Rakesh K. Sharma, Fayetteville State University, USA
3. **Vision-based Smoke Detection**
Manish Shrivastava, Princy Matlani, Guru Ghasidas Vishwavidyalaya, India
4. **An Analysis of Big Data Dimensionality Reduction Technique**
Prem Kumar Chandrakar, A. K. Shrivastava, Dr. C. V. Raman University, India
5. **Development and Pilot Study of a Modern University-Based Web Services**
Uche Igboeli, Samuel Osagie, Hashim Balarabe, Apeh Ayo, Daniel Okunbor, Olumide Owolabi
University of Abuja, Nigeria

Saturday, December 16, 2017

8:45 am-10:15 am

Session 1B: Contemporary Business Issues

Session Chair: Dr. Siva Prasad Ravi, Nipissing University, Canada

1. **Is demonetization the silver bullet to end Corruption and Black money?: Lessons learnt from Indian Experience**
Siva Prasad Ravi, Nipissing University, Canada
2. **Supply Chain 4.0 : Digital Transformation Disruptions and Strategies**
Senthil Muthusami, Alagappa University, India
Srinivsan Mohandas, Ethna Attributes Soft Technologies Pvt. Ltd, India
3. **An Exploration on the Possibility of Rural Tourism in India**
Shiladitya Verma, Higher Colleges of Technology, United Arab Emirates
Sanjay Jain, Govt. PG College, BHEL, India
4. **A Study of Gap analysis between Industry Expectation and Student Output –with reference to management graduates**
Swati Bansal, Monica Agarwal, Sharda University, India
5. **A Perceptual Study on Employee Engagement in Non-Profit Organization of Gujarat**
Shine David, Assistant Professor, Devi Ahilya University, Indore
Arkaja Garg, Manav Rachna International University, Faridabad
P.K Gupta (Former Professor), Devi Ahilya University, India

Saturday, December 16, 2017

8:45 am-10:15 am

Session 1C: Big Data/Software Engineering

Session Chair: Dr. Pradeep Tomar, Gautam Buddha University, India

1. **A Comprehensive study of Languages, Tools and Methodologies to Represent Data of Semantic Web**
Poonam Jatwani, Government_College for Women, India
Pradeep Tomar, Gautam Buddha University, India
Vandana Dhingra, Savitribai Phule Pune University, India
2. **Enhancement in Selection and Integration of Multiple Web Services Using Multi Criteria QOS Approach with Fuzzy Logic**
Pradeep Tomar and Shashank Kumar Singh, Gautam Buddha University, India
3. **Development of Component Based Software Quality Model**
Kavita Sheoran, Pradeep Tomar, Rajesh Mishra, Gautam Buddha University, India
4. **Analytical Prospective of Big Data and Internet of Things for Smart Generation**
Dimple Tomar, Gurjit Kaur, Pradeep Tomar, Gautam Buddha University, India
5. **Reusability Estimation Model for Component-Based Software Using Fuzzy Logic**
Prabhjot Singh, Salesforce, USA
Pradeep Tomar, Gurjit Kaur, Sachin Kumar Goel, Gautam Buddha University, India
6. **Mobile Device-to-Device Ad-hoc Communication System (MDACS) for Crowded Events: A MANET Commercial Application**
Vishal Kaushik, Akash Tanwar, Anchal Jain
University of Petroleum and Energy Studies, India

Saturday, December 16, 2017

10:15 am – 10:30 am

COFFEE BREAK FOR REGISTERED PARTICIPANTS

Saturday, December 16, 2017

10:30 am–12:00 pm

Session 2A: Emerging Issues in Higher Education

Session Chair: Dr. Saed T. Amer, University for Science and Technology, UAE

1. **Emerging Issues and Suggestions for Higher Education through Online Systems**
Shivani Verma, Km. Mayawati Govt. Girls P. G. College, India
Pradeep Tomar, Gautam Buddha University, India
2. **Project Focus Retention by Assimilating CAD in Engineering Education**
Saed T. Amer, Jaby Mohammed, University for Science and Technology, UAE
3. **Computer Aided Engineering for Hands-On Sustainability Education**
Saed T. Amer, Jaby Mohammed, University for Science and Technology, UAE
4. **Empirical Analysis on Social Media Technologies Adoption and Usage in Higher Education in Oman**
Himanshu Sharma, Sunil Prakash Pillai, Nizwa College of Technology, Oman
5. **On Line Learning: Worth Knowledge Base or Just Money Waste**
Deepak Kumar, Amity University, India
Tabish Mufti, Jamia Hamdard University, India

Saturday, December 16, 2017

10:30 am –12:00 pm

Session 2B: Applied Mathematical Models

Session Chair: Dr. Madhu Jain, IIT Roorkee, India

1. **Cost Optimization and Reliability Growth Modeling for Software Systems with Imperfect Debugging and Change Points**
Madhu Jain, IIT Roorkee, India
2. **Performance Analysis of Three Stage Man Power Model**
Anamika Jain, Manipal University, India
Madhu Jain, IIT Roorkee, India
3. **Control F-policy for Markovian Retrial Queue with Working Vacation**
Madhu Jain, Sudeep Singh Sanga and Rakesh Kumar Meena, IIT Roorkee, India
4. **Cost Benefit Analysis of Markov Model with Discouragement and Additional Servers**
Madhu Jain, IIT Roorkee, India
G.C. Sharma, Dr B.R. Ambedkar University, India
5. **A note on Abstract Convexity and its Applications**
Shifali Bhargava, B.S.A. College, India
6. **Extremal Sets with Min Max Properties**
P. Agarwal, Inderprastha Engineering College, India
C. K. Goel, Amity University, India

Saturday, December 16, 2017

10:30 am –12:00 pm

Session 2C: Emerging Issues in Intelligent Systems

Session Chair: Dr. A.K. Shrivastava, Dr. C. V. Raman University, India

1. **Prediction of Forex Data Using Neural Network Techniques with Feature Extraction**
Richa Handa, A.K. Shrivastava, Dr. C. V. Raman University, India
H.S. Hota, Bilaspur University, India
2. **Decision Support System for Classification of Chronic Kidney Disease with Principle Component Analysis**
A. K. Shrivastava, Dr. C. V. Raman University, India
Sanat Kumar Sahu, Govt. Kaktiya P.G. College, India
S. K. Singhai, Govt. Engineering College, India
3. **Information Security and Privacy in Data Mining: Issues and Challenges**
Deepak Kumar, Amity University, India
Ankita, Mewar University, India
4. **Expert Portfolio System Using Integrated MCDM-GP Approach**
H.S. Hota, Bilaspur University, India
Sanjay Kumar Singhai, Govt. Engineering College, India
Vineet Kumar Awasthi, Dr. C. V. Raman University, India
5. **Intelligent Sensor Network Algorithm Based Upon Q-Learning**
Santosh Soni, Manish Shrivastava, Guru Ghasidas Vishwavidyalaya, India
6. **An Innovative Model for Prevention of Vehicle Accidents on Hill Roads and Blind Turns**
Siddharth Choudhary, Yash Sinha, Vishal Kaushik, UPES, India

Saturday, December 16, 2017

12:00 pm - 1:00 pm

LUNCHEON FOR REGISTERED PARTICIPANTS**Saturday, December 16, 2017**

1:00 pm –2:30 pm

Session 3A: Emerging Issues in Marketing**Session Chair: Dr. Jyoti Rana, DAV Centenary College, India**

1. **Consumers' Preferences for Organic Food**
Gunjan Gumber, Maharshi Dayanand University, India
Jyoti Rana, DAV Centenary College, India
2. **Perception of Customers Regarding CRM Practices in Public Bank**
Neha Vij, Government College for Women Faridabad, India
Jyoti Rana, DAV Centenary College, India
3. **Identifying Market Segments and Developing Strategies for Organic Food in Developing Economies**
Jyoti Rana, DAV Centenary College, India
4. **A study of Consumer Perception toward the Cause Related Marketing and Corporate Social Responsibility**
Swarna Chourasia, P.K Gupta (Former Professor), Devi Ahilya University, India
5. **Marketing Orientation and Firm Performance in the Software Industry: An Exploratory Empirical Analysis**
Ajai Kumar Jain, Chaudhary Charan Singh University, India
Pallavi Agarwal, Devi Ahilya University, India
Anita Jain, KKVVAM, India

Saturday, December 16, 2017

1:00 pm –2:30 pm

Session 3B: Emerging Issues in Ecommerce**Session Chair: Dr. Ashish, Higher College of Technology, Oman**

1. **Systematic Analysis of user acceptance of E-governance Mobile Application in Sultanate of Oman**
Ashish, Osama Attaullah Al-Balushi, Higher College of Technology Oman
2. **Empirical Evaluation of Acceptance of in E-Shopping in Oman**
Ashish, Meera Al Balushi, Ghada Al Abri, Higher College of Technology Oman
3. **Investigating Learners' perspectives on ubiquitous/ mobile learning**
Lakshmi Sunil Prakash, Sohar University, Oman
Sunil Prakash Pillai, Himanshu Sharma, Nizwa College of Technology, Oman
4. **UTAUT Model to Understand Factors Influencing Users' Perception Towards of Mobile Applications**
Laila Al-Azizi, Sujeet K. Sharma, Dr. Ali H. Al-Badi, Sultan Qaboos University, Oman
5. **An Interoperable Approach Fund Exchange between Digital E-Wallets via Single Sign On**
Vishal Kaushik, Kanwaljit Singh, Devanshi Nigam, UPES, India

Saturday, December 16, 2017

1:00 pm –2:30 pm

Session 3C: Business Analytics/Information Technology

Session Chair: Dr. Senthil Muthusami, Alagappa University, India

1. **New Exponential Ratio type Estimators of Population Mean under Simple Random Sampling**
S. K. Yadav, Dr. RML Avadh University, India
Dinesh K. Sharma, University of Maryland Eastern Shore, USA
2. **Two sample-statistical hypotheses testing based on fuzzy confidence intervals**
Sanjay Kumar Tyagi, Higher College of Technology, United Arab Emirates
Krishankumar Raghunathan, Ravichandran Kattur Soundarapandian, SASTRA University, India
3. **Growth of Indian IT Industry – A Pragmatic Study using Data Analytics**
Disha Gupta, Gujarat Forensic Sciences University, India
Namrata Agrawal, NIFM, India
4. **Productivity and Efficiency of Marketing Efforts in the Indian Pharmaceutical Industry using Data Envelopment Analysis**
Mihir Dash, Arunabhas Bose, Alliance University, India
Jacob Alexander, Krupanidhi School of Management, India
5. **Swarm Intelligence: It's Techniques And Algorithm**
Latika Kharb, Deepak Chahal, Jagan Institute of Management Studies, India
6. **A Survey of Emerging Issues in Information Systems**
S. Radha Rammohan, Temesgen Ayana, Arba Minch University, Ethiopia

Saturday, December 16, 2017

2:30 pm - 3:00 pm

COFFEE BREAK FOR REGISTERED PARTICIPANTS

Saturday, December 16, 2017

3:00 pm –4:30 pm

Session 4A: Contemporary Business Issues

Session Chair: Dr. Vishal Jain, Ministry of Higher Education, Oman

1. **Consumer Perception towards Branded Apparel and Brand Loyalty in India**
Jacob Alexander, Krupanidhi School of Management, India
Krishna K. Havaldar, Mihir Dash, Alliance University, India
2. **Relationship between Country-of-Origin Image and Brand Equity of Hair Care Products Mediated by Dimensions of Brand Equity**
Vishal Jain, Ministry of Higher Education, Oman
Shalini Bariar, Vivekanand Education Society's Institute of Management Studies, India
3. **Changing Structure of Human Values: A Longitudinal Analysis of Indian and Foreign Values among Students and Professionals**
P. Narayan Reddy, Sanskruti Group of Institutions, India
Nitu Bose Ghosh, School of Management Studies, India
4. **The effect on human resource accounting on performance of a firm**
Navulur Krishna Surarchith, Ishik University, Iraq
Krishna Mohan Vaddadi, Andhra University, India
Fatih Cura, Faye Ali, Ishik University, Iraq
5. **Fuzzy Inventory Model for two Parameter Weibull Deterioration items**
Sudhir Kumar Sharma, Higher College of Technology, Oman

Saturday, December 16, 2017

3:00 pm – 4:30 pm

Session 4B: Emerging Issues in Information Systems

Session Chair: Dr. Aaron R. Rababaah, The American University of Kuwait, Kuwait

1. **Robotic Trajectory Planning Approaches in Non-Destructive Testing for Inspecting Defects Using Ultrasonic and Infrared Thermography**
Houda Al Zarkani, Khalifa, Saed T. Amer, University for Science and Technology, UAE
2. **Geometric 2D Shapes Recognition with Polar Signature Characterization and Template Matching**
Aaron R. Rababaah, Ahmad A. Rabaa'i, The American University of Kuwait, Kuwait
3. **Autonomous Image extraction and segmentation of Image using UAV's**
Radha Krishna Rambola, Akash Agrawal, Narsee Monjee Institute of Management Studies (NMIMS University), India
4. **Security Threats and Risks in Mobile Devices**
Nooh Bany Muhammad, American University of Kuwait, Kuwait
5. **Design and Development of EMG Controlled Prosthetics Hand**
Himanshu Sharma, Ajay Kumar, Naveen, Suman, Rohtash Dhiman, DCRUST Murthal, India
6. **Wind Power Forecasting Scenario in India**
Minaxi, J.S. Saini, Rohtash Dhiman, DCRUST Murthal, India

Saturday, December 16, 2017

3:00 pm – 4:30 pm

Session 4C: Contemporary Business and Technology Issues

Session Chair: Radha Krishan Sharma, Rustaq College of Education, Oman

1. **Failure of Annual Performance Review and Way Forward: A Study of a Few Select Companies**
Parul Saxena, Sharda University, India
2. **Bitcoin: Virtual currency facing real problem to become global currency**
Ankur Agrawal, Anoop Pant, Sharda University, India
3. **A Study of Consumer Buying Behavior towards Selected Consumer Durable (White) Products (with Special Reference to Delhi NCR)**
Priti Jha, DAV Centenary College, India
4. **Driving Employee Engagement through Expectations in Service Sector**
Nimmi Agarwal, Ph.D scholar Mewar University, (Sharda University), India
B. Prajapati, JSS Noida, India
Monica Agarwal, Sharda University, India
5. **Working Capital Management, Short Term Liquidity and Profitability to Investors**
Radha Krishan Sharma, Rustaq College of Education, Ministry of Higher Education, Oman

Saturday, December 16, 2017

4:30 pm – 6:00 pm	Session 5A: Information Technology and Applied Science Session Chair: Dr. Vinod Kumar Shukla, Amity University, UAE
<ol style="list-style-type: none">1. An Overview of Feature Based Steganalysis Deepa D. Shankar, Banasthali University, India Vinod Kumar Shukla, Amity University, UAE2. Experimental investigation of the predictive capabilities of machine learning techniques for protein model scoring Catherine Spooner, Casey Lorenzen, Sambit Bhattacharya and Bogdan Czejdo, Fayetteville State University, USA3. Protein Dynamics Simulation as Coordinated Multi-Agent Reinforcement Learning Conrad Czejdo, University of North Carolina at Chapel Hill, USA4. Leadership and Virtual Team Effectiveness: A Consideration of New Linkages and Configurations Raushan Gross, Pfeiffer University, USA5. Development of Zirconia Based Solid Catalyst for Acid Catalyzed Reaction Abhinav Agarwal, Harsh Prateek, Shilpi Agarwal, Shailey Singhal, Amit Kumar University of Petroleum & Energy Studies, India6. National Innovation Systems and Innovation in National Cuisines Monisha Das, University of Maryland Eastern Shore, USA	

Sunday, December 17, 2017

8:30 am –9:30 am TBA	GENERAL MEETING: ALL PARTICIPANTS ARE REQUESTED TO ATTEND
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Program Chairs

Dr. Dinesh Sharma, University of Maryland Eastern Shore
Dr. Kamal Nayan Agarwal, Howard University, USA

Conference Co-Chairs

Dr. Sujeet K. Sharma, Sultan Qaboos University, Oman
Dr. Sanjay K. Tyagi, Higher College of Technology, UAE
Dr. Ali Al-Badi, Sultan Qaboos University, Oman