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<table>
<thead>
<tr>
<th>Author (s) Name</th>
<th>Title of the Article</th>
<th>Page No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kamlesh Sharma, Nidhi Garg</td>
<td>An Enhanced Data Storage Technique on Cloud Computing</td>
<td>1-1</td>
</tr>
<tr>
<td>Geethanjali N, Rekha K.R</td>
<td>Design and Implementation of a Efficient Router using X Y Algorithm</td>
<td>1-2</td>
</tr>
<tr>
<td>Foued Sabbagh</td>
<td>Digital Economy and Communication Technologies: Methods and Mechanisms of Promotion through E-Commerce and E-Marketing</td>
<td>2-3</td>
</tr>
<tr>
<td>Foued Sabbagh</td>
<td>Marketing and Campaign Management via Social Networks and the Effects of Electronic Advertising</td>
<td>3-4</td>
</tr>
<tr>
<td>Foued Sabbagh</td>
<td>Email Marketing: The Most Important Advantages and Disadvantages</td>
<td>4-5</td>
</tr>
<tr>
<td>Munishka Vijayvergiya, Abhignya Tayi, Sanya Jain, Sanjana Reddy</td>
<td>Android Security Analysis using Mobile Sandbox</td>
<td>5-6</td>
</tr>
</tbody>
</table>
Author(s): Kamlesh Sharma, Nidhi Garg

Title of the Article: An Enhanced Data Storage Technique on Cloud Computing

Abstract: Exercising a collection of similar numerous easy to get sources and resources over the internet is termed as Cloud Computing. A Cloud storage system is basically a storage system over a large scale that consist of many independent storage servers. During recent years a huge changes and adoption is seen in cloud computing so security has become one of the major concerns in it. As Cloud computing works on third party system so security concern is there not only for customers but also for service providers. In this paper we have discussed about Cryptography i.e., encrypting messages into certain forms, its algorithms including symmetric and asymmetric algorithm and hashing, its architecture, and advantages of cryptography.

Keywords: Cloud Storage System, Cryptography, Robustness, Hashing.

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Author(s): Geethanjali N, Rekha K.R

Title of the Article: Design and Implementation of a Efficient Router using X Y Algorithm

Abstract: The engineering for on chip network configuration utilizing dynamic reconfiguration is an answer for Communication Interfaces, Chip cost ,Quality of Service, ensure adaptability of the organization. The proposed
engineering powerfully arrange itself concerning Hardware Modules like switches, Switch based packet , information to a packet size with changing the correspondence situation and its prerequisites on run time. The NOC Architecture assumes urgent part while planning correspondence frameworks intended for SOC. The NOC engineering be better over traditional transport, mutual transport plan, cross bar interconnection design intended for on chip organizations. In a greater part of the NOC engineering contains lattice, torus or different geographies to plan solid switch. In any case, the greater part of the plans are neglects to advance a Quality of Service, blocking issues, cost. Chip as well as mostly plan throughput, region transparency with inactivity. Proposed plan we are planning a reconfigurable switch for network on chip plan that improve the correspondence performance. The proposed configuration dodes the restrictions of transport based interconnection plans which are frequently applied in part progressively reconfigurable FPGA plans. With the assistance of this switch plan we can accomplish low inactivity and high information throughput.

Keywords: Network On Chip , Router, System On Chip, Multiplexer.

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Author(s): Foued Sabbagh

Title of the Article: Digital Economy and Communication Technologies: Methods and Mechanisms of Promotion through E-Commerce and E-Marketing
Abstract: This paper focuses on the methods and the mechanisms of E-commerce and E-marketing, and the important role of international electronic companies in this vital and digital field. The spreaders of the digital economy and the techniques of information and communication technology are deployed with applications of E-commerce and E-marketing. Thus, the digital globalization opens the horizon of technological development and accelerates the growth of the use of modern techniques through the innovation of the digital economy in our daily lives. In addition, the modernization of companies in the field of E-marketing and E-commerce has a direct impact on the strategic relationship between internet users, information, technology and business. In this sense, my theoretical study determines methods and mechanisms of promotion through E-commerce and E-marketing during the revolution of the digital economy and the technologies of modern and social communication.

Keywords: The Digital Economy, the Communication Technologies, E-marketing, E-commerce, Methods and Mechanisms.

References:

Author(s): Foued Sabbagh

Title of the Article: Marketing and Campaign Management via Social Networks and the Effects of Electronic Advertising

Abstract: This paper aims to show that the marketing and management of advertising campaigns have contributed in a positive and growing way since the nineties until now bring in targeted customers and increase sales of electronic products. Social communication networks are transformed into the promoting and marketing advertising forum in order to automatically attract customers without the need for traditional sales methods. In this sense, electronic marketing represents the space of commercial transactions of the future. Therefore, this type of marketing and the management of campaigns promoting social media via social networks have a direct impact on internet users by the effect of electronic advertising.

Keywords: Electronic Marketing, Social Media, Campaign Management, Promotion, Electronic Advertising.

References:
Email Marketing: The Most Important Advantages and Disadvantages

Abstract: This paper focuses primarily on the role of Email marketing and E-commerce. Email marketing is one of the most modern means and marketing methods in the world. The modern information and communication technologies also facilitate the circulation and sending of electronic messages with the highest quality and accuracy. In addition, Email marketing campaigns help to increase the sale of products in electronic shops and to target customers efficiently and legally. However, despite the benefits of Email marketing, there are also many negatives that constitute a real obstacle to promotion and marketing via this messaging system. This study focuses on discussing the most important advantages and disadvantages of Email marketing and analyzing the success factors of this marketing by avoiding these disadvantages and benefiting all these advantages.

Keywords: Email Marketing, Advantages, Disadvantages, Marketing Campaigns, Factors of Success.

References:
Title of the Article: Android Security Analysis using Mobile Sandbox

Abstract: Today, smartphones and Android devices are effectively in development like never before and have become the easiest cybercrime forum. It is necessary for security experts to investigate the veneful programming composed for these frameworks if we closely observe the danger to security and defence. The main objective of this paper was to describe Mobile Sandbox, which is said to be a platform intended to periodically examine Android applications in new ways. First of all in the essence of the after-effects of static analysis that is used to handle the dynamic investigation, it incorporates static and dynamic examination and attempts to justify the introduction of executed code. On the other hand, to log calls to native APIs, it uses those techniques, and in the end, it combines the end results with machine

Author(s): Munishka Vijayvergiya, Abhignya Tayi, Sanya jain, Sanjana Reddy
learning techniques to collect the samples analysed into dangerous ones. We reviewed the platform for more than 69,000 applications from multi-talented Asian international businesses sectors and found that about 21% of them officially use the local calls in their code.

**Keywords:** The Main Objective of This Paper Was To Describe Mobile Sandbox

**References:**

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