ANNUAL INTERNATIONAL CONFERENCE 2017

BUSINESS ANALYTICS & ACTIONABLE INTELLIGENCE

Date of Conference: 20th January, 2017
Submission of full Paper with abstract: 2nd Dec, 2016
Notification of Acceptance: 23rd Dec, 2016
Registration: 6th Jan, 2017

Convenor: Prof. Subhasis Ray
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Business Analytics and Actionable Intelligence

The way data is getting generated every second, it won’t be an exaggeration to compare it with light that has its enigmatic dual existence in wave and particle forms as per quantum physics. While almost entire trail of our deeds are creating a wave of data, winners will be the ones who can trap the ‘particles’ at the right moment in the form of actionable intelligence. Interpretivism has surely taken over the positivist’s approach as far as extraction of intelligence is concerned.

Data has become the newest asset and many organizations worldwide are creating Chief Data Officer (CDO) at the CXO level with the sole mandate to nurture and monetize the data. Simultaneously, the research and academic world have created a discipline called Data Science that relates to creating new and effective techniques and algorithms for knowledge and intelligence extraction. IISWBM is happy to announce its Annual International Conference 2017 on “Business Analytics and Actionable Intelligence” to facilitate a platform for knowledge sharing by academicians, researchers and practitioners on

- Establishing business value of data and analytics,
- Leveraging data to gain the competitive advantage,
- Enabling new revenue streams through innovation using various advanced data analysis (ADA) techniques.

The type of your contribution can be one of:
- Research paper based on ADA
- Case study elaborating novel business implementations of ADA techniques
- Concept paper visualizing future of ADA techniques and / or their business applications

The business functions can be from (not limited to):
- Finance
- HR
- Marketing
- Operations
- CRM
- SCM
- E-Governance
- Revenue Assurance
- Social Media

The industry dimension can consist of (not limited to):
- Banking, Financial services and Insurance (BFSI)
- Telecom
- Retail
- Hospitality
- Healthcare
- Entertainment

Guideline on the ADA techniques includes (not limited to):
- Statistics
- Econometrics
- Big Data
- Text Analytics
- Artificial Intelligence
- Machine Learning
- Data Warehousing
Indian Institute of Social Welfare & Business Management (IISWBM), established by the University of Calcutta, pioneers in business management in India, however its founding fathers envisioned a complementary relationship between business and social welfare as is seen in its name itself. Pt Jawaharlal Nehru, the first prime minister of India, while laying the foundation stone of the new academic block of the Institute mentioned in his address on the occasion 'It is obvious that an Institute of this kind is necessary and desirable in the modern set up of things, it can do very good work'.

The Institute has been carrying on with its pioneering role with acclaim. On the occasion of its Golden Jubilee celebrations of the Institute, the department of Posts, Government of India issued a commemorative stamp on IISWBM on April 25, 2004, acknowledging the contribution of IISWBM in imparting education impeccable in quality and exemplary in standard'. IISWBM offers a wide range of degree programs in Management studies and also offers the two-year Masters Degree program in Social Welfare.

The Institute is located in central Kolkata (previously Calcutta, India) and is well connected in terms of the public transport networks.

About Kolkata

Kolkata is the capital of the Indian state of West Bengal. It is located on the east bank of the river Hooghly. It is a cosmopolitan city and is known for its rich history, its famous sons and daughters, its religious, cultural and linguistic diversity, old palatial buildings and its reverence for culture and education. It is serviced by the Netaji Subhas Chandra Bose International Airport and three Railway stations namely - Howrah, Sealdah and Kolkata. It runs a tram service and also India's oldest underground Metro Railway – fondly called the Metro. Kolkata experiences winter during January and occasional rain with average temperature ranging between 15°C and 20°C.

Call for papers

Full paper containing the abstract (within 500 words) may be sent within the stipulated deadline. To facilitate the peer review process, authors are requested to adhere to the following guidelines:

The first page must include the title of the paper, name of the author(s), institutional affiliation(s) and contact information. The second page must contain the paper title and the abstract, but should not include any of the author's personal identification information. Also the type of your contribution (mandatory), business function, Industry dimension and ADA technique (as appropriate) pertaining to your contribution should follow the abstract in the second page.

Papers should be typed in MS word and set in Times New Roman 12 with double spacing. References should be made as per APA guidelines.

Paper must be sent to: conference2017@iiswbm.edu
Important dates

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Registration

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<th>Category</th>
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<td>Corporate</td>
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Payment

For any payment related queries, please contact Registrar (Acting) / F.O. [Mob: 8336010000].

Accommodation

Delegates are required to book their accommodation directly with the hotels. In case you need any assistance, please contact Mr. Rangan Duttagupta [Officer, Admin. Dept.] [Mob: 8336012302].

Contact:

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