ST. WILFRED'S COLLEGE OF COMPUTER SCIENCES

Approved by AICTE, New Delhi | Affiliated to University of Mumbai

International Research Conference

on

Big Data Analytics & Visualization

(Hybrid Mode)

1st March 2025 | 09:00 hrs to 17:00 hrs (IST)

Venue: Seminar Hall, 3rd Floor, SWCCS, Mira Road, Thane, Maharashtra

Virtual Podium: https://meet.google.com/ycb-iguf-kty

A REPORT

Help us scale up the impact of Research!

Prepared by

Prof.(Dr) Shubhi Lall Agarwal

Convener, IRCBDAV 2025

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Abstract of IRCBDAV 2025

The conference was a huge success with 57 registration, 4 best papers, 50 presentation in a span of 2 days, 3 judges, 3 keynote speakers from Singapore, Canada and India, 3 panelists 2 reviewers from Malaysia and Iran and a core committee with a team of 12 members who worked for the conference.

It was a two days events which started with a pre-conference workshop on Day 1 on “How to write a research paper?” by Mr. Amar Patil, SAP consultant from Bangalore and a research scholar.

The Day two was a very organized event with two keynote speeches a power packed panel discussion with panelist from various streams of analytics and research paper presentations of students, academicians and industry experts.

Two reviewers from Malaysia and Iran reviewed the research conference and gave a very positive feedback.

The objective of IRCBDAV 2025 was to develop research culture amongst youth and provide them a platform to showcase their research work and write quality papers for journals. Opinion Journal of Managements Studies was partner for publication after two step screening process of the submitted papers.

Five sponsors namely; SBI, JIAAN Fashions, Free H2O, Tantraniketan and Fountain city sponsored the IRCBDAV 2025 in different ways.

The conference was a huge success and five papers are selected for publication in Opinion Journal of Management Studies. Remaining papers will be published in IJSHODH in June 2025 after incorporating suggestions by the jury members.

SCHEDULE of IRCBDAV-2025

EVENT & TIME	RESOURCE PERSON	EVENT
Opening Ceremony 09:30 AM	**Prof. (Dr.) M S Moodithaya** *(Chief Guest)* Vice Chancellor, NITTE University (Deemed University), Mangalore, India & **Dr. Sunita Srivastava** (Guest of Honour) Professor & Dean, Corporate Relations, Sheila Raheja School of Business Management & Research, Mumbai, Maharashtra, India	Cutting of the Ribbon
09:33 AM	**Dr. Sunita Srivastava** *(Guest of Honour)* Professor & Dean, Corporate Relations, Sheila Raheja School of Business Management & Research, Mumbai, Maharashtra, India & **Dr. Shubhi Lall Agarwal** *(Convener)* Director, St. Wilfred's College of Computer Sciences, Thane, Maharashtra, India	Lamp Lighting
Inaugural Address 09:35 AM	**Prof. (Dr.) M. S. Moodithaya** (Chief Guest) Vice Chancellor, NITTE University (Deemed University), Mangalore, India	Valuable address
Convener's Address 09:40 AM	**Dr. Shubhi Lall Agarwal** Director, SWCCS, Thane, Maharashtra, India	Valuable address
Technical Session 09:45 AM	**Mr. Gaurang Kiran Patil** Pursuing MS Data Analytics Engineering, Northeastern University, Boston, Massachusetts, USA	International Research Paper Presentation

Technical Session 09:55 AM	**Oscar Clyde/Betty Crawford** Social Entrepreneur, Arizona, USA	International Research Paper Presentation
Introduction 10:15 AM	**Ms. Firoza Mirza** Assistant Professor & TPO, SWCCS, Thane, Maharashtra	Introduction of the Guest of Honour
Keynote Session 10:20 AM	**Dr. Sunita Srivastava** (Guest of Honour) Professor & Dean, Corporate Relations, Sheila Raheja School of Business Management & Research, Mumbai, Maharashtra, India	Keynote Session
Panel Discussion 11:15 AM	**Mr. Sumit Bhardwaj** Executive Vice President, CitiusTech., Mumbai, India **Mr. Pinanshu Champaneri** HRBP, Anunta Technologies, Mumbai, India **Mr. Shreyash Rashinkar** IT Analyst Consultant, TCS, Mumbai, Maharashtra, India **Mr. Keyur Shah** Product & Bid Manager, National Head, Dhananjay Industrial Engineer Pvt. Ltd., Mumbai, India	**Panel Discussion on** Penetration of Analytics in Operations and Healthcare Industry
Vote of thanks 12:45 PM	**Sumedha Tiwari** Student, SY BPharm,(Batch 2023-27), St. Wilfred's Institute of Pharmaceutical Sciences & Research	
Group Photograph 12:50 PM	With the Delegation	
Lunch Break & Networking 1:00 PM	Delegation and Participants	
Plenary Session Start 1:45 PM	**Sumedha Tiwari** Student, SY BPharm,(Batch 2023-27), St. Wilfred's Institute of Pharmaceutical Sciences & Research	**Google Link Activation**

Introduction of Judges 2:00 PM	**Dr. Sarmistha Sarma** Chief Editor, Opinion – International Journal of Business Management Professor, Asian Business School, Noida,India By **Sumedha Tiwari** Student, SYBPharm,(Batch 2023-27), St. Wilfred's Institute of Pharmaceutical Sciences & Research ---------- **Dr. Seshanwita Das** Associate Professor,Christ (Deemed to be) University, Delhi NCR Campus, India By **Yashasvi Gupta** Student, SYBPharm,(Batch 2023-27), St. Wilfred's Institute of Pharmaceutical Sciences & Research ---------- **Dr. Tapas Das** Associate Professor,Christ (Deemed to be) University, Delhi NCR Campus, India By **Shreya Javanjal** Student,SYBPharm,(Batch 2023-27), St. Wilfred's Institute of Pharmaceutical Sciences & Research
Research Paper Presentations	
Plenary Session 2:10 PM	**Ms. Neha Vinod Lodhe** Asst. Professor, MET, Mumbai, Maharashtra, India Title: Scalable visual analytics for social media data: understanding trends, sentiment, and behavior
2:25 PM	**Mr. Piyush Rishi Kumar Saxena Kumar** Academia-MNIT, Manipal, ICFAI, METVY Alumnus – MNIT & IIM- Lucknow Ex- ICICI, AXIS, IDUSIND,RELIGARE, SMC Finance, Poonawalla, Jaipur, India Title: Current status of fintechs in terms of technology and the possibilities
2:40 PM	**Mr. Ramakrishnan Narayanan Iyer** Asst. Professor, AIMSR (MCA), Mumbai, Maharashtra, India Title: Leveraging big data solution for improving it incident resolution process
2:55 PM	**Ms. Anuradha Urmila Manjunatha** NPS, Anjanapura, Bengluru Ex-Faculty, TIMSCDR, Mumbai, Maharashtra, India Title: Why women do not work after their marriage
3:10 PM	**Mr.Aniruddha M Phadke** Student, M.Sc. CS, Chhatrapati Shivaji Maharaj University, India

	Title: Aspect-based sentiment analysis for low-resource languages: a comprehensive survey on hindi
3:25 PM	**Sonali Sanjay Rupa Tiwari** HR Professional, HR Anexi, Mumbai, Maharashtra, India Title: Redefining the role of HR consultants as strategic transformation partners in business growth: moving beyond administrative support to driving organizational change
3:40 PM	**Mr. Rishikesh Rajkumar Prajapati & Ms. Prachi Sharma** Student, BSc CS, Aditya Institute of Management Studies and Research, India Title: Notex - revolutionizing learning efficiency
3:55 PM	**Ms. Sakshi Vijay Patil & MS. Arti Jha** Student, BCA, Aditya Institute of Management Studies and Research Title: Nlp - driven sentiment classification of social media content
4:10 PM	**Dr. Neeta Bhatt** Associate Professor, Aditya Institute of Management Studies and Research **Dr. Krati Sharma** Associate Professor, Aditya Institute of Management Studies and Research **CA Sandhya Menon** Associate Professor, Aditya Institute of Management Studies and Research Title: The Future of Digital Marketing: How AI and Machine Learning Are Reshaping Consumer Interaction
4:25 PM	**Ms. Firoza Mirza** Asst. Professor, SWCCS, Thane, Maharashtra Title: AI-Driven Personalized Employability Skill Development Systems for Higher Education: An Intelligent Framework for Corporate Readiness
E-certificate distribution 4.40 PM	E-certificate distribution and declaration of BEST RESEARCH PAPER AWARD by **Dr. Shubhi Lall Agarwal** (Convener of the Conference)
Vote of thanks 4:50 PM	Thanks for workshop on "How to present a research paper?" conducted by Mr. **Amar Patil Chanagouda Patil, Senior** Software Engineer, SAP Labs India Pvt. Ltd., Bengaluru, India by **Dr. Shubhi Lall Agarwal** (Convener of the conference)

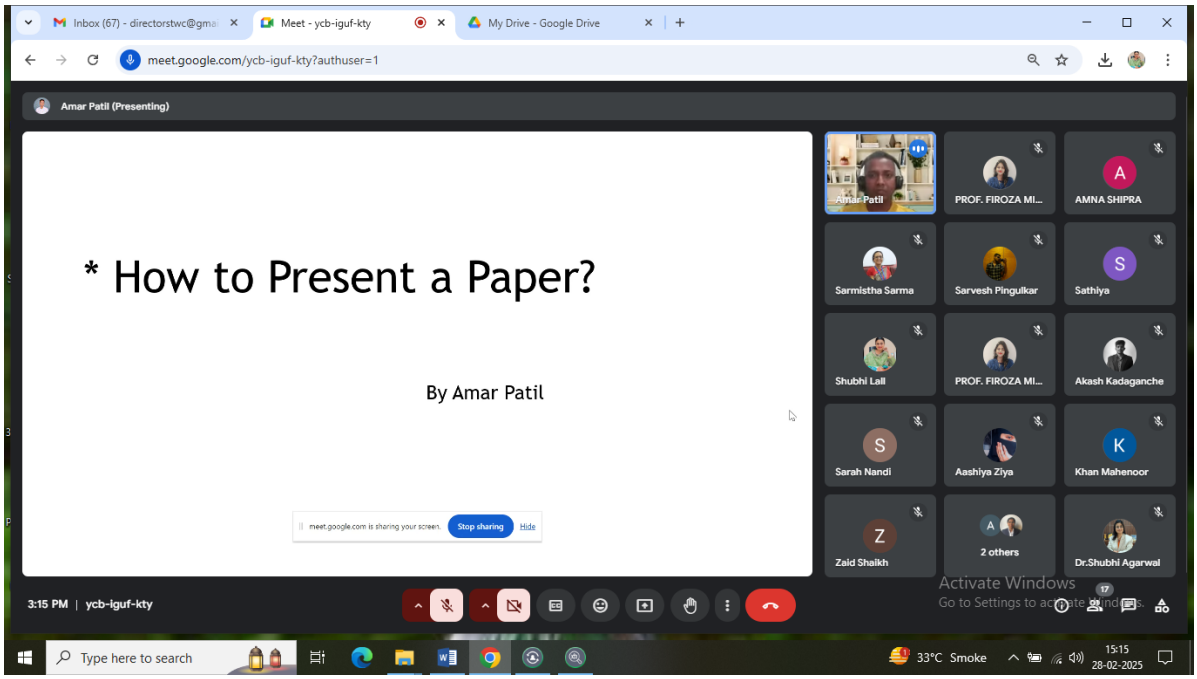
	Director, SWCCS, Thane, Maharashtra, India Followed by **Vote of thanks and group photographs**

DAY 1

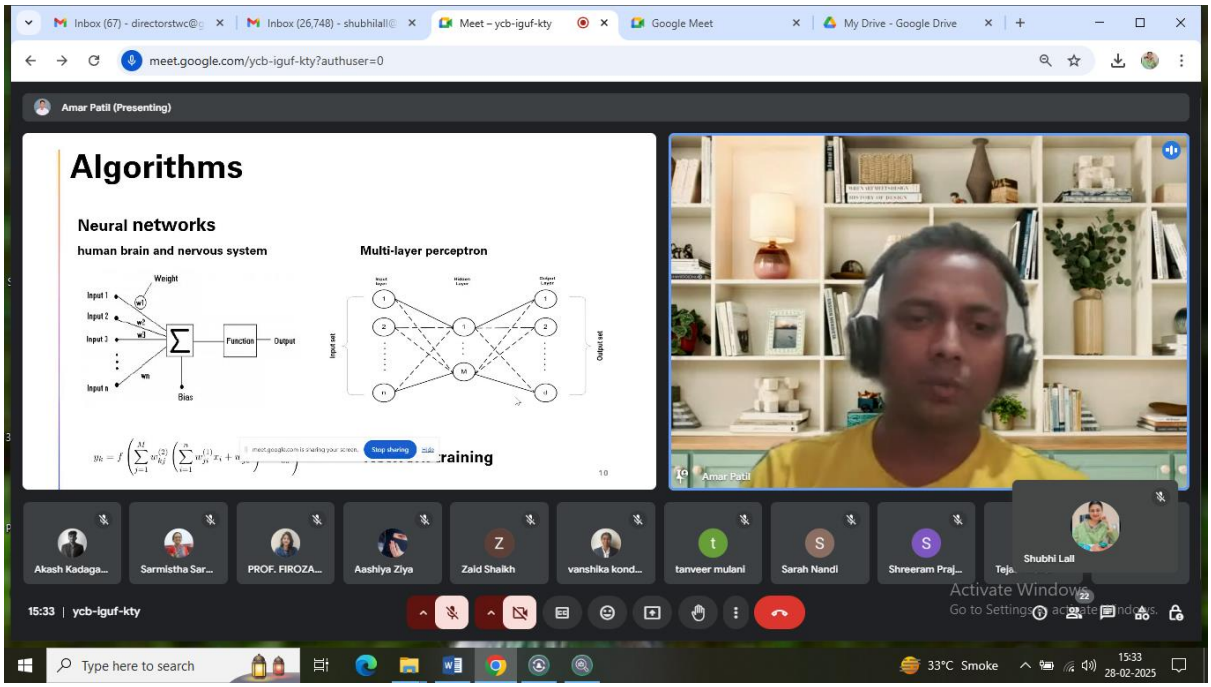
PRE WORKSHOP BY MR. AMAR PATIL, SAP Consultant, Bangalore

The SWCCS research cell conducted a pre-conference workshop on "How to present a research paper?" conducted by Mr. **Amar Patil Chanagouda Patil, Senior** Software Engineer, SAP Labs India Pvt. Ltd., Bengaluru, India. The participants attended the session and cleared their doubts on their presentations and understood the process of presentation.

Mr. Patil presented his two papers and gave a live demo on how to present a paper. Dr. Sarmistha Sarma was Technical Session Chair for the workshop.



Mr. Amar Patil presenting his research paper in Workshop



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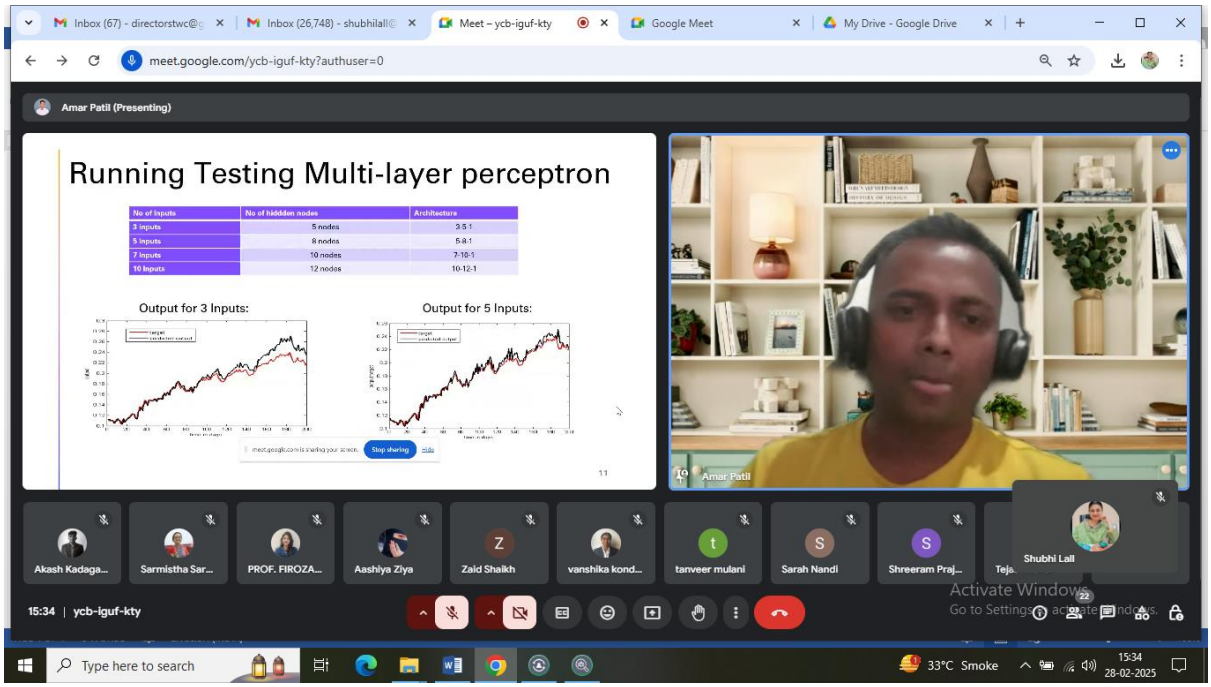
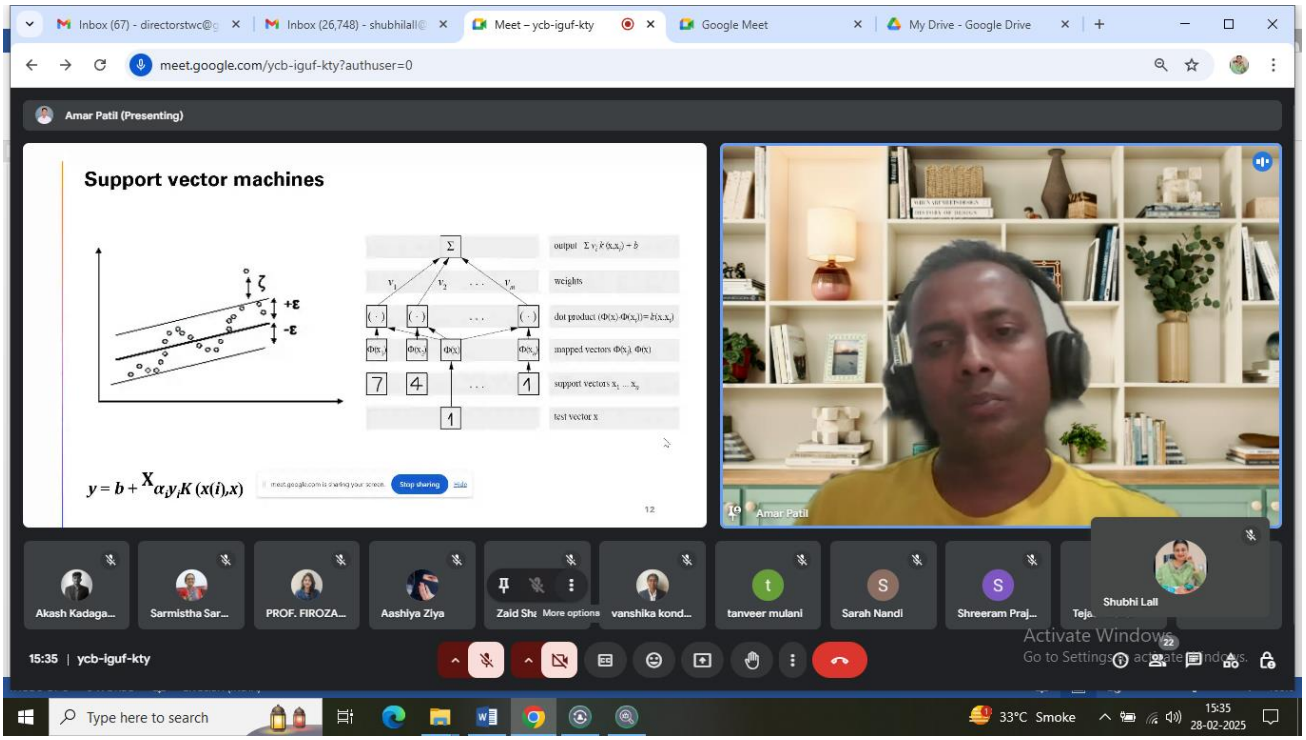


Mr. Amar Patil presenting his research paper in Workshop



Mr. Amar Patil presenting his research paper in Workshop

Key takeaways of the pre-conference workshop;

1. Present before publication
2. Work on literature review
3. Select the journal and its format
4. Write in groups
5. Write review papers
6. Read articles, newspapers and journals for new emerging technologies
7. Research cell must be functional and work in collabotarion to develop a research culture

Dr Shubhi Lall thanked Mr. Amar Patil for presenting his research paper one day prior to the conference and helping the students in scaling up the impact of research.

Mr. Patil offered research internships to the students who were found keen on research paper presentation.The session ended at 4.30 pm in the MINI SEMINAT HALL.

DAY 2

Introduction of IRCBDAV 2025

The Research conference wqas inaugurated by **Prof. (Dr.) M. S. Moodithaya,** Chief Guest of IRCBDAV 2025, Vice Chancellor, NITTE University (Deemed University), Mangalore, India. He shared his valuable inaugural address with the audience from Australia.

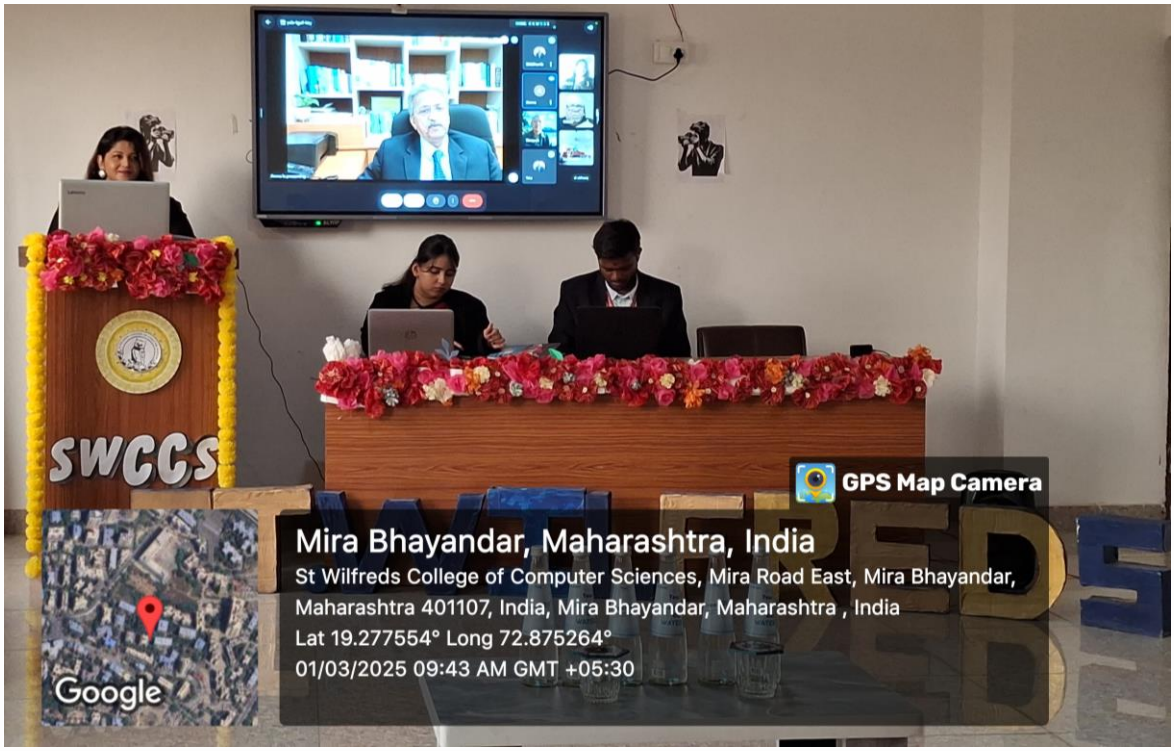
Prof. (Dr.) M. S. Moodithaya, *Chief Guest of IRCBDAV 2025, Vice Chancellor, NITTE University (Deemed University), Mangalore, India.*

Prof.(Dr) Sunita Srivastava was the *Guest of Honour and she started the event with cutting the ribbon and lighting the lamp.*. She was accompanied by Prof.(**Dr) Shubhi Lall Agarwal** *(Convener) and* Director, St. Wilfred's College of Computer Sciences, Thane, Maharashtra, India.

Dr. Srivastava is Professor & Dean, Corporate Relations, Sheila Raheja School of Business Management & Research, Mumbai, Maharashtra, India

The delegation with the core committee of IRCBDAV 2025

The conferences was hosted by Ms. Firoza Mirza, Assistant Professor & TPO, SWCCS alongside Ms. Amna Shipra, Assistant Professor, SWCCS who controlled the guests at virtual podium on google meet link. Mr Siddharth Dhabade,Student,SWCCS managed the technical side of the hybrid conference to ensure smooth execution of the event.



Prof. Firoza Mirza, Prof. Amna Shipra and Mr. Siddharth Dhabade hosting and hybrid IRCBDAV2025

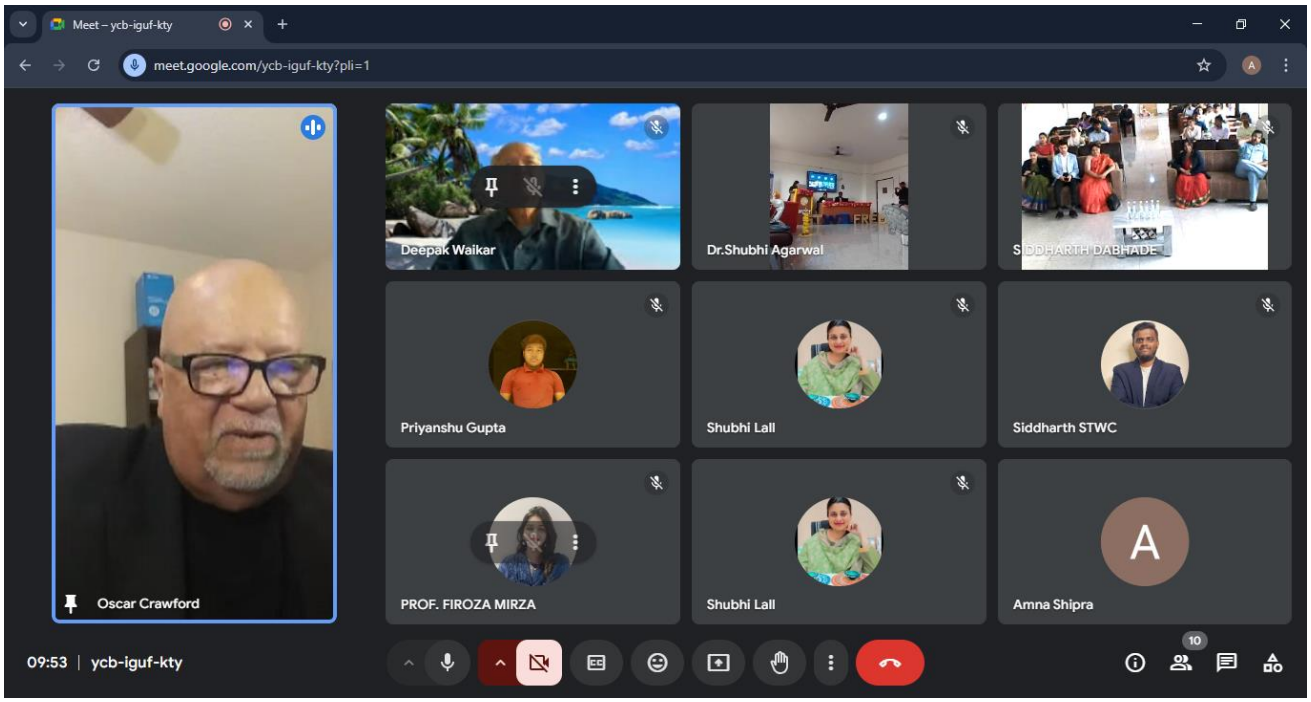
Ms. Sumedha Tiwari and Prof. Amna Shipra admitting the participants in online mode

International Paper Presentation by Mr. Oscar Crawford Arizona #USA

A very interesting International Research paper on the topic 'Big Data Analytics and Visualization: the power, the limits, and the future' was presented by Mr. Oscar Crawford from #Arizona #USA. He talked about the power of big data and how it will impact the society at large if used efficiently and wisely.

Mr. Oscar Crawford presenting his research work in IRCBDAV2025

Mr. Oscar Crawford, a presenter from USA sharing his research work with the audience



Keynote Session by Prof. (Dr) Sunita Srivastava,Mumbai

'Topic: From Data to Decisions: Harnessing Data Analytics & Visualizations'

Dr. Sunita Srivastava, the Keynote Speaker delivered a **Keynote Session on 'From** Data to Decisions: Harnessing Data Analytics & Visualizations'. She talked about various cases on analytics and how the research is helping to give insights on the current problems in India and how they can be resolved by launching new products and services across the globe.

Dr. Sunita Srivastava, the Keynote Speaker delivering a Keynote Session on 'From Data to Decisions: Harnessing Data Analytics & Visualizations'.

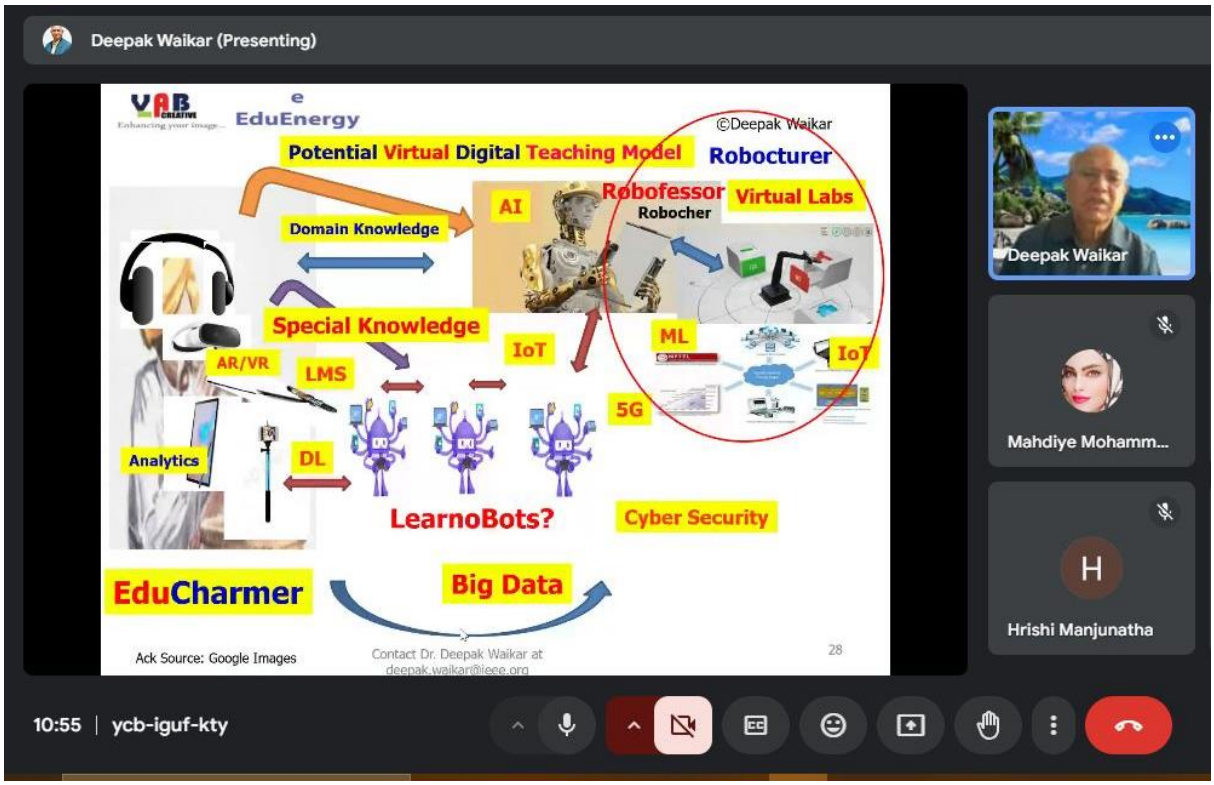
International Keynote Speaker: Dr Deepak Waikar Chair, IEEE, #Singapore

Topic : Smartly Designing a Digifessor for Transforming Education, Training, and Upskilling

Dr Deepak Waikar,Chair,IEEE, #**Singapore** presented his keynote speech on the topic 'Smartly Designing a Digfessor with Big Data,Analytics and Visualization' in the International Research

Conference on Big Data Analytics and Visualization **#IRCBDAV2025** .He talked about

Dr Deepak Waikar presenting his keynote speec on the topic 'Digifessor and its impact on society at large in future'



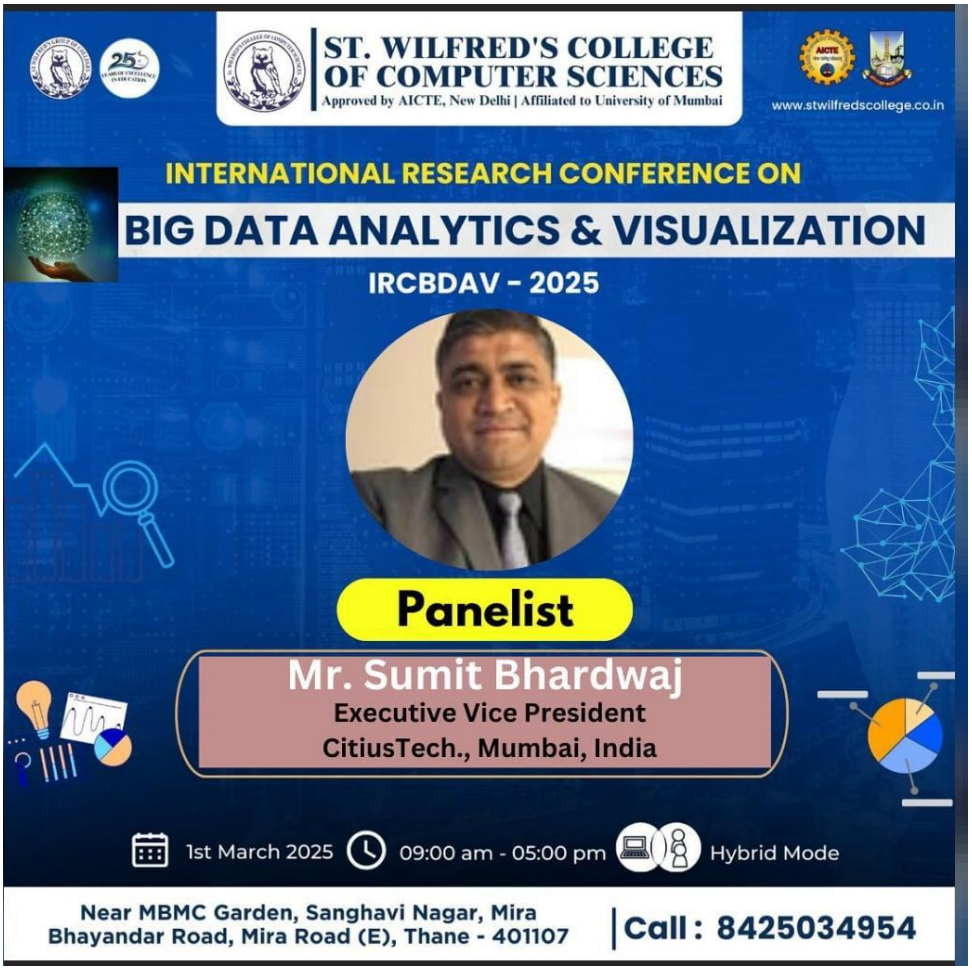
He is Chairperson, IEEE Education Society Chapter, Singapore and Adviser to Vabcreative Consulting Pte Ltd, Singapore

PANEL DISCUSSION

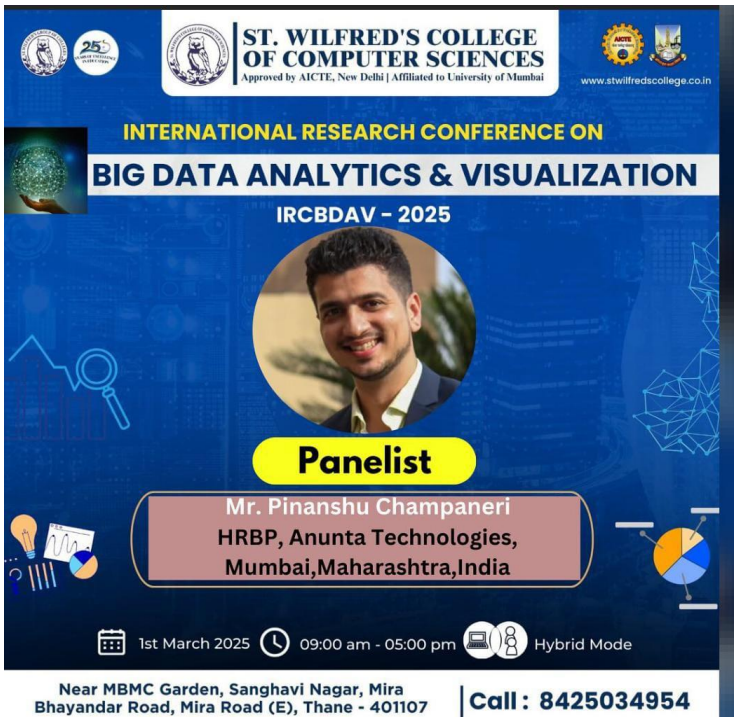
'Penetration of Analytics in Healthcare Industry, Operations and Human Resource Management'

The esteemed panelists

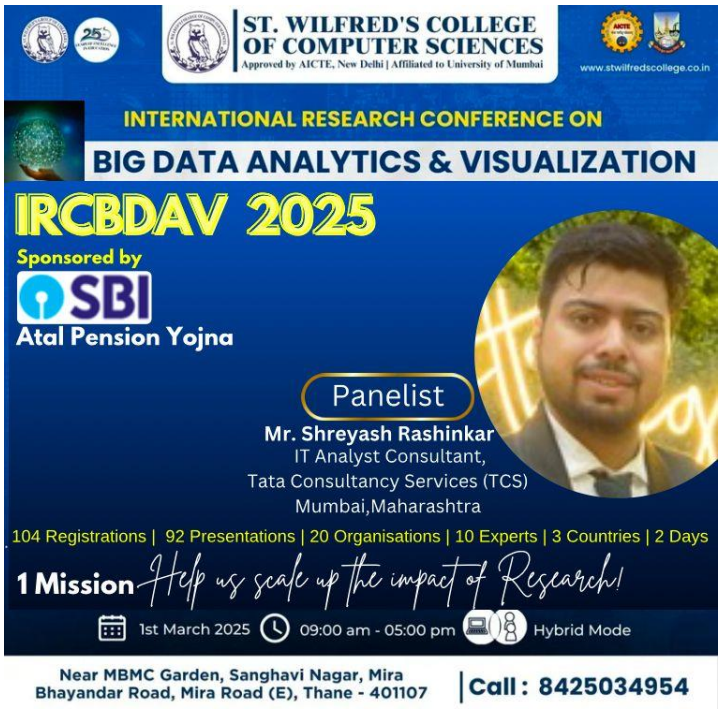
Mr. Sumit Bhardwaj,Executive Vice President, CitiusTech., Mumbai, India



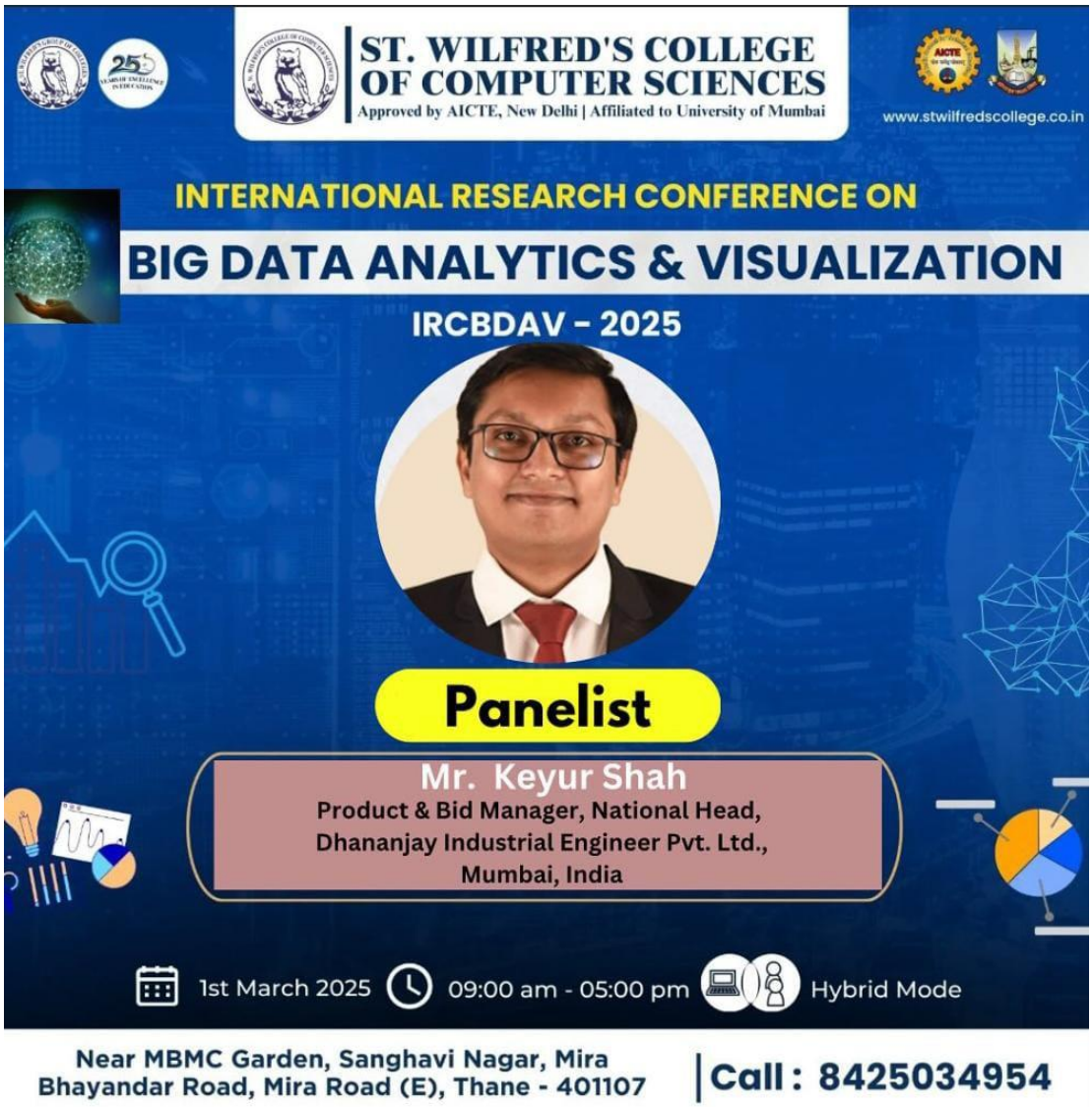
Mr. Pinanshu Champaneri,HRBP, Anunta Technologies, Mumbai, India



Mr. Shreyash Rashinkar,IT Analyst Consultant, TCS, Mumbai, Maharashtra, India

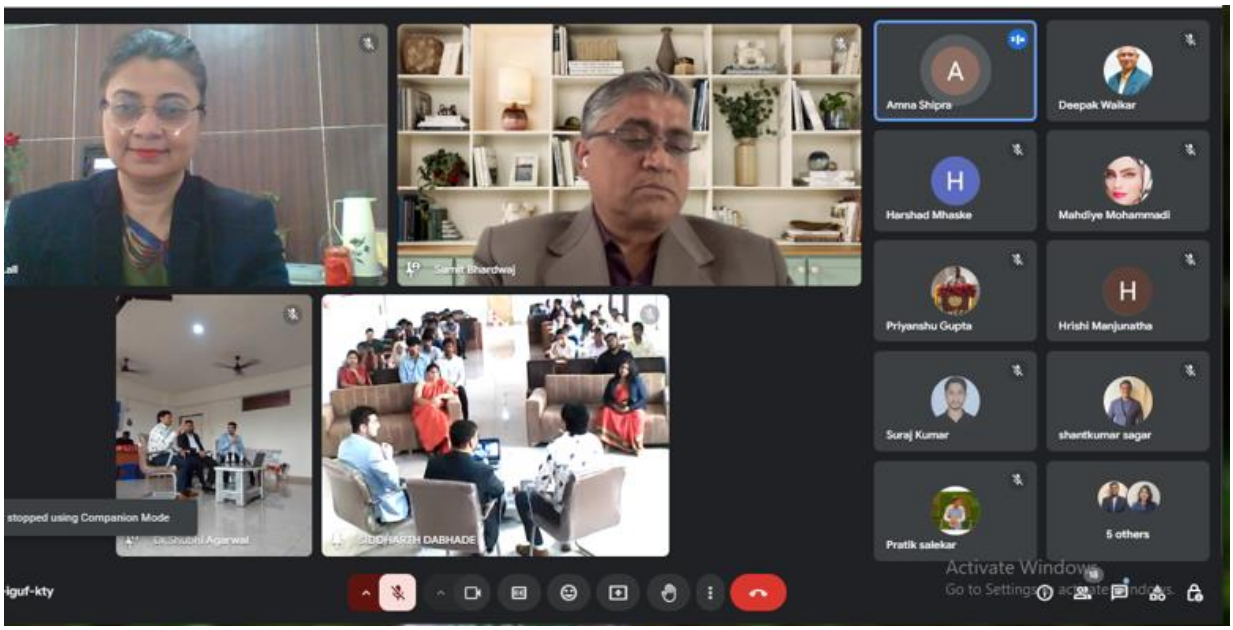


Mr. Keyur Shah,roduct & Bid Manager, National Head, Dhananjay Industrial Engineer Pvt. Ltd., Mumbai, India



Insights of panel discussion:

A very insightful panel discussion was conducted by Mr. Sumit Bhardwaj from Jaipur and Mr. Pinanshu Champaneri, Mr. Keyur Shah and Mr. Shreyansh Rashinkar in Mumbai in HYBRID mode. The discussion talked about penetration of Analytics in Healthcare Industry, Operations and Human Resource Management. Mr. Bhardwaj talked about the data and its usage in the healthcare industry to get insigts of a patient while Mr. Shreyash talked about how data is mined for usage. Mr Pinanshu discussed how analytics is applied in effective human resource management. Mr. Shah talked about the analytics in operations to have smooth functioning of the supply chain in a system.



Dr Shubhi Lall and Mr. Sumit Bhardwaj listening the offline panelists

GPS Map Camera
Mira Bhayandar, Maharashtra, India
St Wilfreds College of Computer Sciences, Mira Road East, Mira Bhayandar, Maharashtra 401107, India, Mira Bhayandar, Maharashtra , India
Lat 19.277554° Long 72.875264°
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Google

Sumit Bhardwaj

PANEL DISCUSSION on 'Penetration of Analytics in Healthcare Industry, Operations and Human Resource Management' in HYBRID Mode

The International Research Conference on Big Data Analytics and Visualization (IRCBDAV 2025) was a very successful event with 57 shortlisted presentations and 4 best paper awards.

Vote of thanks by Dr. Shubhi Lall Agarwal, Convener, IRCBDAV2025

Dr. Shubhi Lall thanked the patron and President of CSMU, Dr. Keshav Badaya for providing a platform to showcase the research work and develop a research culture in the society.

Dr. Shubhi Lall (Convener of the conference) and Director, SWCCS, Thane, Maharashtra, India thanked Dr Sunita Srivastava and the panelists for joining the conference.She also thanked the students, faculty

members, management and the peons for nicely organizing the layout and helping in odd hours. She thanks Dr Moodithaya for addressing the conference from Australia from his busy schedule.

She added her big thanks to the Technical session Judges and the team of Pinion Journal for giving the students a chance to publish their paper free of cost.

The sponsors were thanked by the director, staff members and the students for their support and suggestions.

Dr. Shubhi Lall felicitating Dr. Sunita Srivastava on the International Women's Day Week

Prof. Firoza Mirza felicitating Mr. Pinanshu Champaneri,HR,Anuntatech

MS. Sathiyabama felicitating Mr. Keyur Shah, National Head, Dhananjay Industreis Pvt. Ltd.

Prof. Amna Shipra felicitating Mr. Shreyash Rashinkar, Data Analyst , TCS

POST LUNCH SESSION of IRCBDAV 2025

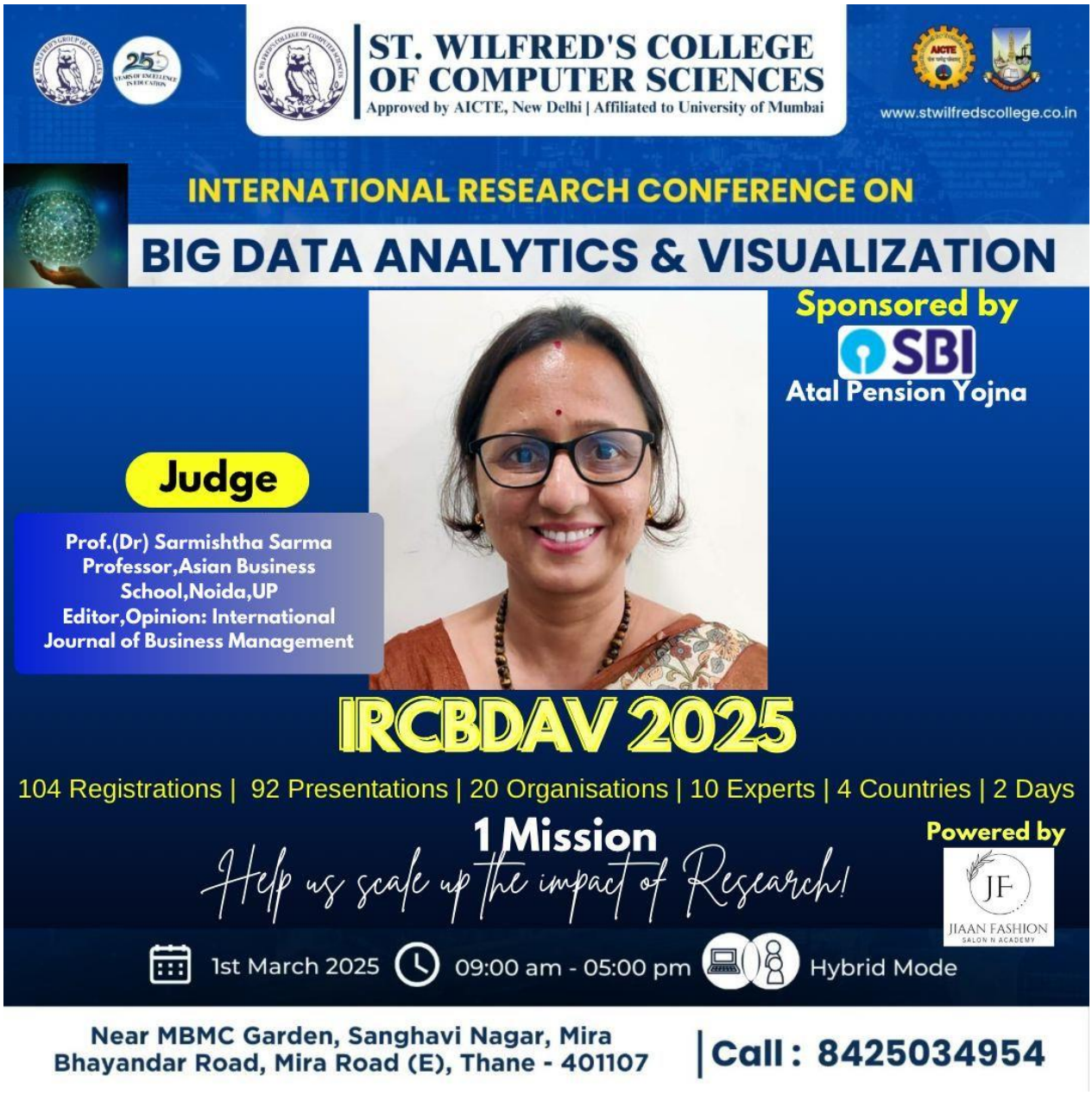
Technical Session Chair

Four research papers were adjudged best for awarding the title 'Best Paper' by the jury members and the results were unanimously declared by the online and offline jury members;

Jury members for IRCBDAV 2025 :

Mr. Keyur Shah, Product & Bid Manager, National Head, Dhananjay Industrial Engineer Pvt. Ltd., Mumbai, India (Offline mode)

Dr Sarmistha Sarma Editor, International Journal of Business Management Professor,Asian Business School,Noida,India (Offline mode)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Judge
Prof.(Dr) Sarmishtha Sarma
Professor,Asian Business School,Noida,UP
Editor,Opinion: International Journal of Business Management
IRCBDAV 2025
104 Registrations | 92 Presentations | 20 Organisations | 10 Experts | 4 Countries | 2 Days
1 Mission
Help us scale up the impact of Research!
Powered by
JIAAN FASHION
SALON N ACADEMY
1st March 2025
09:00 am - 05:00 pm
Hybrid Mode
Near MBMC Garden, Sanghavi Nagar, Mira Bhayandar Road, Mira Road (E), Thane - 401107
Call : 8425034954

3. Dr. Seshanwita Das Associate Professor Christ (Deemed to be) University Delhi NCR Campus (Offline mode)

4. Dr. Tapas Das Associate Professor Christ (Deemed to be) University Delhi NCR Campus (Offline mode)

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1 Mission
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1st March 2025
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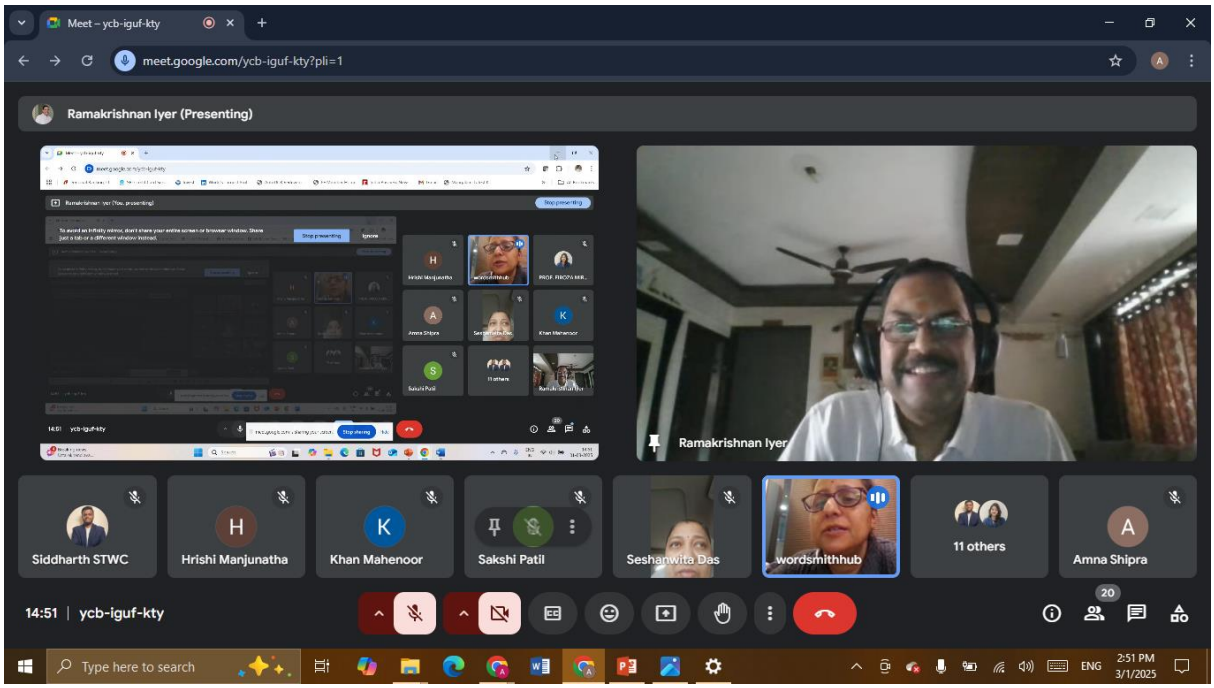
The hosts of the conference were MS. Sumedha Tiwari, Ms. Yashwi, Ms. Neha along side Ms. Shachi Thakur and Mr. Sahil Kushwaha from St. Wilfred's Institute fo Pharmaceutical Sciences and Research,Mumbai

Papers presenters

1. **Mr. Ramakrishnan Narayanan Iyer,Asst. Professor, AIMSR (MCA), Mumbai, Maharashtra, India**

Title: Leveraging big data solution for improving it incident resolution process

The Best **#Research** Paper **#Award** of **#IRCBDAV2025** goes to Mr. Ramakrishnan Iyer, Assistant Professor at Aditya Institute of Management Studies and Research. **#Mumbai #India.** He presented a very valuable paper on the topic Leveraging big data solution for improving it incident resolution process


Meet – ycb-iguf-kty
meet.google.com/ycb-iguf-kty?pli=1
Ramakrishnan Iyer (Presenting)
Ramakrishnan Iyer
Siddharth STWC
Hrishi Manjunatha
Khan Mahenoor
Sakshi Patil
Seshanwita Das
wordsmithhub
11 others
Amna Shipra
14:51 | ycb-iguf-kty
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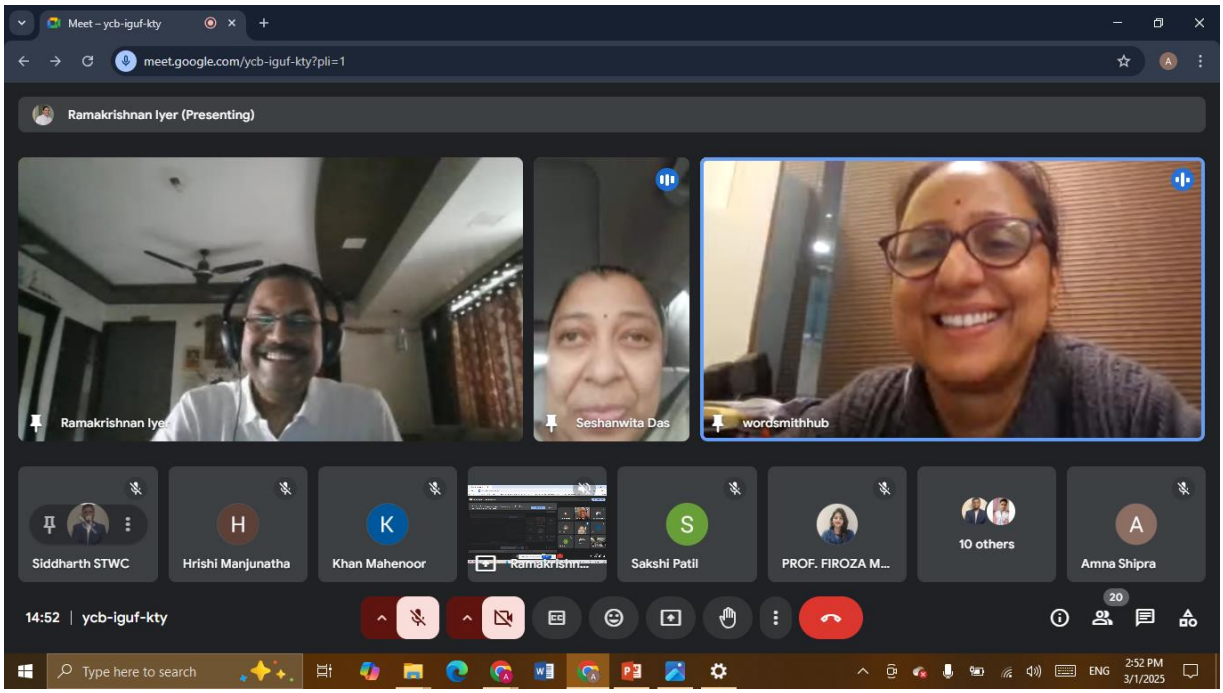
ENG
2:51 PM
3/1/2025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Ramakrishnan Iyer (Presenting)
Ramakrishnan Iyer
Seshanwita Das
wordsmithhub
Siddharth STWC
Hrishi Manjunatha
Khan Mahenoor
Sakshi Patil
PROF. FIROZA M...
10 others
Amna Shipra
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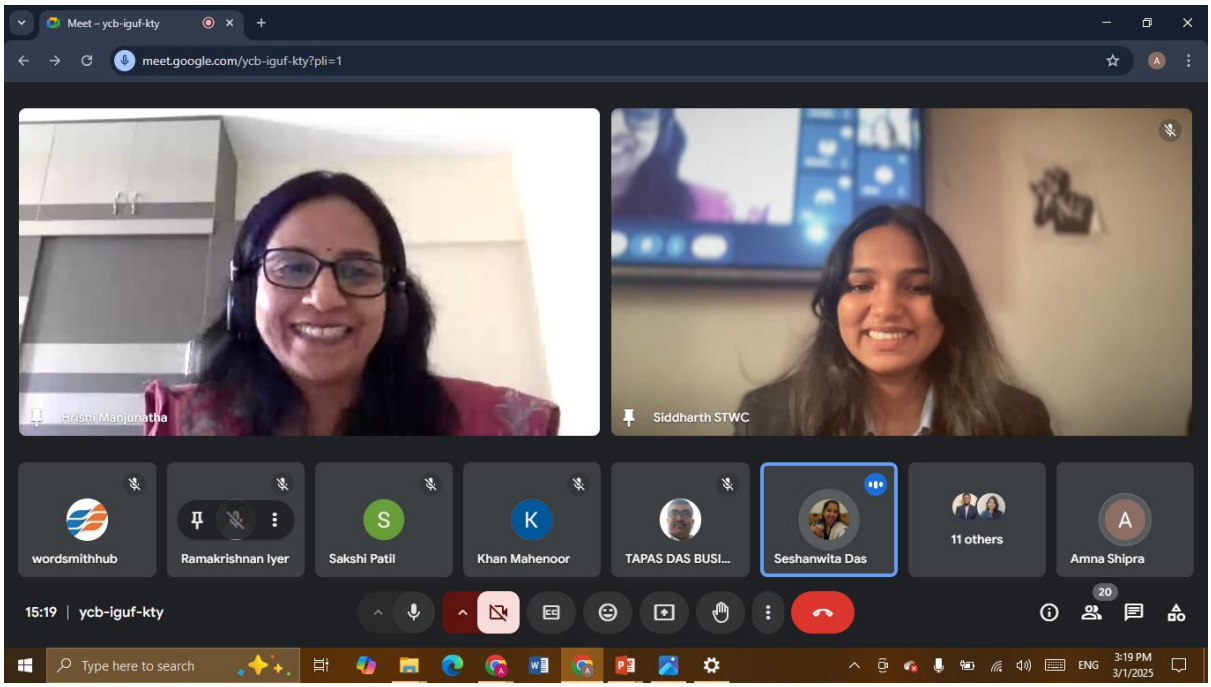
3/1/2025

2. Ms. Anuradha Urmila Manjunatha,NPS, Anjanapura, Bengluru,Ex-Faculty, TIMSCDR, Mumbai, Maharashtra, India

Title: Why women do not work after their marriage

Ms. Anuradha Urmila Manjunatha from NPS, Anjanapura, Bengluru and Ex-Faculty, TIMSCDR, Mumbai, Maharashtra, India presented a paper on "Why women do not work after their marriage?"

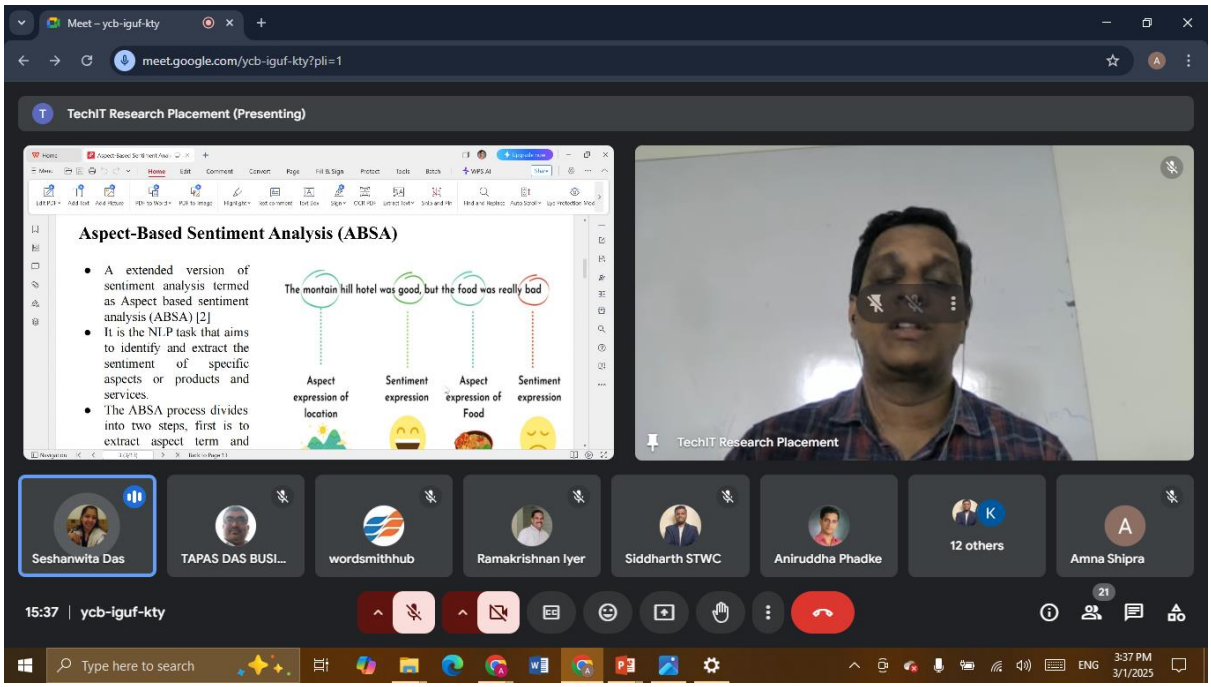


3. Mr.Aniruddha M Phadke a Student of M.Sc.(CS) at Chhatrapati Shivaji Maharaj University, India

Topic: Aspect-based sentiment analysis for low-resource languages: a comprehensive survey on hindi

Greetings from St. Wilfred's College College of Computer Sciences, Thane,Maharashtra!

Mr. Aniruddha M Phadke,a student of **M.Sc.** In Chatrapati Shivaji Maharaj University **#csmu** panvel **#navimumbai** received the 'Best Research Paper Award' in International Research Conference in Big Data Analytics **#IRCBDAV2025** organised by **#SWCCS** Mira Road **#Mumbai** on 1st March 2025 in Mini Seminar Hall, SWCCS campus.


Meet – ycb-iguf-kty
meet.google.com/ycb-iguf-kty?pli=1
TechIT Research Placement (Presenting)
Aspect-Based Sentiment Analysis (ABSA)
A extended version of sentiment analysis termed as Aspect based sentiment analysis (ABSA) [2]
It is the NLP task that aims to identify and extract the sentiment of specific aspects or products and services.
The ABSA process divides into two steps, first is to extract aspect term and
The montain hill hotel was good, but the food was really bad
Aspect expression of location
Sentiment expression
Aspect expression of Food
Sentiment expression
TechIT Research Placement
Seshanwita Das
TAPAS DAS BUSI...
wordsmithhub
Ramakrishnan Iyer
Siddharth STWC
Aniruddha Phadke
12 others
Amna Shipra
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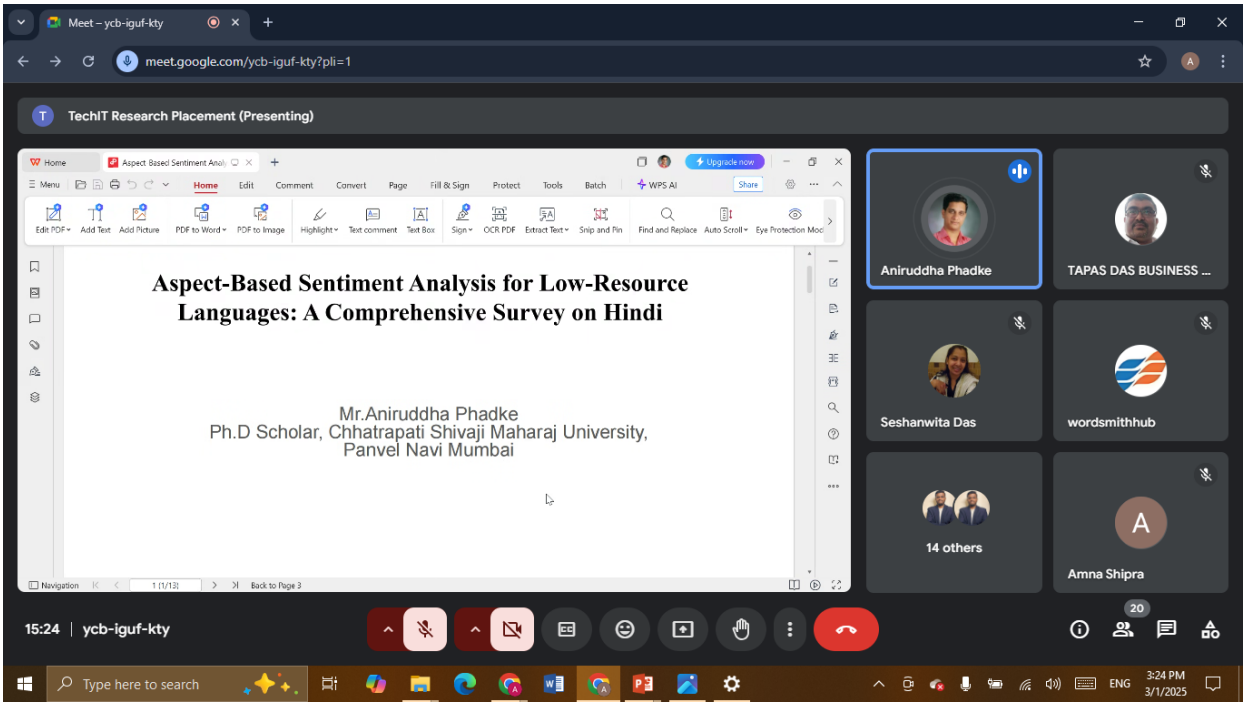
3/1/2025


Meet – ycb-iguf-kty
meet.google.com/ycb-iguf-kty?pli=1
TechIT Research Placement (Presenting)
Aspect-Based Sentiment Analysis for Low-Resource Languages: A Comprehensive Survey on Hindi
Mr.Aniruddha Phadke
Ph.D Scholar, Chhatrapati Shivaji Maharaj University, Panvel Navi Mumbai
Aniruddha Phadke
TAPAS DAS BUSINESS ...
Seshanwita Das
wordsmithhub
14 others
Amna Shipra
15:24 | ycb-iguf-kty
Type here to search
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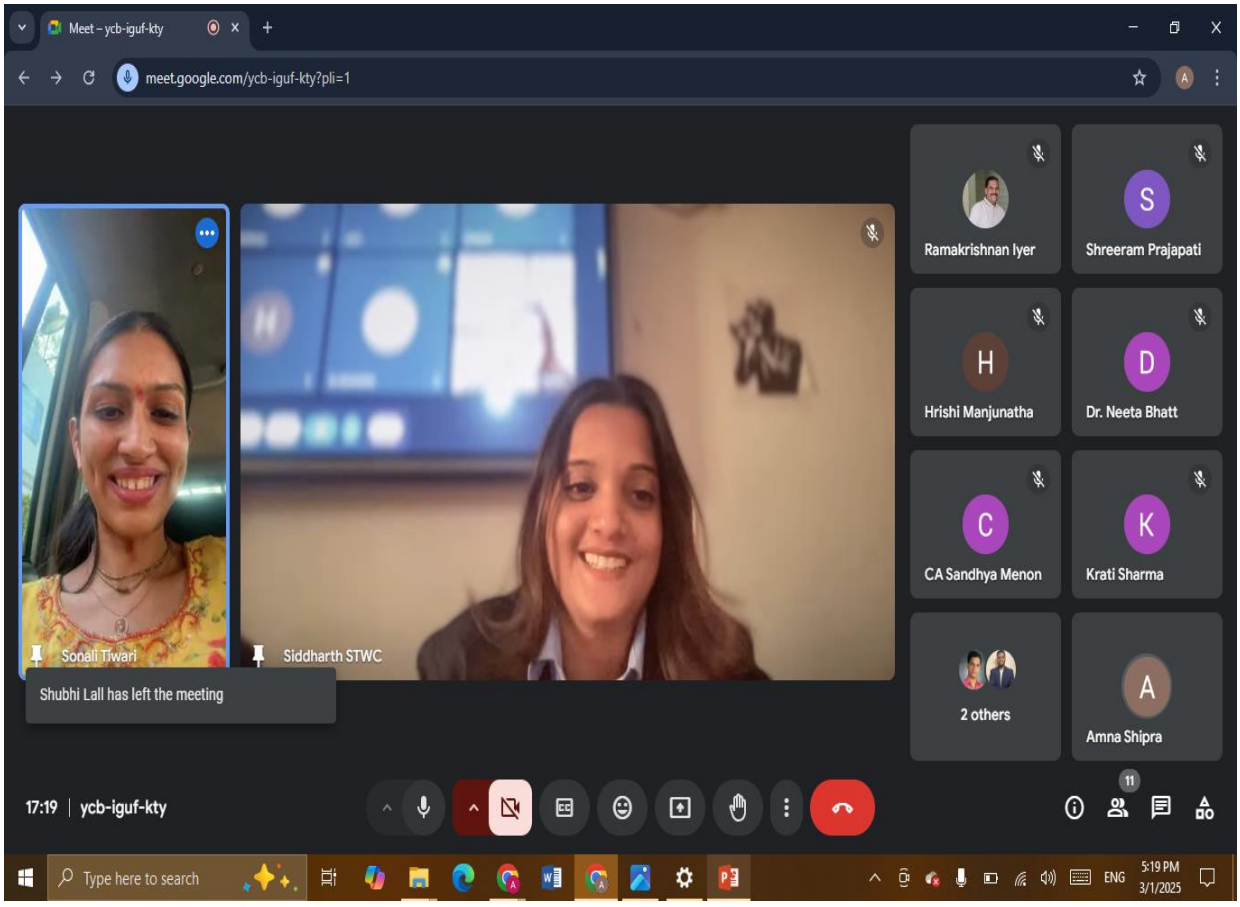
3:24 PM
3/1/2025

4. **Sonali Sanjay Rupa Tiwari, HR Professional, HR Anexi, Mumbai, Maharashtra, India**

Title: **Redefining the role of HR consultants as strategic transformation partners in business growth: moving beyond administrative support to driving organizational change**

Ms. Sonali Tiwari, HR from HR Professional from Anexi presented a research paper on the topic 'Beyond Administration: The Evolving Role of HR as Strategic Business Partners'. The paper was very innovative and appreciated by many participants in the conference.



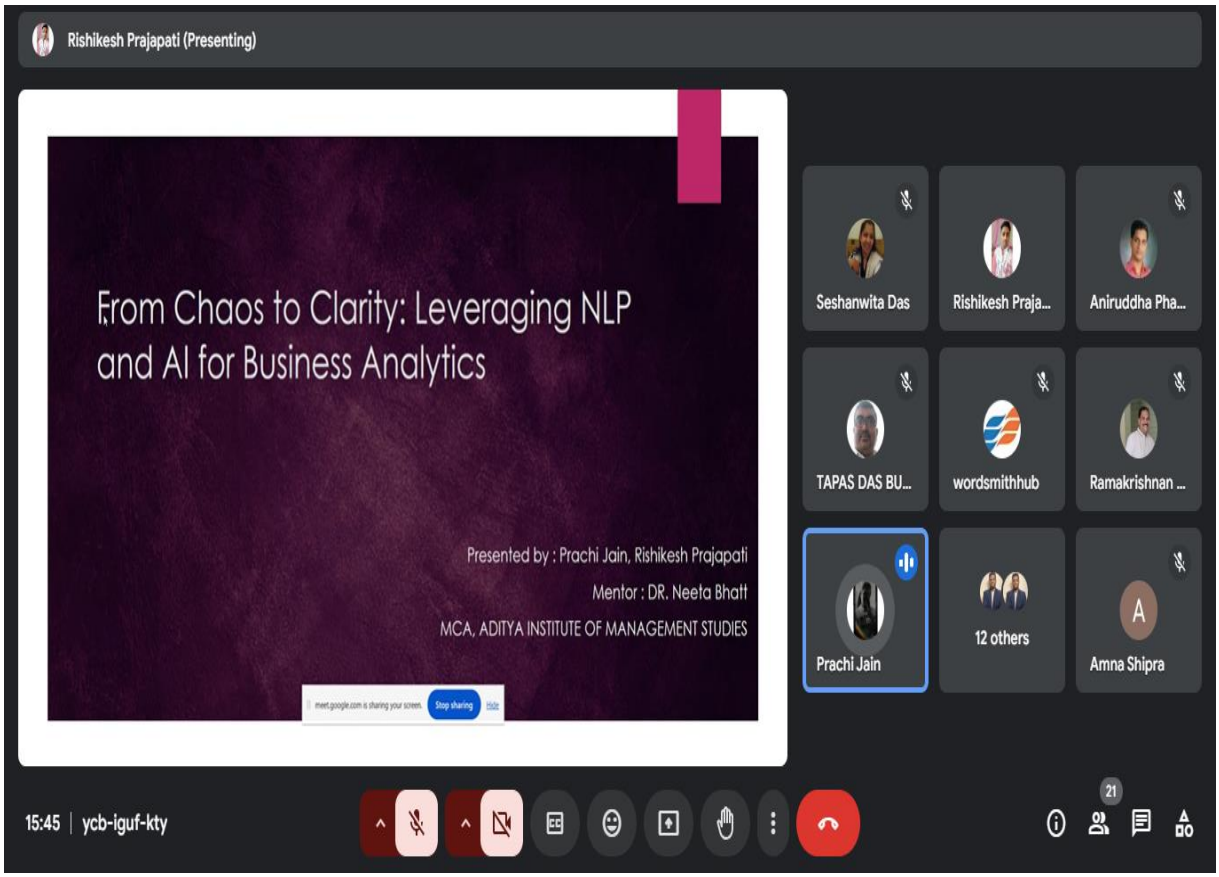
5.

Student, MCA, Aditya Institute of Management Studies and Research, India

Ms. Prachi Tiwari, Student, MCA, Aditya Institute of Management Studies and Research, India

Title: Notex - revolutionizing learning efficiency

Mr. Rishikesh Rajkumar Prajapati and MS. Prachi Student, MCA, Aditya Institute of Management Studies and Research, India presented a very valuable paper on the Title - Notex - revolutionizing learning efficiency. The paper was considered as the best paper by the jury membetrs.

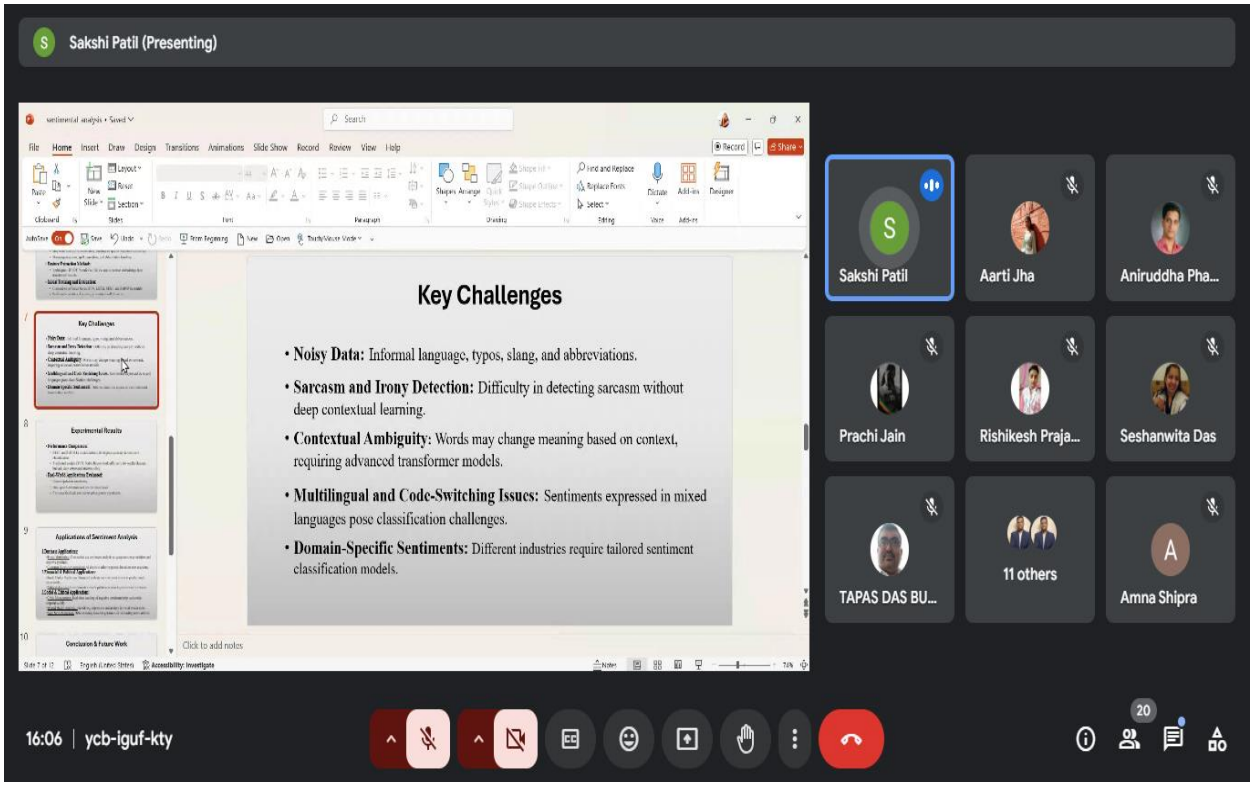

Rishikesh Prajapati (Presenting)
From Chaos to Clarity: Leveraging NLP and AI for Business Analytics
Presented by : Prachi Jain, Rishikesh Prajapati
Mentor : DR. Neeta Bhatt
MCA, ADITYA INSTITUTE OF MANAGEMENT STUDIES
Stop sharing
Seshanwita Das
Rishikesh Praja...
Aniruddha Pha...
TAPAS DAS BU...
wordsmithhub
Ramakrishnan ...
Prachi Jain
12 others
A
Amna Shipra
15:45 | ycb-iguf-kty
21

6. Ms. Sakshi Vijay Patil, Student, MCA, Aditya Institute of Management Studies and Research

Ms. Arti Jha, Student, MCA, Aditya Institute of Management Studies and Research

Title: Nlp - driven sentiment classification of social media content

The paper was a good attempt on Natural Language processing and its applications in social media.



7. **Dr. Neeta Bhatt, Associate Professor, Aditya Institute of Management Studies and Research**

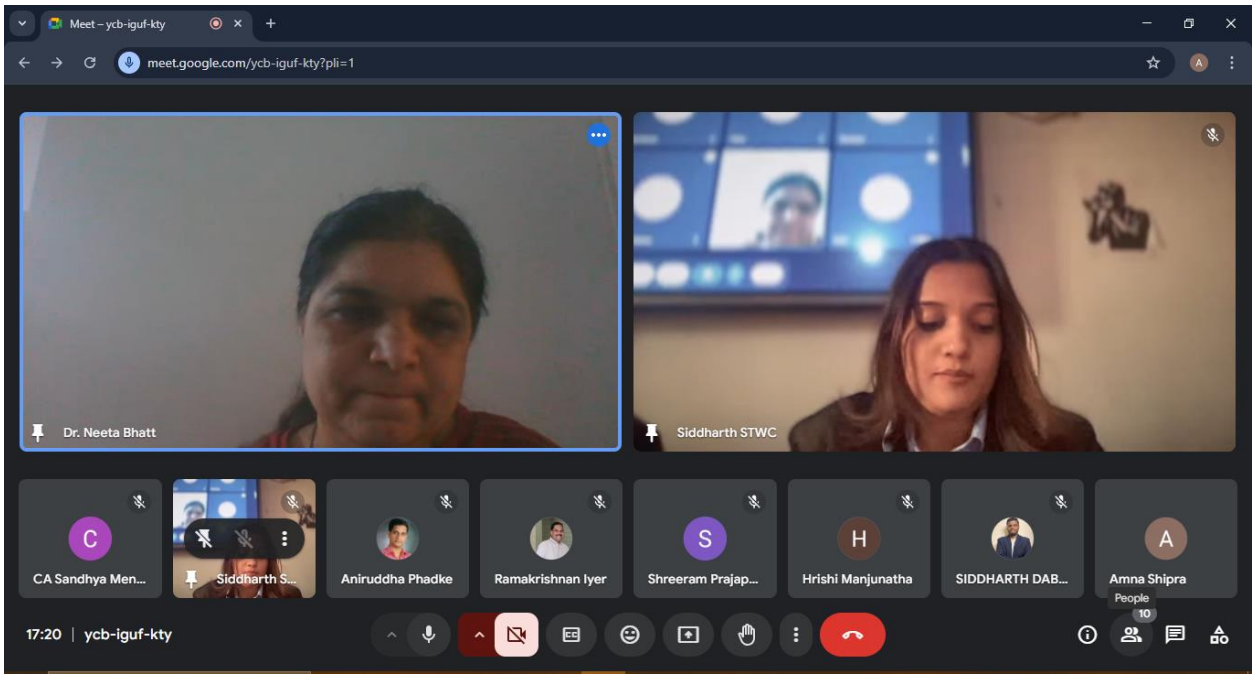
Dr. Krati Sharma, Associate Professor, Aditya Institute of Management Studies and Research

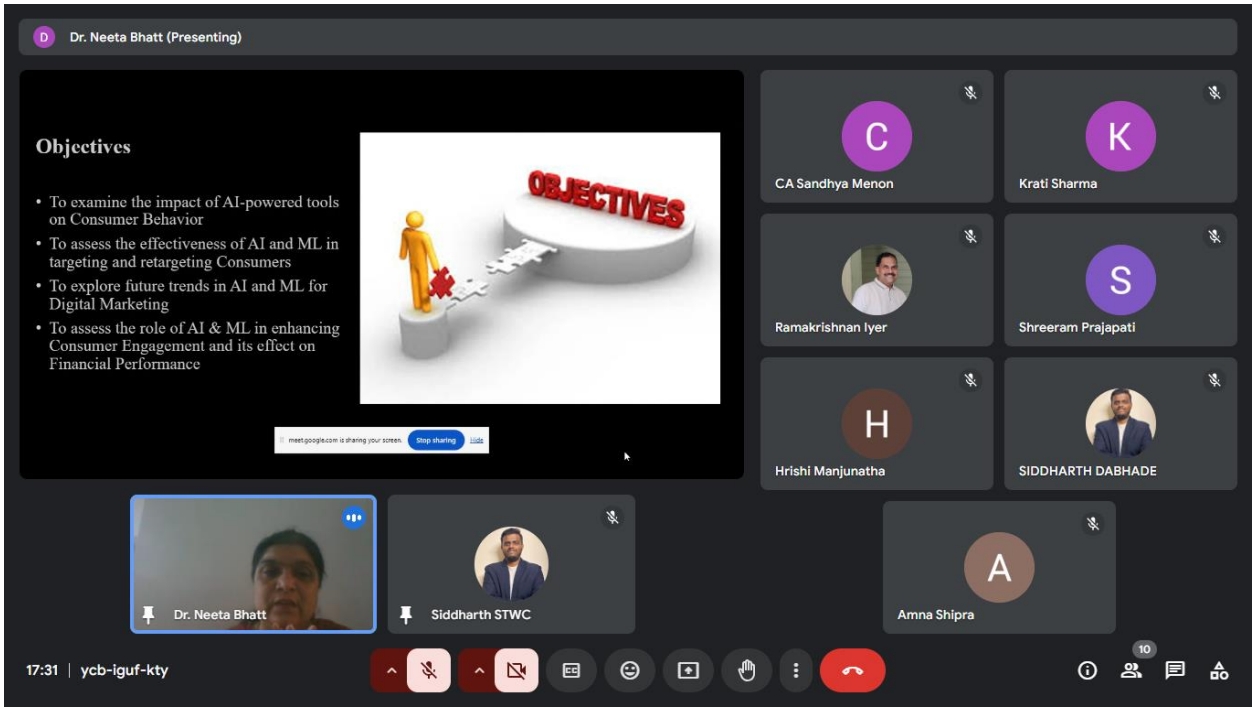
CA Sandhya Menon,Professor, Aditya School of Business Management

Title: The Future of Digital Marketing: How AI and Machine Learning Are Reshaping Consumer Interaction

The Best **Research** Paper **Award** of **IRCBDAV2025** was bagged by a team professors of Aditya Institute of Management Studies and Research. **Mumbai India**.

Hearty congratulations to best paper prize winners - Dr Neeta Bhatt, Dr Krati Sharma and CA Sandhya Menon who presented a research paper on AI.

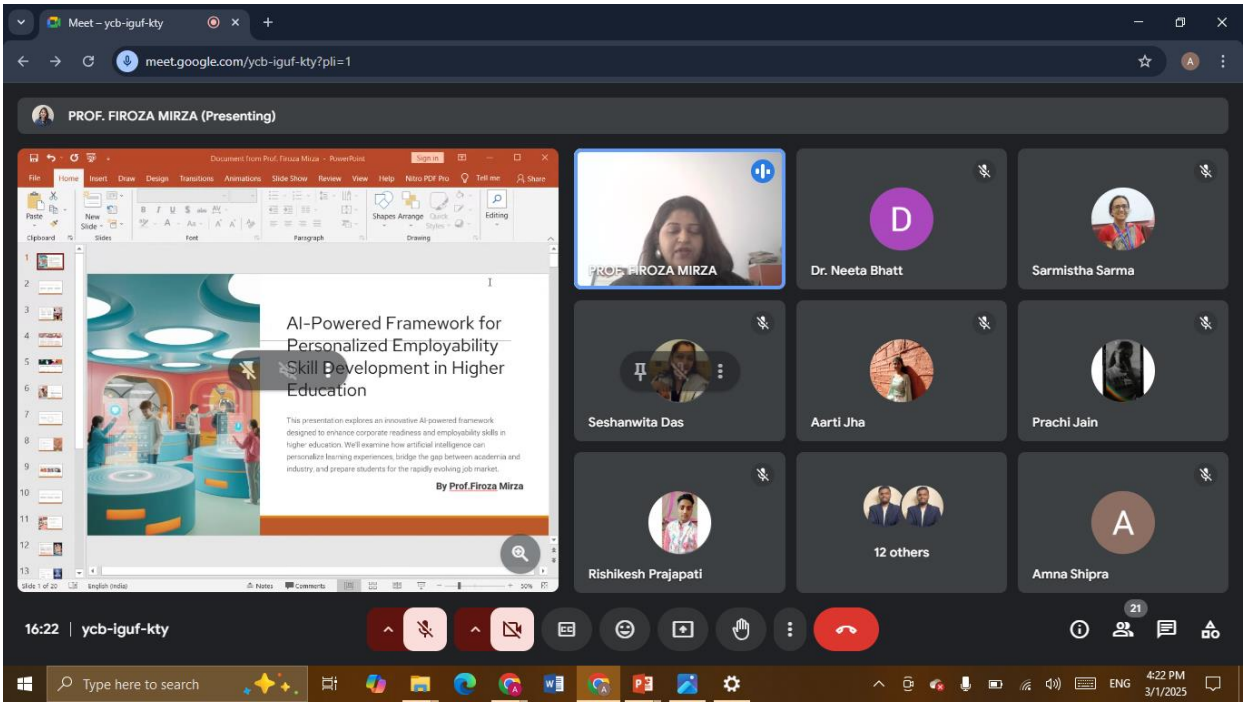

Meet – ycb-iguf-kty
meet.google.com/ycb-iguf-kty?pli=1
Dr. Neeta Bhatt
Siddharth STWC
CA Sandhya Men...
Siddharth S...
Aniruddha Phadke
Ramakrishnan Iyer
Shreeram Prajap...
Hrishi Manjunatha
SIDDHARTH DAB...
Amna Shipra
People
17:20 | ycb-iguf-kty


Dr. Neeta Bhatt (Presenting)
Objectives
To examine the impact of AI-powered tools on Consumer Behavior
To assess the effectiveness of AI and ML in targeting and retargeting Consumers
To explore future trends in AI and ML for Digital Marketing
To assess the role of AI & ML in enhancing Consumer Engagement and its effect on Financial Performance
OBJECTIVES
CA Sandhya Menon
Krati Sharma
Ramakrishnan Iyer
Shreeram Prajapati
Hrishi Manjunatha
SIDDHARTH DABHADE
Dr. Neeta Bhatt
Siddharth STWC
Amna Shipra
17:31 | ycb-iguf-kty

8. Ms. Firoza Mirza, Asst. Professor, SWCCS, Thane, Maharashtra

Title: AI-Driven Personalized Employability Skill Development Systems for Higher Education: An Intelligent Framework for Corporate Readiness

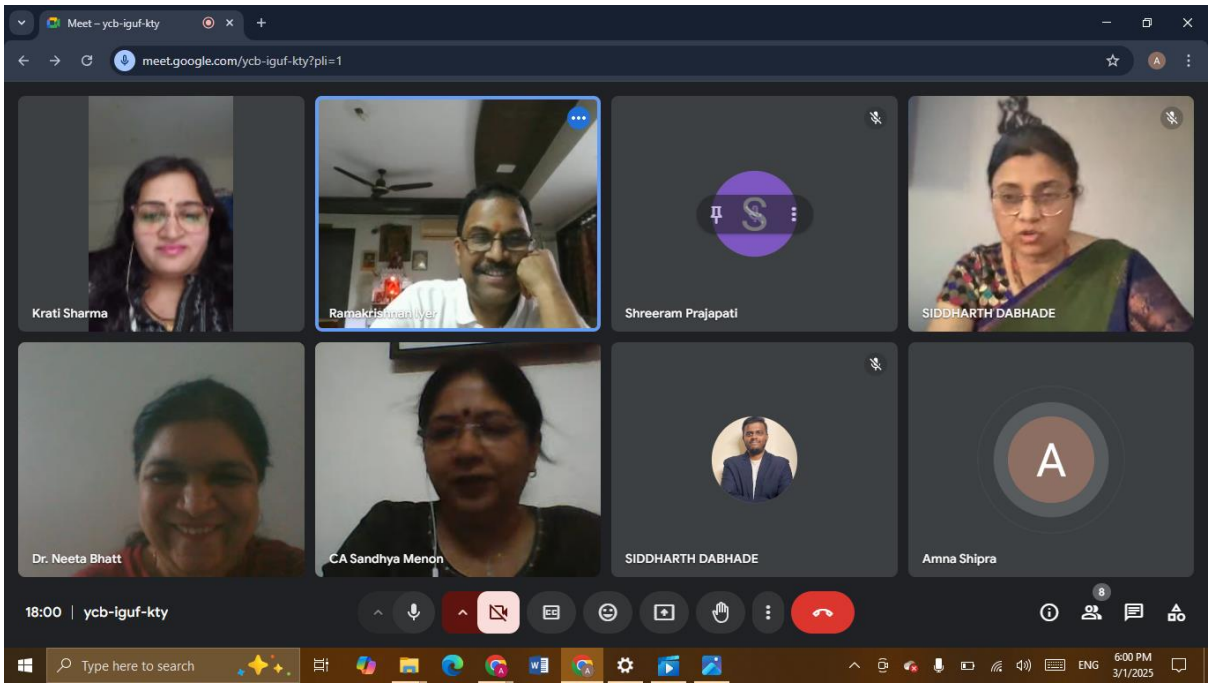
Ms. Firoza Mirza, Assistant Professor, #swccs and a Research Scholar of #CSMU presented a research paper on 'AI Driven Framework for Personalised Employability Skill Development in Higher education'. The paper was very innovative and appreciated by many participants in the conference.



9.

E-certificate distribution and declaration of BEST RESEARCH PAPER AWARD

Dr. Shubhi Lall Agarwal (Convener of the Conference) and Mr. Keyur Shah announced the results of the paper presentation. Four papers were adjudged best amongst the presented papers for their research readiness, literature review and general awareness on the topic.


Meet – ycb-iguf-kty
meet.google.com/ycb-iguf-kty?pli=1
Krati Sharma
Ramakrishnan Iyer
Shreeram Prajapati
SIDDHARTH DABHADE
Dr. Neeta Bhatt
CA Sandhya Menon
SIDDHARTH DABHADE
Amna Shipra
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3/1/2025

Krati Sharma
Ramakrishnan Iyer
Shreeram Prajapati
Hrishi Manjunatha
Dr. Neeta Bhatt
CA Sandhya Menon
2 others
Amna Shipra
Siddharth STWC
17:54 | ycb-iguf-kty

Dr. Shubhi Lall Agarwal and Mr. Keyur Shah, Technical Session Chair declaring the results and Best Research Paper Award of IRCBDAV2025

Best Research Papers of the Conference

Four research papers were adjudged best for awarding the title 'Best Research Paper' by the jury members and the results were unanimously declared by the online and offline jury members;

Jury members for **#Ircbdav2025** :-

1. Mr. Keyur Shah, Product & Bid Manager, National Head, Dhananjay Industrial Engineer Pvt. Ltd., Mumbai, India

2. Dr Sarmistha Sarma Editor, International Journal of Business Management Professor,Asian Business School, Noida, India

3. Dr. Seshanwita Das Associate Professor Christ (Deemed to be) University Delhi NCR Campus

4. Dr. Tapas Das Associate Professor Christ (Deemed to be) University Delhi NCR Campus

Best Research Papers of IRCBDAV 2025	
2:40 PM	**Mr. Ramakrishnan Narayanan Iyer** Asst. Professor, AIMSR (MCA), Mumbai, Maharashtra, India Title: Leveraging big data solution for improving it incident resolution process
3:10 PM	**Mr.Aniruddha M Phadke** Student, M.Sc. CS, Chhatrapati Shivaji Maharaj University, India Title: Aspect-based sentiment analysis for low-resource languages: a comprehensive survey on hindi
3:40 PM	**Mr. Rishikesh Rajkumar Prajapati & Ms. Prachi Sharma** Student, BSc CS, Aditya Institute of Management Studies and Research, India Title: Notex - revolutionizing learning efficiency
4:10 PM	**Dr. Neeta Bhatt** Associate Professor, Aditya Institute of Management Studies and Research **Dr. Krati Sharma** Associate Professor, Aditya Institute of Management Studies and Research **CA Sandhya Menon** Associate Professor, Aditya Institute of Management Studies and Research Title: The Future of Digital Marketing: How AI and Machine Learning Are Reshaping Consumer Interaction

Reviewers of IRCBDAV2025:

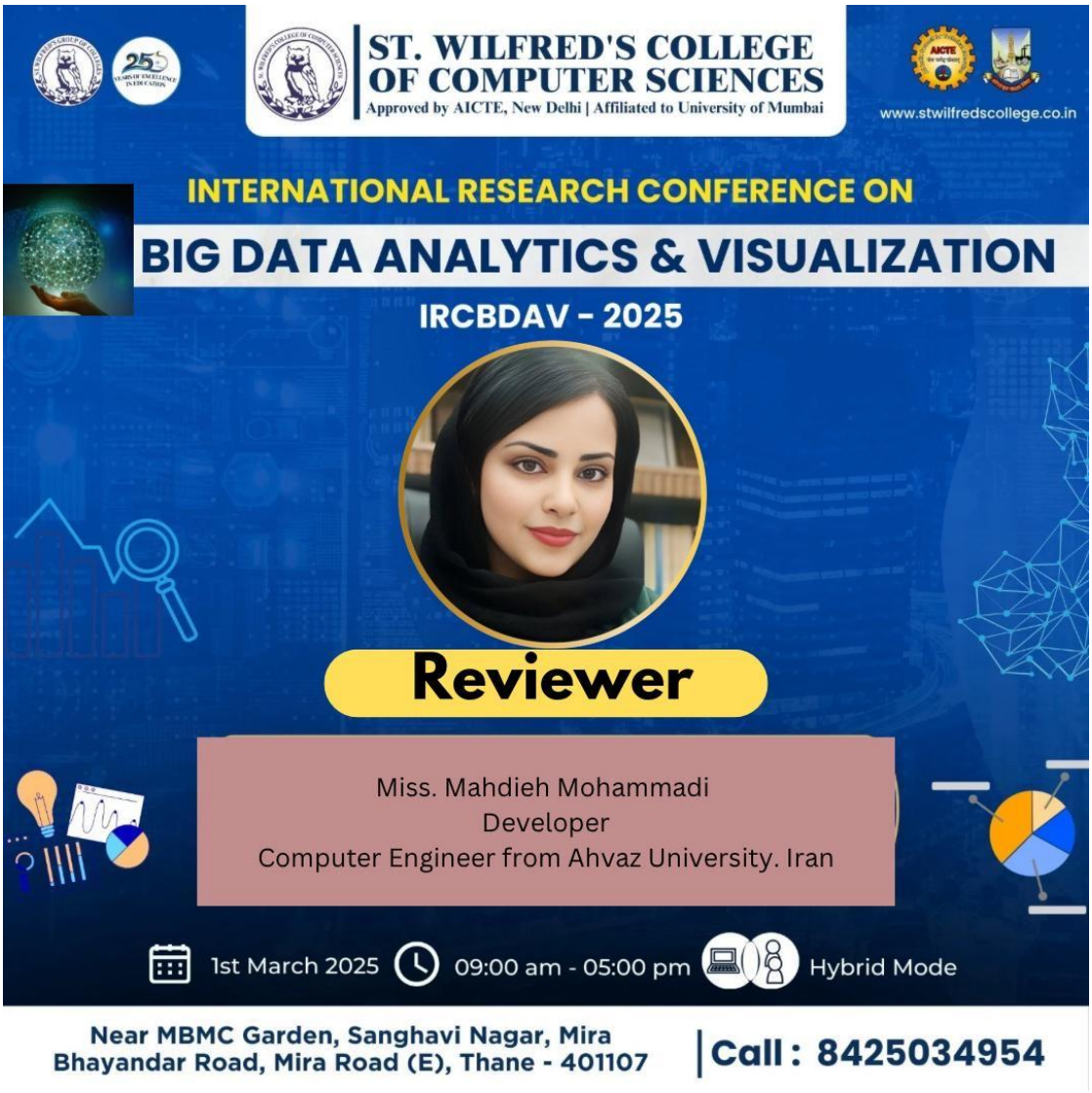
Two reviewers from Malaysia and Iran were invited to attend the conference and review the the event. Their feedback will be considered for continual improvement in the upcoming conferences.

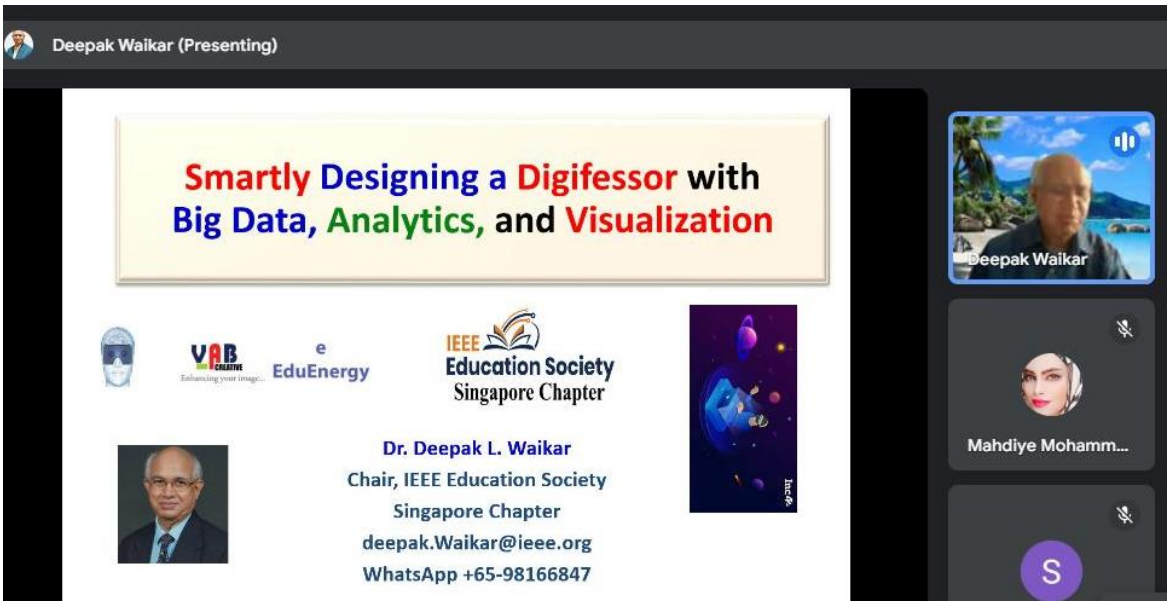
1. **Dr. Hayyan Nassar Waked**

Head of MBA Programme, City Graduate School, City University Malaysia

2. **Ms. Mahdieh Mohammadi**

Developer, Computer Engineer from Ahvaz University, Iran




Deepak Waikar (Presenting)
Smartly Designing a Digifessor with
Big Data, Analytics, and Visualization
VAB CREATIVE
e EduEnergy
IEEE Education Society Singapore Chapter
Dr. Deepak L. Waikar
Chair, IEEE Education Society
Singapore Chapter
deepak.Waikar@ieee.org
WhatsApp +65-98166847
Deepak Waikar
Mahdiye Mohamm...
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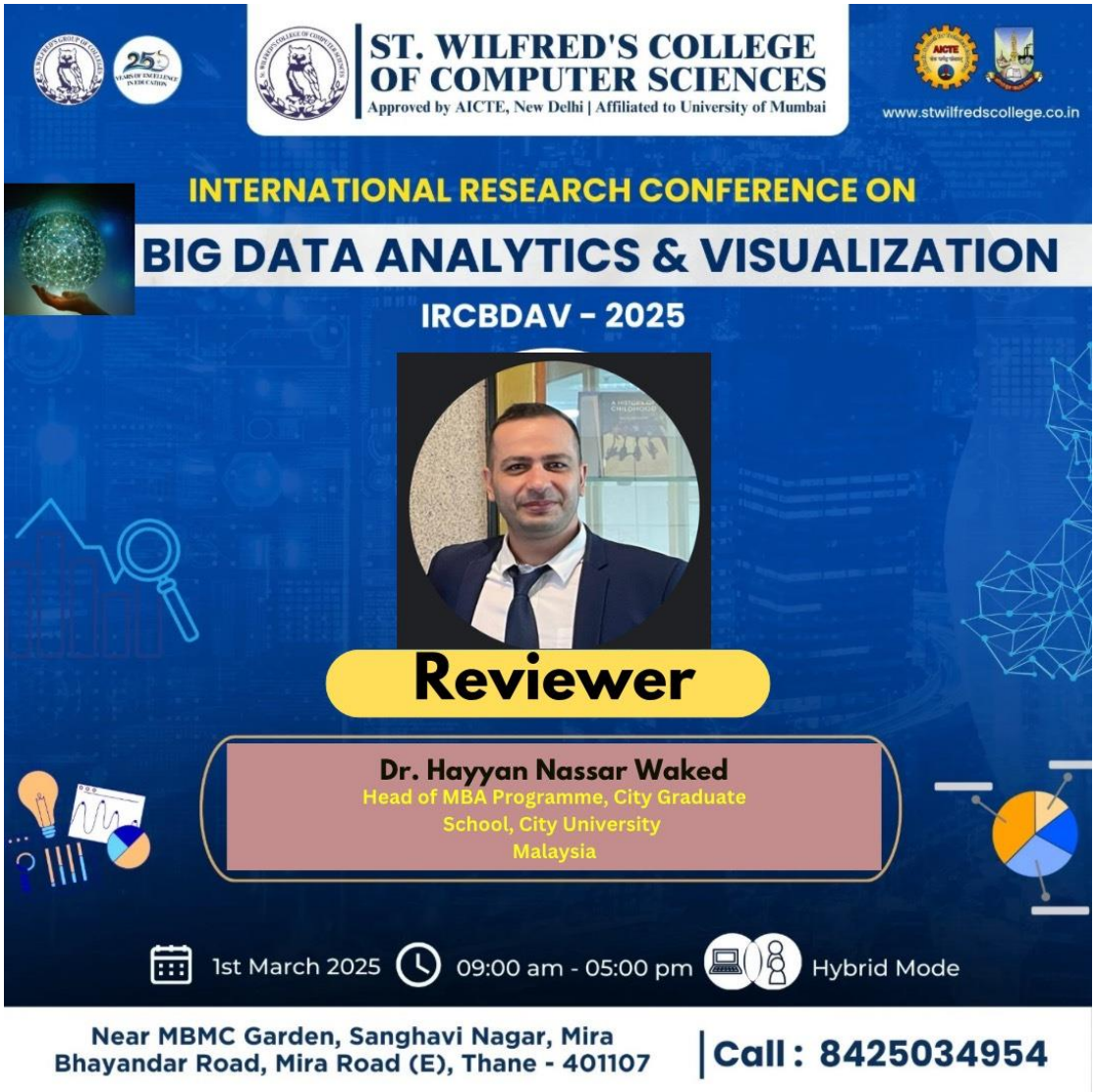
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INTERNATIONAL RESEARCH CONFERENCE ON
BIG DATA ANALYTICS & VISUALIZATION
IRCBDAV - 2025
Reviewer
Dr. Hayyan Nassar Waked
Head of MBA Programme, City Graduate School, City University
Malaysia
1st March 2025
09:00 am - 05:00 pm
Hybrid Mode
Near MBMC Garden, Sanghavi Nagar, Mira Bhayandar Road, Mira Road (E), Thane - 401107
Call : 8425034954

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St. Wilfred's Group of Colleges 25 YEARS OF EXCELLENCE IN EDUCATION

CERTIFICATE

This is to certify that

Ms. Sakshi Vijay Patil

has presented a Research Paper on the topic

Nlp – driven sentiment classification of social media content

in the International Research Conference
on Big Data Analytics and Visualization (IRCBDAV-2025)
held on 1st March 2025. This hybrid conference was organized by
St. Wilfred's College of Computer Sciences
Mira Road, Thane, Maharashtra, India
in association with
Opinion: International Journal of Business Management
ISSN: 2277-4637 (Online) | ISSN: 2231-5470 (Print).

PROF.(DR) SHUBHI LALL AGARWAL
DIRECTOR (SWCCS)
CONVENER (IRCBDAV-2025)

FreeH20 WATER PARK तत्रानिकान SBI Atal Pension Yojna IJH JF JAAN FASHION

DR. KESHAV BADAYA
PRESIDENT
CHATRAPATI SHIVAJI MAHARAJ
UNIVERSITY, PANVEL, NAVI MUMBAI,
INDIA

Sample Best Paper Certificates

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St. Wilfred's Group of Colleges 25 YEARS OF EXCELLENCE IN EDUCATION

CERTIFICATE

This is to certify that **Dr. Neeta Bhatt** has received the

Best Paper Award

She presented a very insightful research paper on the topic

The impact of AI/ML on Consumer Engagement & Financial Performance in Digital Marketing

in the International Research Conference
on Big Data Analytics and Visualization (IRCBDAV-2025)
held on 1st March 2025. This hybrid conference was organized by
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PROF.(DR) SHUBHI LALL AGARWAL
DIRECTOR (SWCCS)
CONVENER (IRCBDAV-2025)

DR. KESHAV BADAYA
PRESIDENT
CHATRAPATI SHIVAJI MAHARAJ UNIVERSITY, PANVEL,NAVI MUMBAI, INDIA

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