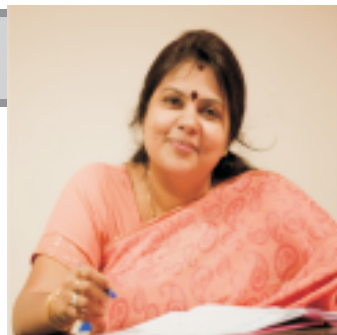


From the Editor's Desk..

"Before you become too entranced with gorgeous gadgets and mesmerizing video displays, let me remind you that information is not knowledge, knowledge is not wisdom, and wisdom is not foresight. Each grows out of the other, and we need them all."

— Arthur C. Clarke



In today's world of Technology the convergence of social media, mobile, analytics, and cloud (SMAC) is one of the most impactful trends for both consumer and enterprise realization within digital media, communications, applications, content, and commerce. This convergence also increases innovation to create new products, services, and customers.

SMAC has changed the traditional work pattern of organizations enabling internal and external customers to interact with enterprise and to become more informed decision maker. With the confluence of innovative technologies, we are entering a new landscape with a plethora of fresher and better possibilities, a time-space which we know of as the Post-Digital era.

To highlight the incorporation of the aforementioned enablers of technology, the IT industry has come up with a new concept which has become the buzzword of today, 'SMAC'- an acronym for Social, Mobile, Analytics and Cloud.

SMAC develops an ecosystem that allows businesses to enhance their operations and maximize their reach to the customers with minimal overhead. Also, the fusion of these four wings unleashes a surge of new ideas for business innovations regarding workflows, methodologies, services and products. In short, the SMAC technology is a comprehensive single tool that provides a holistic solution for businesses. By this, it gives lot of opportunity for research and development by exploring new technology and Innovation.

In fact, today Social media has become instrumental in shaping the consumer decisions as well as behaviour .Mobile devices have revolutionized the way people access digital content. The rise in the use of mobile devices has been so prolific that it has led to the inception of a new stream of business, called m-Commerce. It is essential for the companies to recognize the prospect analytics which could be preserved for building future business strategies. Cloud has emerged as one of the most effective methods of storage, collaboration and internal and external sharing of data.

With this backdrop, we at AIMIT are delighted to invite all researchers, academicians and students for our upcoming International Conference on "Science and Technology for National Development - SMAC: An emerging tool – 2016" in association with Indian Science Congress Association, which will be held during November 2016. This conference will provide a platform to present your research work and explore the opportunities available in SMAC.

Happy Reading!!!!

A handwritten signature in black ink, which appears to read "Anitha".

Dr. Anitha Ramachander

Chief Editor