Dr. SIVANTHI ADITANAR COLLEGE OF ENGINEERING

TIRUCHENDUR

DEPARTMENT OF COMPUTER SCIENCE *& ENGINEERING*

UG & PG

DEAR READER,

IT'S A GREAT PLEASURE TO PRESENT BEFORE YOU THE NEWSLETTER OF COMPUTER SOCIETY OF INDIA STUDENTS' CHAPTER WHICH HELPS THE ENTIRE CSI FRATERNITY TO KNOW THE CSETIVITIES OF THE STUDENTS' CHAPTER FROM TIME TO TIME.

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Computer Society of India Students' Chapter

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S.NO	DATE	EVENT	CHIEF GUEST
1.	30.08.2022	The one minute paper contest	Mrs.D.Sindhu,AP/CSE
2.	30.09.2022	Technical Quiz	Dr.R.Jensi, ASP/CSE

Events

1. **The one minute paper contest** was conducted for UG Students of CSE on. **30.08.2022**. The session was judged by **Mrs.D.Sindhu,AP/CSE.**

2. **Technical Quiz** was conducted for UG Students of CSE on **30.09.2022**. The session was judged by **Dr.R.Jensi, ASP/CSE.**

Innovation at the edge

Submitted By Jinolin.J, II CSE

A case for Software Piracy

Software piracy does not always hurt the profitability of a company and at times, it actually results in the software publisher's gaining. Gu and Mahajan declare that while piracy is normally considered to be detrimental to a firm's profit, leads to a market that is free of destructive price competition therefore resulting in higher gains by the software companies (1).

This is possible since piracy attracts the price sensitive consumers and once they are out of the market, those that remain are the ones who would not mind using more money for the licensed copy of the software. In an environment where piracy does not exist, the software firms will be forced to compete for the price sensitive consumers which will invariably result in destructive price competition thus lowering the profit margin of the firms significantly (Gu and Mahajan 2).

As a matter of fact, most of the software products offered by big corporations are sold at exorbitant prices that are not only unjustifiable but also unaffordable for some people. Parsons and Oja point out that in countries such as North Korea where the average annual income is a mere us$ 900, an individual purchasing a legitimate copy of Microsoft Office for US$ 250 would be spending over one-quarter of their annual income (72).

Piracy affords such a person a means through which they can get the same software at a greatly subsidized cost or even at no cost at all. Software Piracy therefore enables people to have access to software and make use of it to further their economic interests therefore benefiting not only themselves but also their families and society at large.

While piracy has been shot down for allegedly depriving people in the software industry off their livelihoods, software at times has the effect of increasing the sales of the software. At times, software pirates include a note to the user explicitly asking them to purchase a legitimate copy of the product if they find it useful.

In such cases, the pirated copy acts more as a "demo" and the user can proceed to purchase the legitimate copy if he/she finds it impressive. Software piracy therefore results in a popularization of a software product with increased sales for the same. This is a favorable thing for the software publisher who gains a wider market for the software product as a result of piracy.

One of the results of piracy is that it increases the popularity of the product itself. As such, there are instances in which manufacturers encourage pirating of their product as a way to gain market leadership (Luppicini and Adell 358). By encouraging the piracy of a product, a company can monopolize the market by making consumers attached to their particular software.

Luppicini and Adell suggest that software piracy "permits the shadow diffusion of software therefore increasing its user base over time" (358). This strategy has been utilized by major software players such as Microsoft and MacAfee to enable them capture a larger market.

Implementation of Information Technology in Netflix

Submitted By Pathma Ashika.M, III CSE

To stay afloat in the already large market and maintain the customer base, Netflix will have to implement an IT infrastructure that could offer reliable support for its business transactions (Smith, & Short, 2001). One of these could be a data mining application. The data mining application could be integrated in the organizations' information system to assists in decision making.

Netflix is a highly customer focused organization. Data mining could help enhance communication, help the company compare its prices with other companies evaluate customer satisfaction, evaluate supplier relationships, enhance staff skills, and provide an overview of company progress and performance.

On the other hand decision support system could be incorporated into the company to help improve decision making from the company's data warehouse, provide real time sales compressions, and model decision making context (Shermis, Stemmer, Berger, & Anderson, 1991). The outputs from this system could significantly depend on the inputs from the company's data warehouse and the decisions made could reflect the actual potion of the company.

In addition to that, a customer relationships management should be incorporated as it helps the management to sustain its old and new customers, meet customer needs, and establish a good working relationship with other companies and customers.

According to Silverman (1993), a supply chain management system if well incorporated into this company could help create competitive advantage for the firm by enabling it to optimize all factors relevant to customer satisfaction and company benefits. This system could help the company identify key factors central to its success and enable management optimize all aspects of controls in its marketing strategies and supply and acquisition logistics (Smith, & Short, 2001).

THANK YOU