

# ICMIT-2018

International Conference on Management & IT  
Business Intelligence & Analytics:  
Emerging Strategies and Techniques

12-13 April, 2018



IIIM

## Co-partners

  
**THE IIS UNIVERSITY**  
deemed to be a university under section 3 of UGC Act, 1956

[www.iisuniv.ac.in](http://www.iisuniv.ac.in)

  
**INDUS INTERNATIONAL UNIVERSITY**  
Established by H.P. State Govt. Act & Recognized by UGC  
Member Association of Indian Universities (AIU)

[www.iiuedu.in](http://www.iiuedu.in)

  
**University of Bolton**  
Academic Centre - Ras Al Khaimah

[www.bolton.ac.uk](http://www.bolton.ac.uk)

  
**UTTARA UNIVERSITY**  
*Quality Education at Affordable Tuition*  
Govt. & UGC Approved  
[www.uttarauniversity.edu.bd](http://www.uttarauniversity.edu.bd)

  
**SAIST** South Asia Institute for Social Transformation  
Dhaka, Bangladesh  
[www.saist.edu.bd](http://www.saist.edu.bd)

## About The Conference

Business Intelligence (BI) encompasses large spectrum of applications and technologies for collecting, storing, interpreting and deciding on the information regarding organizational operations. Its aim is to provide corporate entities with all inclusive account and knowledge of their business. BI is commingling with Data Warehouses (Dws), on-line analytical processing (OLAPS), corporate performance management (CPM), business process management (BPM), and other technology-oriented business solutions. Web technologies, semantics and ontology techniques are used to mine, integrate and interpret, and distribute corporate data, either real-time or intermittent, by filtering noisy data, interpreting business data in context, enforcing trust and security in handling corporate data, and providing access to data from anywhere, at anytime, and via any media. Business Analytics has come to stay as a growth driver for the Gen-Y organizations. Exploration of historic data from several sources to unearth the information that can drive business change and support sustained successful business processes and practices is becoming mandatory aspect of business success. Managers no longer take decisions on the basis of their own guts or by deducing macro-economic indicators and their likely impact on individual businesses. With the exponential rise in the information processing capability of computers, managers are using multiple criteria, algorithms and structured programs to envision future of business and improve profitability of the enterprise. The business world is looking at Business Intelligence and Analytics as an opportunity and source of competitive advantage.

This conference is planned on the theme with the objective of exploring the latest and upcoming trends in Business Intelligence and Business Analytics from management and technical perspectives. It will help in bringing fresh ideas and inputs on cutting edge research and methodology to give a direction towards profit centric decision making in organizations.

With converging trends such as cloud computing, sensors environments, and mobility there is a need for specialized supporting tools and business/technology decisions to optimize business processes and business performance. Business Intelligence and Analytics provide the requisite solutions for information and effective decision making. ICMIT 2018 aims to bring academicians and industry practitioners across the globe to a common platform to discuss; debate and initiate a dialogue on the technical aspects and application of business analytics in decision making for sustainable business practices.

Some of the key objectives of the conference include:

- To develop a common platform for industry and academia interface on Business Intelligence and business analytics
- To facilitate research and research based knowledge sharing in the domain.
- To discuss new methodologies in the emerging field of data analytics.
- To explore and build collaborations among academicians and industry practitioners to undertake joint research work in the domain.
- To deliberate on and find solutions to the problems encountered by Business Intelligence and Analytics practitioners.

## Submissions are welcome on subthemes including but not limited to the following:

### BI & BA Concepts and Methods:

- ♦ Exploratory Data Analysis
- ♦ Artificial Neural Networks
- ♦ Big Data
- ♦ Business Intelligence Platform and Tools
- ♦ Classification Problems
- ♦ Cluster Analytics
- ♦ Computational Intelligence
- ♦ Data Analytics
- ♦ Data Visualization
- ♦ Decision Trees
- ♦ Deep Learning
- ♦ Directional Statistics
- ♦ Exploratory Data Analytics
- ♦ Forecasting
- ♦ Machine Learning
- ♦ Multivariate Analytics
- ♦ Operations Research
- ♦ Panel Data
- ♦ Pattern Recognition
- ♦ Probability and Stochastic Process
- ♦ Regression Modeling
- ♦ Statistical Inference
- ♦ Time Series Analytics
- ♦ Bayesian Methods

### BI & BA Applications:

- ♦ Analytics for Environment
- ♦ Analytics for Public Policy
- ♦ Analytics in Banking and Financial Services
- ♦ Analytics in Education

- ♦ Bioinformatics
- ♦ Business Intelligence and CRM
- ♦ Business Intelligence and SCM
- ♦ Data Analytics in Retailing
- ♦ Fraud and Risk Analytics
- ♦ Health Analytics
- ♦ Industrial Applications
- ♦ Insurance Models
- ♦ Investment and Portfolio Models
- ♦ Legal Analytics
- ♦ Marketing Models
- ♦ Marketing Research
- ♦ Mobile Business Intelligence
- ♦ Pricing, Revenue and Strategy Analytics
- ♦ Quality Management
- ♦ Revenue Management
- ♦ Social Network Analytics
- ♦ Sports Analytics
- ♦ Supply Chain Analytics
- ♦ Telecom Analytics
- ♦ Text Mining
- ♦ Web Analytics

## Panel Discussion

How Analytics Drive Business Intelligence: Profit vs. Privacy, Ethics vs. Economics

## CALL FOR PAPERS

### GUIDELINES FOR ABSTRACT SUBMISSION

Selection of papers for presentation and discussion will be based on detailed abstracts of atleast 300-400 words. Abstracts must include a clear indication of the purpose of paper, major results, implications, key references and keywords. The author(s) should clearly mention under which track the paper may be included. They should adhere to the following:

Length : **300-400 words** excluding title/cover page and references

Font : Times New Roman

Font Size : 10 points

Spacing : 1.5

Title page : Title, author(s), affiliation(s), contact details

The experts will review abstracts and only those abstracts approved by the reviewers will be selected. Authors should submit one hard copy and a soft copy of the abstract in Microsoft Word format to the convener. The electronic copy should be mailed to **icmit2018@icfia.org**. Acceptance of the abstract implies that at least one of the authors will register, attend the program and present the paper.

### GUIDELINES FOR SUBMISSION OF FULL PAPERS

One hard copy and one soft copy each of the full papers in Microsoft Word format of the abstracts selected for presentation will have to be submitted to the convener. The electronic version of the paper should be sent to **icmit2018@icfia.org**. Papers must include a clear indication of the purpose, major results, implications, and key references. They should adhere to the following:

1. An electronic version of the manuscript in MS Word format should be submitted via e-mail to the convener of the conference at **icmit2018@icfia.org**
2. Manuscript should be of 4000-5000 words approximately, excluding tables, graphs & charts.
3. All text should be in double space with 1-inch margin each on all the sides on A4 size paper using Font Times New Roman font size 10.
4. The first page of the manuscript should have the title of the paper, name of the author(s), organizational affiliation, complete mailing address, phone number, fax number and email address. Please do not indicate author name, affiliation, or any other such information in the manuscript elsewhere.
5. Second page of manuscript should have the abstract of **300 to 400 words**.
6. All tables, charts, and graphs should be prepared on separate sheets, after the references section, and numbered continuously in Arabic numerical as referred to in the text. The sources, wherever necessary, should be mentioned at the bottom.
7. Last page of the manuscript must have a brief autobiographical sketch of all the authors, about 100 words for each author.
8. References should be arranged in alphabetical order using the **APA** Guidelines.

Selected quality papers presented in the conference may be considered for publication in Oorja, International Journal of Mgmt. & IT, ISSN (Print) 0974-7869, ISSN (online) 2395-6771, subject to approval through the Double Blind peer review process.

Papers must be formatted as per **APA style**.

Abstracts of selected papers will be published in the Book of Abstracts which will be released during the conference.

## ORGANIZING COMMITTEE

### Conference Chairman

Dr. Ashok Gupta  
Director

### Convener

Prof. Manju Nair  
Principal

### Co-convener

Prof. Swati V. Chande  
HOD, Computer Science

## ORGANIZING SECRETARIES

Dr. Ampu  
Harikrishnan  
9318797109

Dr. Tripti Bisawa  
9783307387

Dr. Vijay Gupta  
9783307389

Ms. Geeti Sharma  
9783307359

Ms. Preeti Tiwari  
8875003216

**icmit2018@icfia.org**

## IMPORTANT DATES

Last date for receiving abstracts	18 February, 2018
Information about acceptance of abstracts	28 February, 2018
Last date for submission of final paper	15 March, 2018
Last date for registration	25 March, 2018
Conference Dates	12-13 April, 2018

### DURATION & VENUE

The programme is scheduled for two days, April 12-13, 2018 at IIIM Campus, Jaipur  
The registration fee covers the conference kit, lunch and tea.

### REGISTRATION DETAILS

Corporate/ Industry	₹ 2000
Faculty/Academicians	₹ 1000
Research Scholars	₹ 750
Students	₹ 250

### PAYMENT MODE

Demand Draft in favor of ISIM, Jaipur, payable at Jaipur.  
NEFT Transfer  
HDFC Bank Ltd., ICG Campus, Gurukul Marg, SFS, Mansarovar, Jaipur  
A/c No. : 0987145000118, IFSC Code : HDFC0000987

## ABOUT THE INSTITUTE

International School of Informatics & Management (popularly known as IIIM) is among the top three Management & IT education Institutes of Rajasthan. IIIM, the Technical Campus offers MBA & MCA programmes duly approved by the AICTE & affiliated to the Rajasthan Technical University, Kota. The RTU has recognized IIIM as a Research Center for Management & Computer Applications to offer the Ph.D. programme.

IIIM is among the top three Management & IT institutions of Rajasthan which has been imparting quality education for over two decades. The milestones achieved in this journey towards academic excellence include recognition among top 50 Business Schools in the country by the Business World survey, 2013 and CSR GHRDC survey 2008 -2017. The Institute received 'A' rating in Business Standard Best B-school Survey 2013 and 2014 and Indian Management Survey 2015. Business and Management Chronicle, in Pan India B-School Survey 2013 and 2014 has conferred 'Certificate of Excellence' to the institute. IIIM has also been ranked among top 150 Business Schools by Business Today Survey, 2016. The Institute has also been ranked among the Best 25 Preparation Centers in South Asia for "Best Employability Support for students" by the Cambridge English assessment, 2017. National Assessment and Accreditation Council (NAAC) has granted the coveted 'A' grade accreditation to the institute. With this the institution became state's first institute to have A Grade amongst the MBA and MCA institutions.

A total of 19 batches of MBA and 17 of MCA have successfully graduated and are well placed at senior management positions in National & International organizations. IIIMites engage themselves energetically and enthusiastically in various academic, co-curricular and research activities.

## ADVISORY COMMITTEE

Prof. Dilip Sen  
University of Dhaka  
Dhaka, Bangladesh

Prof. Kavaldeep Dixit  
International School of Informatics &  
Management Technical Campus,  
Jaipur

Prof. N. P. Kaushik  
Vice Chancellor  
Rajasthan Technical University, Kota

Dr. Rohit Joshi  
IIIM  
Shillong

Dr. Shalini Talwar  
K.J. Somayya IMSR  
Mumbai

Dr. Sudir Kartha  
Kartha Education Group  
Dubai, UAE

Prof. (Dr.) Nazrul Islam  
School of Business, Uttara University  
Dhaka, Bangladesh

Prof. (Dr.) Arhan Sthapit  
Tribhuvan University  
Kathmandu, Nepal

Prof. (Dr.) Satish Menon  
Indus International University  
Una, Himachal Pradesh

Mrs. Nusrat Eka  
South Asia Institute for Social  
Transformation (SAIST), Dhaka,  
Bangladesh



**International School of Informatics & Management**  
**Technical Campus**  
(Formerly India International Institute of Management)  
**Accredited 'A' by NAAC**

**Sector-12, Mahaveer Marg, Mansarovar, Jaipur-302020**  
**Phone: 91-141-2781154-55, Fax: 91-141-2781158**  
**E-mail: [iiim@icfia.org](mailto:iiim@icfia.org)**

*A Heritage of Vision • A Legacy of Innovation*