

Call For Papers

2nd IIMA International Conference on

**Advanced Data Analysis,
Business Analytics and Intelligence**

January 8-9, 2011



Indian Institute of Management Ahmedabad, India

2nd IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence January 8-9, 2011

Indian Institute of Management Ahmedabad is happy to announce the 2nd international conference dedicated to advanced data analysis, business analytics and business intelligence. The objectives of the conference are to facilitate sharing of:

- Research based knowledge related to advanced data analysis, business analytics and business intelligence among academicians and practitioners
- Case studies and novel business applications of tools and techniques of advanced data analysis, business analytics and business intelligence among academicians and practitioners.

Papers are invited from academicians and practitioners on any topic mentioned in the list of conference topics and related areas. Applications, case studies, review and discussion papers on these topics and related areas are also welcome.

Conference Topics

Papers should broadly address one of the conference topics listed below or a related area. Academicians and practitioners are encouraged to contribute new ideas, concepts, applications and case studies for discussion in the conference.

Theory and Methods

| | | |
|----------------------------|---------------------|--------------------------------------|
| Exploratory Data Analysis | Classification | Operations Research |
| Cluster Analysis | Regression Modeling | Probability and Stochastic Processes |
| Data Visualization | Pattern Recognition | Time Series Analysis |
| Machine Learning | Forecasting | Bayesian Methods |
| Computational Intelligence | Panel Data | Multivariate Analysis |

Application Fields

| | | |
|----------------------------|-------------------------------------|---|
| Marketing Models | Internet Modeling and Web Analytics | Statistics in Finance |
| Marketing Research | Text Mining | Insurance Models |
| Advertising and Media | Revenue Management | Investment and Portfolio Models |
| Data Analysis in Retailing | Bioinformatics | Data Analysis in Banking and Financial Services |
| CRM | Health Sciences | Risk Analytics |
| Pricing Analytics | Industrial Applications | |
| | Supply Chain Management | |
| | Quality Management | |

Registration

Registration fee of Indian Rupees (INR) 12,000 should be sent latest by November 30, 2010, through a demand draft/ banker's cheque in favour of Indian Institute of Management, Ahmedabad, payable at Ahmedabad. For participants affiliated with academic institutions in SAARC countries a fee of INR 6000 is applicable. Registration fee will include conference dinner, lunch and tea for the conference days, and conference materials. Registration forms can be downloaded from the conference website www.iimahd.ernet.in/icadabai2011/. The registration form should be sent along with the demand draft.

Local Hospitality

The conference is being held on the campus of the Institute. Limited number of rooms is available at the Management Development Centre (MDC) located on the campus for conference participants on payment on first come first basis.

Request for reservation of room should be sent along with full payment by November 30, 2010. Reservations at MDC will be confirmed only on receipt of full payment by demand draft in favour of Indian Institute of Management , Ahmedabad payable at Ahmedabad. The details of the room tariff can be obtained through e-mail from Conference Secretariat.

Important Dates

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| Last Date for Abstract Submission | August 31, 2010 |
| Notification of Acceptance of the Abstract | September 30, 2010 |
| Last Date for Submission of Selected Papers | November 15, 2010 |
| Last Date for Registration Fees | November 30, 2010 |
| Last Date for Booking Accommodation at IIMA- MDC | November 30, 2010 |
| Conference Dinner | January 8, 2011 |
| Conference Dates | January 8-9, 2011 |

Guidelines for Abstract Submission

Selection of papers for presentation will be based on detailed abstracts of about 1500 words. Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references. They are requested to adhere to the following:

| | |
|------------|--|
| Length | About 1500 words excluding title/cover page and references |
| Margins | 2.5 cm. or 1 inch |
| Font | Times New Roman, 12 point |
| Spacing | 1.5 |
| Title Page | Title, author(s), affiliation(s), contact details |
| Key Words | Four |

Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected. A electronic copy of the abstract in MS Office Word 2003 version should be mailed to the conference convener not later than August 31, 2010 at confanalytics@iimahd.ernet.in. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper.

Criterion for Evaluation by the Reviewers

- **Relevance:** Does the subject of the paper appeal to the interests of the conference attendees?
- **Methodology:** Does the paper use sound and appropriate method(s)?
- **Originality:** Does the paper add new findings, insights, or knowledge to the body of literature?
- **Research:** Does the paper compare and weigh the material against the work of others?
- **Conclusions:** Are the conclusions sound and justified?
- **Managerial Implications:** Is the managerial relevance and implications of the decision problem demonstrated?
- **References:** Are the references adequate?

Contact Details

Prof. A.K. Laha/Prof. P. Oburai (Conference Conveners)
2nd IIMA International Conference on
Advanced Data Analysis, Business Analytics and Intelligence

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INDIAN INSTITUTE OF MANAGEMENT, AHMEDABAD

INDIAN INSTITUTE OF MANAGEMENT, AHMEDABAD (IIMA), was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research facilities in management.

- The Institute conducts the following major programmes:
- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives (PGPX, equivalent to MBA)
- One-year Post-Graduate Programme in Public Management and Policy (PGP-PMP, equivalent to MBA)
- Management Development Programmes (MDPs) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport, and population.
- Faculty Development Programme for teachers in universities and colleges.

The Institute has about 91 faculty members working in the following management areas and sectors:

Disciplinary Areas ❖ Business Policy • Communications • Economics • Finance and Accounting • Marketing • Organizational Behaviour • Personnel and Industrial Relations • Production and Quantitative Methods

INTERDISCIPLINARY CENTRES AND GROUPS ❖ Centre for Innovation, Incubation, and Entrepreneurship • Centre for Infrastructure Policy and Regulation • Centre for Management in Agriculture • Centre for Management of Health Services • Centre for Retailing • IIMA-IDEA Telecom Centre of Excellence • Computer and Information Systems Group • Faculty Development Centre • Gender Resource Centre • Insurance Research Centre • Public Systems Group • Ravi J. Matthai Centre for Educational Innovation.

AHMEDABAD

Ahmedabad city is located in the state of Gujarat in the western part of India on the banks of Sabarmati river. Ahmedabad is known for its rich past and its association with Mahatma Gandhi. The city offers a unique style of architecture which is a blend of Hindu and Islamic styles. It is famous for textile mills, pharmaceuticals, and chemical industry. It has places of tourist attraction like Gandhi Ashram, Akshardham, Calico Museum, Nal Sarovar (bird sanctuary), and monuments which date back to the 15th century. Ahmedabad is accessible from all the metros and major cities of the country.

HOW TO REACH AHMEDABAD?

Ahmedabad is well connected to other parts of India through air, rail, and road. There are daily flights to important cities in India. Direct international connections to destinations such as Dubai, London, New York, Paris and Singapore are also available. Daily train services operate to Mumbai, Delhi, Kolkata and Chennai, and computerized reservation facilities are available.

HOW TO REACH THE VENUE?

Indian Institute of Management is 45 minutes drive from the airport and 25-30 minutes from the railway station/bus station. For reaching IIMA, on landing in the city ask the taxi/auto rickshaw for “Indian Institute of Management (IIM), Vastrapur”. The Ahmedabad Municipal Transport Service operates buses throughout the city. Metered auto rickshaws ply day and night and provide alternative mode of transport. Taxis are available near the railway station and the airport and the tariff varies according to distance.

CLIMATE

It is usually dry during January in Ahmedabad. The temperature during this period usually range between 10C (Minimum) to 30C (Maximum).