



Umasankar Das, MCA

Designation : Sr. Assistant Professor

Department : Department of Computer Applications

(JOINED THE INSTITUTE IN 2005)

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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
- MCA, IGNOU

Teaching Experience:

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

Work Experience

- ✓ 20+ years

Professional activities:

ISTE and OITS Life Member

Other Details

Co-Founder, Forants Interactive Systems Private Limited

PUBLICATIONS

JOURNAL ARTICLES & CONFERENCE PAPERS

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

[2]. 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.

[3]. 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.

[4]. 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).

[5]. Das U., Basu A., Mohapatra G. P.,(2018) , Hyperlocal Based Support and Information Diffusion in Social Media [submitted], Cyberpsychology, Behavior, and Social Networking.