K J Somaiya Institute of Management

(A constituent institute of Somaiya Vidyavihar University)
Mumbai, India

Presents

1st International Business Analytics Conference

Future of Business Analytics: Trends in 2020 and Beyond

26th-27th March, 2021

Venue: Online

Somaiya Vidyavihar University

A new milestone in a glorious ongoing journey established in 2019, Somaiya Vidyavihar University, Mumbai, is a self-financed autonomous university recognised by the University Grants Commission (UGC). Somaiya Vidyavihar, with over six decades of rich experience in building and managing educational institutes of great repute, is the sponsoring body. Operational from 26th August 2019, Somaiya Vidyavihar University is a place where you can explore new possibilities, pursue your passion and above all, find yourself.

Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of a sprawling green campus. The university is equipped with excellent educational, recreational, community, health, and sports facilities. Somaiya Vidyavihar offers students the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges.

K J Somaiya Institute of Management

K J Somaiya Institute of Management was established in 1981 as a part of Somaiya Vidyavihar (now affiliated to the Somaiya Vidyavihar University since August 2019) with the objective of providing state of the art education in management and allied areas. The institute is consistently ranked among the Top 25 management institutes and Top 10 private sector B-schools in India. The institute offers Doctoral Programmes, full time, part time and executive programmes in Business Management with specialisations in International Business, Retail Management, Financial Services, Integrated Marketing Communications, Healthcare Management, Sports Management, Finance, Human Resources, Operations, Marketing and Executive MBA programmes along with a Masters in Computer Applications. Apart from the regular programmes, the Institute offers customised and industry specific certificate and executive development programmes for government bodies, companies, defense personnel and NGOs.

Programmes offered

Doctoral Studies

2-Year MBA Full-Time Programmes

• MBA
• MBA - International Business
• MBA - Retail Management
• MBA - Financial Services
• MBA - Integrated Marketing Communications
• MBA - Healthcare Management
• MBA - Human Resources
• MBA - Sports Management

3-Year MBA (Part-Time) Programmes

• Finance Management
• Marketing Management
• Human Resource Management
• Information Management

2-Year MCA Programme

Executive Education

• 15-Month MBA - Executive
• Customised Management Development Programmes
• Open Calendar Programmes

Introduction to the Conference

We are pleased to announce our first international conference on Business Analytics being organised by K J Somaiya Institute of Management. The conference theme for this engaging academic conference is **'Future of Business Analytics: Trends in 2020 and Beyond'.** The conference will be held virtually on 27th March, 2021.

Conference Theme

Year 2020 has been a mystifying year, the stealth onslaught of the COVID 19 pandemic from mid-March 2020 twisted every expected trend into the realm of antiquity. World gradually embraced the new normal, digital transformation became the dominant trend. In this era of digital transformation, on one hand a lot of data is getting generated in different spheres of business activities whereas on the other hand there is loss of data due to several humdrum activities being standstill. In such a disruptive environment, instead of focusing largely on more business analytics features, BA Software are mostly intent on helping businesses to stay afloat by becoming more agile, allowing them to make deviations quickly in order to react and also to transform. These analytics trends that have temporarily stalled will likely again come into focus for business analytics with the passage of time. In the light of these developments, we hope to address and debate the issues, through the conference, and discuss the **Future of Business Analytics, Trends in 2020 and Beyond.**

The conference is in Online format and scheduled on 27th March, 2021 with a pre-conference online workshop scheduled on 26th March, 2021. The conference will have a keynote address, guest speakers, industry forum, pre-conference workshop and paper presentations which will address the issues from academic, research and industry perspective. We are honoured to have with us Dr. Subodha Kumar, founding Director, Center for Business Analytics and Disruptive Technologies, Fox School of Business, Temple University, USA and Dr. Raja R Choudhary, Director Academic Affairs, Universal Business School. The conference will be inaugurated on 27th March, 2021 by Dr. Subodha Kumar and Dr. Raja R Choudhary. The paper presentations will be in Online Format and will be conducted on 27th March, 2021.

Dr. Subodha Kumar
Director - Center for Data Analytics
Fox School of Business, Temple University, USA

Speaker

Dr. Subodha Kumar is the Paul R. Anderson Distinguished Professor of Marketing and Supply Chain Management at Temple University's Fox School of Business. He has joint appointments in Information Systems and Statistical Science. He also serves as the Director of Center for Data Analytics and the Ph.D. Concentration Advisor for Operations and Supply Chain Management.

His research and teaching interests include artificial intelligence, machine learning, blockchain, Fintech, supply chain analytics, healthcare analytics, social media analytics, retail analytics, digital marketing, cybersecurity, econometric and analytical modeling, software management, project management, scheduling, combinatorial optimisation, and data mining, among others. He has published several papers in reputed journals and refereed conferences. In addition, he has authored a book, and co-authored 2 book chapters, 2 Harvard Business School cases, and 4 Ivey Business School cases. He also has a patent.

Prof. Kumar is the Deputy Editor and a Department Editor of Production and Operations Management (POM), and the Deputy Editor-in-Chief of Management and Business Review. He has served as a Senior Editor of Decision Sciences (DSI) and an Associate Editor of Information Systems Research (ISR). He also serves on various other editorial boards including POMS.

Prof. Kumar serves on the Advisory Boards of Insightzz and the Srini Raju Centre for IT and The Networked Economy (SRITNE) at ISB. He has received numerous research and teaching awards.

Prof. Kumar studied at the University of Texas at Dallas, where he earned his PhD and MBA. He also received a Master's degree from Indian Institute of Technology in Kanpur, and a Bachelor of Science (Engineering) degree in Mechanical Engineering from BIT Sindri, both in India.

Prof. (Dr.) Raja R Choudhury
Director - Academic Affairs & New Programs
Universal Business School

Speaker

Prof. (Dr.) Raja R Choudharyis a holder of dual doctoral degrees in Economics & Psychology and is certified by Harvard and Yale University. He is an exponent in disruptive and critical thinking and its applications in business academics.

He has 32 years of relevant experience and proven credentials in business and technology consulting and performance management, executive coaching and mentoring holding multiple certifications in all facets of behavioral health and cognitive psychology from leading institutions around the world totaling to 74 AMA PRA category I credit points.

Prof. (Dr.) Choudhary possesses diverse experiences of consulting across several industry verticals as well as impact areas. Managed large engagements that involve multiple practices and technology verticals across India, Australia, South Pacific, Africa & South Asia.

He has more than 18 years of experience in building and leading practices and business units and proven experience in performance management & executive coaching & mentoring. He is a Visiting Professor at NITIE and was Ex Chief Happiness Officer, IIT Madras and distinguished Faculty at SPJIMR.

Prof. (Dr.) Choudhary was Director (Professional & Doctoral Programs) with S P Jain School of Global Management and later Director of N L Dalmia Institute of Management Studies & Research. He was Principal Consultant to Dassault Systèmes & a leading automation company in Pune. He served iFEEL as Director & Jaro Group as Mentor. He is currently the Director, Academic affairs at Universal Business School.

Workshop Details

A pre-conference workshop being organised on Friday, 26th March 2021 comprising multiple modules

Module 1: Storytelling with Data

"People remember stories. They'll act on them.
People share stories that enable collective action."

We Analyse data to improve people's decision making. For this to be effective, data stories are needed more than ever before. Data storytelling is a critical skill for data scientists, analysts & managers. To know more about the importance of Data Storytelling a session by Mr. Dhaval Thanki is organised.

About the facilitator

Mr. Dhaval Thanki, has been an entrepreneur in the data science and digital space. He was the founder of Quantas, a digital solutions firm that helped brands like Tata Sky, ICICI Securities, Lawrence & Mayo, Saregama, Inmobietc leverage the power of digital. He had also co-founded a mobile app development platform called Gappmob which was a preferred platform for many small businesses. His experience spans across business development, product development, strategy and solutions delivery. Most recently he's been with Cartesian Consulting where he helped launch the product business. Prior to going entrepreneurial Dhaval had worked with organisations like Wipro Technology & CNBC in areas relating to technology and business intelligence.

Module 2: Basics of Tableau

This module is about transforming data into actionable insights with the data visualizations first and foremost tool Tableau. A session by Prof. Manoj Kumar Dash is organised to have hands-on experience about the Tableau Platform.

About the facilitator

Dr. Manoj Kumar Dash, has published 38 research papers in Scopus indexed journal. He is an author of six research books of International repute. He is presently working with Indian Institute of Information Technology and Management Gwalior and is also visiting faculty at, Indian Institute of Management Indore and Adjunct faculty in Lancaster University, United Kingdom. He has conducted 29 Faculty Development Programme sponsored by AICTE, MHRD and IIITM on Multivariate Analysis, Econometrics, Research Methodology, Multi-Criteria Optimisation.

Call for Extended Abstract

This call for extended abstract is an invitation to all academics, industry representatives, and students, interested in the advancement of innovative technologies and applications of methods in the area of analytics and other allied areas.

The sessions will be organised along - but not limited to - the following topics/sub-themes

Descriptive Analytics

- Data Aggregation
- Data Mining
- Data Visualisation
- Visual Coding

Diagnostic Analytics

- Bayesian Methods
- Econometrics Modeling
- Exploratory Data Analysis
- Probability and Stochastic Processes
- Qualitative Analytics

Predictive Analytics

- Augmented Analytics
- Computational Modeling
- Computational Intelligence
- Machine Learning
- Deep Learning
- Semantics technology
- Time Series Modeling

Prescriptive Analytics

- Automation
- Big Data
- Decision Sciences
- Optimisation

Analytics during COVID-19 Pandemic

- Disruptive Analytics
- Healthcare Analytics
- Impact on Education
- Impact on Personnel Management
- Analytics for Public Policy

Digital Analytics

- Social Media Analytics
- Web Analytics
- Digital Security
- Credibility Analytics
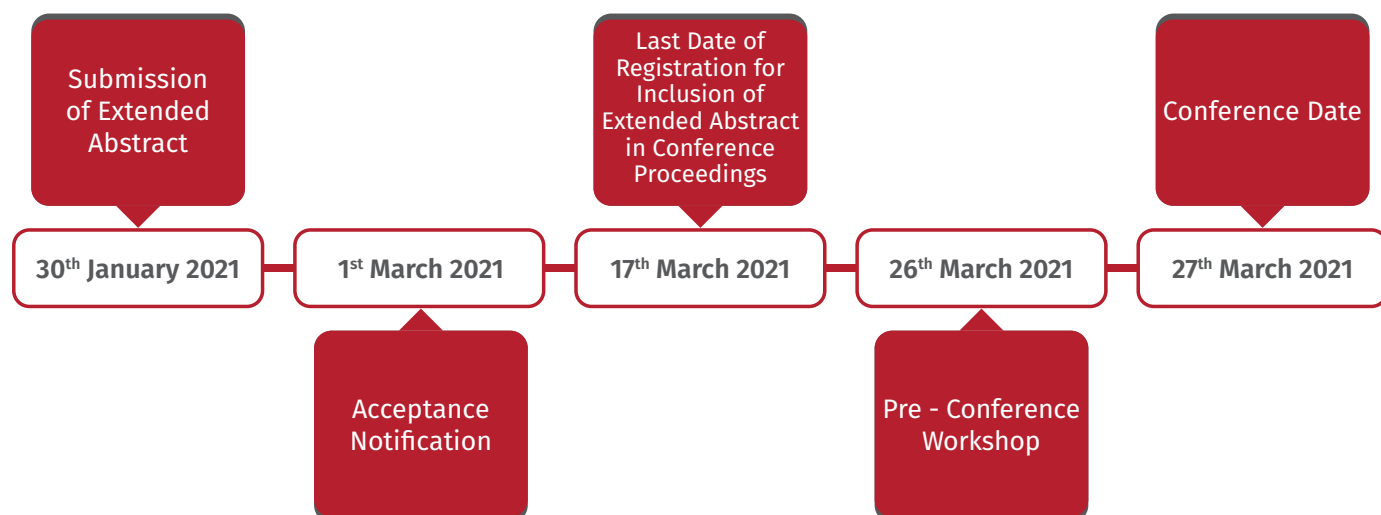- Text Analytics

Managerial Applications of Analytics

- Analytics for Strategy
- Analytics in Finance
- CSR Analytics
- HR Analytics
- Marketing Analytics
- Revenue Management and Pricing
- Risk Management
- Sports Analytics
- Supply Chain Analytics

Extended Abstract Submission Guidelines

- Only original and previously unpublished work will be considered. Any submission that is identical to or substantially similar to work already published, under review for another conference or publication will not be considered.

- Authors must send extended abstract of around 1500 to 2000 words which should clearly indicate the following

  - Title
  - Purpose of the study
  - Research Objective
  - Research Methodology / approach
  - Findings & Implications
  - Limitations

- Extended abstract should be in word document format, Times New Roman, 12-point font size with single line spacing, 1 inch margins and APA style of referencing the citations

- Please note that the Institute has a strict anti-plagiarism policy so originality of the work should be ensured by the authors

- By submitting an extended abstract, the author (s) makes a good faith commitment to present his/her paper at the conference

- Submission should include information about all co-authors including full name, affiliation, and contact email

- All abstracts will be peer reviewed

- All the selected extended abstract will be published as Conference Proceedings with ISBN number

- Subsequent to the conference presentation, selected authors can submit a full paper for journal publication

- Full papers of the best 2 titles will be selected to be published subject to a peer review in a 'C' Category, Scopus Indexed Journal - Business Perspectives and Research, Sage Publications (for more details please visit) https://journals.sagepub.com/home/bpr

- Selected paper (s) shall receive the Best Paper Award nominated by the jury after carefully scrutinizing all aspects of the paper

- Kindly submit your extended abstracts at baconference@somaiya.edu

Important Dates

Submission of Extended Abstract		**Last Date of Registration for Inclusion of Extended Abstract in Conference Proceedings**		**Conference Date**
30th January 2021	1st March 2021	17th March 2021	26th March 2021	27th March 2021
	Acceptance Notification		**Pre - Conference Workshop**	

Registration Details

Category	Basic Amount	GST (18%)	Total Amount to be Paid (Inclusive of Taxes)
Research Scholars/ Students / Alumni	₹ 700/-	₹ 126/-	₹ 826/-
Academicians (from India)	₹ 1200/-	₹ 216/-	₹ 1416/-
Corporate (Industry Delegates)	₹ 2000/-	₹ 360/-	₹ 2360/-
Research Scholars (International participants)	$30	18% of fees	$30 + 18% of fees
Academicians (International participants)	$50	18% of fees	$50 + 18% of fees

• The payment link will be sent with the extended abstract acceptance email
• The registration fee will include:

  ◦ A complimentary workshop on Business Analytics softwares
  ◦ Online Conference Proceedings with ISBN number

Committees

Steering Committee
· **Dr. Monica Khanna,** Director, K J Somaiya Institute of Management
· **Dr. Kirti Arekar,** Conference Chair, Business Analytics Conference, K J Somaiya Institute of Management
· **Dr. Nilakantan Narasinganallur,** K J Somaiya Institute of Management

Advisory Committee
· **Dr. Subodha Kumar,** Director - Center for Data analytics, Fox School of Business, Temple University, USA
· **Prof. (Dr.) Raja R Choudhury,** Director - Academic Affairs & New Programs, Universal Business School
· **Mrs. Deepa Soman,** Managing Director, Lumière Business Solutions Pvt. Ltd, Mumbai
· **Mr. Utkarsh Somaiya,** Head - Digital Transformation & Customer Analytics, Aditya Birla Group
· **Dr. Sharad Saxena,** Consultant - Statistics, Advanced Analytics & Machine Learning, SAS Global Education
· **Mr. Dhaval Thanki,** Director - Business Development Solutions & Consulting, Cartesian Consulting, Mumbai
· **Dr. Mathirajan,** Chief Research Scientist, Management Studies, Indian Institute of Science, Bangalore, India
· **Dr. J. D. Jayaraman,** New Jersey City University, USA
· **Dr. Sri Vallabha Deevi,** Lead Data Scientist, Tiger Analytics, India

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· **Dr. Prerna Mahindroo**
· **Prof. Suvechcha Sengupta**

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