



Umasankar Das, MCA

Designation : Sr. Assistant Professor

Department : Department of MCA

(JOINED THE INSTITUTE IN 2005)

Contact : +91 -9338871664 (M)

Email : umasankar@silicon.ac.in

RESEARCH INTERESTS

- ✓ Online Social Networks
- ✓ User Behavior study and personalization in Social Network
- ✓ Target Advertisement
- ✓ Privacy Settings: User Expectation
- ✓ UI Optimization

Academic Qualifications

- Ph.D. (Thesis Submitted) Computer Science, Utkal University, Odisha, India
Thesis Title: Design of Algorithms to study User Behavior in Web Based Social Networks
- MCA, IGNOU

Teaching Experience:

- ✓ Web Technology
- ✓ E-Commerce
- ✓ Java Programming

Work Experience

- ✓ 15 yrs of Experience in teaching.
- ✓ Project Assistant (Research), EE Department, IIT Kharagpur from Aug. 2002 to Feb. 2005.
- ✓ Visiting Faculty, CITE, RIMS, Utkal University from 2005 to 2007.

Professional activities: ISTE and OITS Life Member

Other Details

Co-Founder, Forants Interactive Systems Private Limited

PUBLICATIONS**JOURNAL & CONFERENCES****Conference**

- [1]. Monorama Swain, Umasankar Das, "Performance Analysis of Different Equalizers using Soft Computing", International Conference on Signal & Image Processing VVIT, ICSIP-2009, Mysore, India.

Journal

- [1]. Umasankar Das, Girija Prasad Mohapatra, and Vinay Kumar, "Design of a Recommendation Model Considering Semantic Analysis", International Journal of Computer Applications, Vol.77, No.1, Sept. 2013.
- [2]. Umasankar Das, Girija Prasad Mohapatra, and Kunal Shrivastava, "Target Advertisement based on Cohesive Structure in a Social Network", International Journal of Computer Applications, Vol. 77, No.2, Sept. 2013.
- [3]. Das U., Mohapatra G. P., An empirical study of viral marketing on Online Social Networks using Dimension Reduction Techniques [Accepted], Journal of Engineering Science and Technology (JESTEC).
- [4]. Das U., Basu A., Mohapatra G. P.,(2018) , Hyperlocal Based Support and Information Diffusion in Social Media [submitted], Cyberpsychology, Behavior, and Social Networking.