BDAB 2014

International Conference
on
Big Data & Analytics for Business

New Delhi, India
December 28 – 29, 2014

Organised by:

Society for Education & Research Development
India

THE UNIVERSITY of TENNESSEE at CHATTANOOGA **UT**
COLLEGE *of* **BUSINESS**

Supported by:

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Asia-Pacific Institute of Management
New Delhi

SPEARS SCHOOL OF BUSINESS

Introduction

Data analytics is critical to businesses. As the small data transforms into 'Big' data, traditional mechanisms and IT infrastructure used to support, analyze and make meaningful interpretations become ill suited. This also brings up numerous management issues. For example, IT experts have the responsibility to map organization-wide data by breaking down organizational silos and building an enterprise-wide IT infrastructure for data analytics purposes. This in fact requires next-generation analytical tools and techniques and brings up new challenges related to issues such as smart data distribution, quick response in the event of grid failure, etc.

Recent advances and innovations in the area of Business Analytics and Big Data Management have compelled the businesses to integrate analytics into their core strategy. Newer Programming paradigms, transaction data management, social media management and huge quantity of data, in addition to velocity and veracity, generated at a quick pace have great worth for the decision makers. Whether one wants to arrive at some marketing decisions or fine-tune new product launch strategy, data analytics approaches can be a key to several business and societal problems. Also the threats being faced by the corporate due to privacy, frequent transfer of data over LAN and internet (specially Cloud) addressed. While the availability, management and new approaches for big data analytics have opened dimensions for better decision-making, it has also added new challenges to the programmers and database administrators to ensure the security and continuous availability of data.

The conference will be an extraordinary event, reaching out not only to academics throughout the globe, but perhaps more importantly to globally prominent practitioners and innovators in the big data & Analytics. This conference will provide an opportunity to discuss and delineate the latest advancements in Data Analytics and big Data focusing on the development and use of innovative solutions for the businesses. Attendees will hear from a variety of industry expertise, leading research and development organizations and top most academics in the conference domain.

The conference will combine two days of workshops, discussions, demos, plenary, paper, poster and panel sessions. There will be an equal learning opportunity for all the young as well as senior delegates.

Call for Papers

Researchers and practitioners are welcome to submit complete manuscripts or proposal for poster presentations to the conference. We will cover the four different perspectives under the conference theme: (a) Business Perspective, (b) Policy Perspective, (c) Technological Perspective, and (d) Societal Perspective. The contributions on application scenarios, use cases, and best practices; research with an empirical focus; as well as the inter-disciplinary work are especially encouraged. Submission could include, but are not limited to:

- » Business Analytics
- » Big Data management
- » Big Data Infrastructure
- » Decision Support Systems & Expert Systems
- » e-Business and e-Retailing
- » Enterprise Resource Planning
- » Social Media Analytics
- » Data Mining
- » Cloud Computing
- » Telecommunication Networks and Technologies

Contributions will be selected based on peer review by the Program Committee consisting of reputed academics, well-known practitioners and subject experts. Contributions should contain a clear problem statement; an outline; methodology and consistent rigor.

Submissions

The papers can be submitted in the following three categories:

» Full Papers (5000 – 7000 words)
» Short Papers / Work in Progress (3000 – 5000 words)
» Poster Abstracts (Max 2 pages)

To submit a manuscript, please go to the Submission page at the conference website or follow the link below:

https://www.easychair.org/conferences/?conf=bdab2014

Important Dates

Manuscripts Due	August 15, 2014
Acceptance/ review note	September 30, 2014
Camera Ready Submissions	October 30, 2014
Registration and poster proposal submission deadline	October 15, 2014

Best Paper Award

An award for best student paper submitted and presented will be given. The award will be presented during the closing ceremony of the conference and will carry a plaque and the certificate along with the prize. The jury for the selection of best paper will consist of eminent researchers and practitioners.
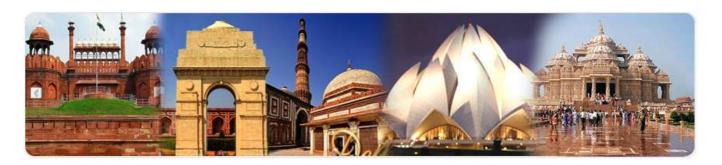
Springer

All Accepted papers will be made available to all conference attendees in the form of conference proceedings. An edited book volume will also be published in the Annals of Information Systems series by Springer (http://www.springer.com/series/7573). This will consist of the selected papers from the conference submissions.

Accommodation & Weather

Variety of accommodation is available in the capital city and close to the conference venue to suit the individual's need and budget. If you need assistance in booking of accommodation, please write to the conference committee at bdab@serd.org.in

The weather is expected to be Cold and pleasant during the conference days in Delhi. The day time expected temperature is between 05°C and 10°C. Participants need to prepare accordingly.

Registration

The Registration Fee of the conference includes:

» Conference Dinner

» Lunch and Coffee breaks at the conference venue

» Certificate of Participation

» Conference Proceedings (electronic copy)

» Conference Badge

» Conference Kit

» Conference Gallery (Photo/ Video)

Registration Fee			
	Corporate Delegates	**Academics/ Researcher**	**Students Registration**
Speakers / Delegates	USD 500	USD 400	USD 300
	Rs. 27500	Rs.22000	Rs. 16500
Absentia Presenters	USD 200	USD 200	USD 150
	Rs. 11000	Rs. 11000	Rs. 8250
* 50% Discount on the registration Fee for Indians with Full time Affiliation in India **Kindly follow the instructions at the Website for payment and other details.			

Conference Chairs

Dr. Vikas Kumar
Asia-Pacific Institute of Management, New Delhi, India

Dr. Ashish Gupta
College of Business, University of Tennessee Chattanooga, USA

Conference Convener

Dr. Saurabh Mittal
Asia-Pacific Institute of Management, New Delhi, India

Contacts

General queries related to the Conference, visa and logistics may be directed to:
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