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	method is based on regional curvature variation calculation using the Hotelling T2 two samples difference metric. Our approach is validated on real data obtained from myocardial scintigraphy imaging technique. The curvature variation is calculated at stress and rest. Experimental results demonstrate the effectiveness and the validity of our approach. Index Terms—Heart's left ventricle, myocardium scintigraphy, AHA standard, Surface curvature, Hotelling T2 metric, 3D object.
T131	Role of Search Engine Optimization and E-marketing towards a Stronger Web Presence Imran A. Batada and Asmita A. Rahman <i>Institute of Business Administration Karachi, Pakistan</i> Abstract— Marketing plays a vital role in the overall growth of an organization. Nowadays, every organization allocates a significant part of its budget for e-Marketing along with print advertisements. In order for the E-Marketing to be beneficial, the organization's website must be managed with best practices. Website Search Engine Optimization plays a vital role in this regard. However, one must realize that implementation of Search Engine Optimization (SEO) is not a goal but a journey towards the goal. It is not a one-time activity; it is a continuous process that the organization needs to follow. The overall ranking must be measured continually to evaluate the success and the overall object of any organization. Our research paper focuses on how to make a successful E-Marketing plan that is linked with Search Engine Optimization. This paper discusses the best practice that organization should follow in order to have the maximum return. This paper also discusses step by step instructions for having better SEO resulting in higher ranked web presence, enhanced social media presence and successful E-Marketing. This paper will also offer guidelines on how the visitors of a website can become one's clients. Index Terms— e-Marketing, Search Engine Optimization, Marketing Strategy
	Associative Classification Based On Incremental Mining (ACIM)
IT132	build classification systems that are easy to interpret by end-user. When different data operations (adding, deleting, updating) are applied against certain training data set, the majority of current AC algorithms must scan the complete training dataset again to update the results (classifier) in order to reflect change caused by such operations. This paper deals with data insertion issue within the incremental learning in AC mining. Particularly, we modified a known AC algorithm called CBA to treat one aspect of the incremental data problem which is data insertion. The new algorithm called Associative Classification based on Incremental Mining (ACIM). Experimental results against six data sets from UCI data repository showed that the proposed incremental algorithm reduces the computational time if compared to CBA, and almost derives the same accuracy of it. Index Terms—Associative Classification, CBA, Data mining, Incremental Mining.
IT138	Clustering Analysis with Combination of Artificial Bee Colony Algorithm and k-means Technique Giuliano Armano and Mohammad Reza Farmani <i>University of Cagliari, Italy</i> Abstract— Clustering is a popular data analysis and data mining technique. Among different proposed methods, <i>k</i>-means is an efficient clustering technique to cluster datasets, but this method highly depends on the initial state and usually converges to local optimum solution. This paper takes the advantage of a novel evolutionary algorithm, called artificial bee colony (ABC), to improve the capability of <i>k</i>-means in finding global optimum clusters in nonlinear partitional clustering problems. The proposed method is the combination of <i>k</i>-means and ABC algorithms, called <i>k</i>ABC, which can find better cluster portions. Both <i>k</i>ABC and <i>k</i>-means are run on three known data sets from the UCI Machine Learning Repository. The simulation results show that the combination of ABC and <i>k</i>-means technique has more ability to search for global optimum solutions and more ability for passing local optimum. Index Terms— Artificial bee colony algorithm, <i>k</i>-means.