



INTERNATIONAL CONFERENCE  
ON ADVANCES IN  
BUSINESS ANALYTICS

# (IC-ABA)2021

In Collaboration with  
**INFINITE SUM MODELING**



The enterprise world is changing. The customer and their dynamics of engagement is changing. Everyone is in a race to figure out “why” instead of just “who” or “how”. Enterprises are in a real-time competitive fight to know when customers buy something, where they buy, and what they are thinking before they ever walk into a store or visit a website. The power of Business Analytics combined with integrated Business Intelligence (BI) has assisted in accomplishing this task.

Business analytics is young and agile. BI is a new concept. How do you integrate these similar but different concepts? It is not just about data or technology, it's everything—social media, customer behaviors, and customer segmentation, to name just a few. You can't plug in some big data applications and expect to see the future. BI, master data management (MDM), big data, and analytics must be integrated into one platform, and rolled up into one visually innovative solution.

Many enterprises have multiple databases and multiple database vendors, with terabytes or even petabytes of data. Some of these systems accumulated data over 30 or 40 years. Many enterprises built entire data warehouse and analytic platforms off this old data. Large retail corporations, such as Wal-Mart, became billion-dollar companies long before big data. So, it wasn't data that drove their business. Data as a service can drive a business. For data to be useful to users, it must integrate customers with finance and sales data, with product data, with marketing data, with social media, with demographic data, with competitors' data, and more.

Jaipuria Institute of Management Noida is organizing International Conference on Advances in Business Analytics on March 6, 2021. We will e-meet on zoom platform and can see where the world of business analytics

and data science is heading. It will provide an international forum for researchers and industry practitioners to share their original research results, practical experiences and thoughts on analyzing data from different perspectives including storage models, data access, computing paradigms, analytics, information sharing and privacy, redesigning mining algorithms, open issues and future research trends. The conference on Business Analytics for business and management invites original, technically sound, high-quality research papers proposing novel solutions addressing the problems related to data analytics as well as case studies and practical experiences with handling different forms of data. It will include keynotes, invited talks, panel discussions and research papers



You'll hear the innovative approaches the world's leading researchers are taking to solve today's key challenges in data analytics for business and management. Whether your interests lie in the technical possibilities and challenges of new and emerging technologies or using Big Data for business intelligence, analytics, and other business strategies, this Connect 2021 has something for you. Business Analytics is currently the hottest topic for data researchers and scientists with huge interests from the industry and government agencies alike. The main motivation for this conference stems from the increasing need for a forum to exchange ideas and recent research results, and to facilitate collaboration and dialog between academia, government, and industrial stakeholders. We solicit high quality papers in the general areas of Business analytics for practical applications in various domain. All submitted papers will be peer reviewed. If accepted, at least one of the authors must attend the conference to present the work. Selected accepted papers will be recommended for submission to special issues of journals. The conference on Business Analytics for business and management invites original, technically sound, high-quality research papers proposing novel solutions addressing the problems related to data analytics as well as case studies and practical experiences with handling different forms of data. It

will include keynotes, invited talks, panel discussions and research papers presentation tracks. This Connect will offer practical advice and inspiring thought leadership from experts of Business analytics. You'll hear the innovative approaches the world's leading researchers are taking to solve today's key challenges in data analytics for business and management. Whether your interests lie in the technical possibilities and challenges of new and emerging technologies or using Big Data for business intelligence, analytics, and other business strategies, this Connect 2021 has something for you. Business Analytics is currently the hottest topic for data researchers and scientists with huge interests from the industry and government agencies alike. The main motivation for this conference stems from the increasing need for a forum to exchange ideas and recent research results, and to facilitate collaboration and dialog between academia, government, and industrial stakeholders.

We solicit high quality papers in the general areas of Business analytics for practical applications in various domain. All submitted papers will be peer reviewed. If accepted, at least one of the authors must attend the conference to present the work. Selected accepted papers will be recommended for submission to special issues of journals. It



## TOPICS OF INTEREST

The conference welcomes contributions in the following area.

The topics include:

1. AI and Strategies for business transformations
2. Analytics technologies and infrastructure
3. Applications of business analytics and Uses Cases in areas of HR, Marketing, Finance, Supply Chain and others
4. Data Analytics for Governance
5. Security, privacy and legal issues specific to big data
6. Big Data Analytics for Sustainability
7. Any other topics related to Business/Data analytics



## PAPER SUBMISSION

We invite papers discussing novel research and ideas without substantial overlap with papers that have been published or that are simultaneously submitted to a journal or a conference with proceedings. Submitted papers can be of two types:

**Regular Research Papers:** These papers should report original research results or significant case studies. They should be at most 10 pages.

**Position Papers:** These papers should report novel research directions or identify challenging problems. They should be at most 4 pages.

Manuscripts should be submitted in PDF



format. Submissions are limited to 10 pages.

All submissions should clearly present the author information including the names of the authors, the affiliations and the emails. The papers should be submitted through the following email id: [icaba2021@jaipuria.ac.in](mailto:icaba2021@jaipuria.ac.in)

All submitted papers will be peer reviewed. We have identified a set of researchers who are currently active in the related research areas as potential reviewers. One author per accepted conference paper is required to register for conference to present the accepted paper. The registration fee for the conference is Rs. 1000/-.

## BANK ACCOUNT DETAILS FOR ONLINE TRANSFER

---

Beneficiary's Name : Jaipuria NOIDA Fees Collection Account

---

Bank Name : Axis Bank Ltd.

---

Savings Bank Account Number : 913010055532585

---

Branch Name & Address : Plot no. 6, Local Shopping Centre, DP Block, Pitampura, New Delhi 110088

---

MICR No. : 110211006 | IFSC Code : UTIB0000040

## IMPORTANT DATES



**Paper Submission: 10th February 2021**

---

**Submission Email id: [icaba2021@jaipuria.ac.in](mailto:icaba2021@jaipuria.ac.in)**

---

**Notification of Acceptance: 15th February 2021**

---

**Camera Ready Paper Due: 25th February 2021**

---

**All submissions are due at 11:59 PM Indian Standard Time.**



## PATRON

### **SHRI SHARAD JAIPURIA**

Chairman,  
Jaipuria Institute of Management

### **SHRI SHREEVATS JAIPURIA**

Vice-Chairman  
Jaipuria Institute of Management

---

## CONFERENCE ADVISOR

### **DR. D. N. PANDEY**

Director  
Jaipuria Institute of Management, Noida



---

## CONFERENCE CHAIRPERSONS

### **DR. RAHUUL SINGH**

Assistant Professor  
M. +91 8709319245  
E. rahul.s@jaipuria.ac.in

### **DR. TAVISHI TEWARY**

Assistant Professor  
M. +91 9711718023  
E. tavishi.tewary@jaipuria.ac.in

---

## ORGANIZING COMMITTEE

### **DR. DEEPANKAR CHAKRABARTI**

Professor,  
Jaipuria Institute of Management, Noida

### **DR. KESHAV KUMAR SHARMA**

Professor,  
Jaipuria Institute of Management, Noida

### **DR. ANKUR CHAUHAN**

Assistant Professor,  
Jaipuria Institute of Management, Noida

### **DR. V.K.TOMAR**

Dean (Administration),  
Jaipuria Institute of Management, Noida

### **DR. SURENDER KUMAR**

Assistant Professor,  
Jaipuria Institute of Management, Noida



## ADVISORY

### **DR HARI SHARMA**

Chair and Professor  
Department of Accounting and Finance  
Reginald F. Lewis College of Business  
Virginia State University, VA 23806

### **SHIKHA RASTOGI**

Board Advisor and CHRO  
Bloom CE Technology

### **DR K. S. RANJANI**

Professor, NITIE Mumbai

### **DR RAJNISH RATNA**

Associate Professor,  
Gedu College of Business Studies , Bhutan

### **DR JIT TSHERING**

Associate Professor  
Department of Research and Consultancy  
Royal Institute of Management

### **DR PRASHANT KUMAR**

Associate Professor,  
IMT Dubai

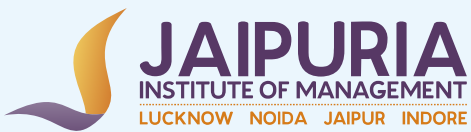
## **ABOUT JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

Jaipuria Noida was established in 2004. This state of the art campus in the heart of the corporat hub of the NCR region provides students with wide exposure to number of industries.

Led by Dr. Dayanand Pandey with a strong team of full time faculty comprising of qualified and experienced professors as well as industry managers turned academicians. Jaipuria Noida works on developing graduates with entrepreneurial orientation and service mindedness. The institute draws upon a mix of pedagogy focusing on learning through both in-class discussions, cases and simulations as well as beyond the class room learning through live projects, field project studies, regular industry interface and participation in various national/international seminars.

The institute offers four AICTE approved, NBA Accredited two year full time PGDM programmes: PGDM, PGDM (Service Management), PGDM (Marketing), Fellow Program in Management and Management Development Program for corporate.





**JAIPURIA INSTITUTE OF MANAGEMENT**  
A-32A, Sector 62, Noida - 201 309  
P: +91 11 40088000, 40088074  
E: [www.jaipuria.ac.in](http://www.jaipuria.ac.in)