

About MITS

Madanapalle Institute of Technology & Science is established in 1998 in the picturesque and pleasant environs of Madanapalle and is ideally located on a sprawling 26.17 acre campus on Madanapalle - Anantapur Highway (NH-205) near Angallu, about 10km away from Madanapalle. MITS, originated under the auspices of Ratakonda Ranga Reddy Educational Academy under the proactive leadership of Sri.N.Krishna Kumar M.S.(U.S.A), President and Dr.N.Vijaya Bhaskar Choudary, Ph.D., Secretary & Correspondent of the Academy.

MITS is governed by a progressive management that never rests on laurels and has been striving conscientiously to develop it as one of the best centers of Academic Excellence in India. The Institution's profile is firmly based on strategies and action plans that match changing demands of the nation and the student fraternity. MITS enjoys constant support and patronage of NRI's with distinguished academic traditions and vast experience in Engineering & Technology.

The Institution focuses on this vision, to become a globally recognized research and academic institution and thereby contribute to technological and socio-economic development of the nation. The Institution is an autonomous Institution executing five major courses including twenty one branches. The Institution was recognized by various Apex bodies globally. The Institution is strengthened by nearly 450 highly qualified faculty members and nearly 8000 students. Research and Development is much focused by the Institution to promote the STEM education which leads to innovation.

Date & Time : 09 June 2021 - Wednesday 2.00 p.m. to 3.30 p.m. IST

Online Platform : MS - Teams



- To understand general concepts in persuasion and specific concepts and models used in the domain of health and safety communication.
- To learn about the practical design requirements
- To evaluate the issues that are peculiar to persuasive mobile apps, and how to address them

Who can attend?

Students and Research scholars



Registration details

No Registration fee

Registration Link :

<https://forms.office.com/r/tQEPCWZfmA>

Last Date for
Registration :
07.06.2021

Contact Details

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**International
Colloquium**



**Distinguished Speaker Programme
on
"Mobile Persuasion for Health and
Safety Promotion"**

09.06.2021, Wednesday

**MADANAPALLE INSTITUTE OF
TECHNOLOGY & SCIENCE**

(UGC-AUTONOMOUS INSTITUTION)

MADANAPALLE - 517325, Chittoor Dist., Andhra Pradesh

Organized by:

Department of Computer Science & Technology



About the Department

The Department of Computer Science & Technology (CST) was established in the year 2018 and plays a vital role in producing value-based professionals to cater to the ever challenging needs of technical excellence in the emerging areas of CST. The department offers one UG program with an intake of 60 students and it was enhanced to 180 seats in the year 2019. Department has adequate infrastructural facilities required for imparting high quality education and the department is fully structured to meet the contemporary needs of the industry. Imparting high quality education is supported by well qualified and experienced faculty members with rich academic and industry exposure, who have pursued Masters/ Ph.D degree from prestigious institutions like NITs, IITs, and Central Universities within India and abroad. Seminars, Workshops, and Technical Symposia are conducted in the department to keep faculty and students updated with latest developments in various technologies. The student strength of the department is around 500.

Themes to be discussed

- Design of persuasive mobile apps for health and safety
- Effectiveness measurement of Health apps
- Real –world case studies of apps – Design, Evaluate and Deploy

Organizing Committee

Chief Patrons
Dr.N.Vijaya Bhaskar Choudary
Secretary & Correspondent

Sri N.Krishna Kumar
Chairman

Patrons

Dr.C.Yuvaraj
Principal

Dr.M.Sreedevi
Head of the Department

Co-ordinator

Dr.S.Padma,
Asst Prof, Dept of CST

Members

Dr. K.Dinesh, Asso Prof
Dr. T.Kalaipriyan, Asso Prof
Dr. R.Rajakumar, Asso Prof
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Mrs. K. Surekha, Asst Prof
Mr. S. Moulali, Asst Prof



Prof. Luca Chittaro

Department of Mathematics,
Computer Science & Physics
University of Udine, Italy

About the Speaker

Luca Chittaro is full professor of Human Computer Interaction (HCI) in the Department of Mathematics and Computer Science at the University of Udine, Italy, where he heads the HCI Lab (<http://hclilab.uniud.it>). He has led research projects in different areas, particularly in Virtual Reality, Serious Games, Persuasive Technology, Mobile HCI, and their applications to Health and Safety. He has over 190 international publications. He is a co-founder of AVIETRA, a company that creates virtual reality applications for the domain of safety, with a special focus on airlines and aviation.