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EMERGING ISSUES IN BUSINESS ANALYTICS
The New Science of Winning in Business

Kotler Srinivasan Center for Research in Marketing
announces
2ND INTERNATIONAL CONFERENCE ON BUSINESS ANALYTICS
DECEMBER 22-23, 2012

IMPORTANT DATES

<table>
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<tr>
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<tr>
<td>Last Dates For Abstract Submission</td>
<td>30th Aug 2012</td>
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<tr>
<td>Notification of Acceptance of the Abstract</td>
<td>15th Sep 2012</td>
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<tr>
<td>Last Date for Submission of Selected Paper</td>
<td>15th Nov 2012</td>
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<tr>
<td>Conference Date</td>
<td>22nd – 23rd Dec 2012</td>
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For further details contact us at bacon@greatlakes.edu.in or tapan@greatlakes.edu.in | www.greatlakes.edu.in

GREAT LAKES
INSTITUTE OF MANAGEMENT, CHENNAI

Campus Address: Great Lakes Institute of Management, Bala V. Balachandran Campus, East Coast Road, Manapal Village, Tamil Nadu 603102, India
Communication Address: Great Lakes Institute of Management, No 19, North Mada Street, Srinagar Colony, Saidapet, Chennai 600015, Tamil Nadu, India
OBJECTIVES

- To facilitate research and research-based knowledge on the growing field of analytics
- To discuss new methodologies in the emerging field of analytics, specifically with respect to those methodologies that have been tried and tested in the business context
- To uncover possible collaborative potential between academia and industry with respect to analytics

CALL FOR PAPERS

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
- Cluster Analysis
- Data Visualization
- Machine Learning
- Computational Intelligence
- Classification
- Regression Modeling
- Pattern Recognition
- Forecasting
- Panel Data

APPLICATION FIELDS

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

DOMAIN ANALYTICS

- Consumer market
- B2B Market
- Service Marketing
- Retailing
- IT/ITES
- Pharma / Health Service
- High Technology Product Marketing

GUIDELINES FOR ABSTRACT SUBMISSION

Abstracts must include a clear indication of the purpose of research, methodology, major results, implications and key references. Selection of papers for presentation will be based on detailed abstracts.

<table>
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<th>About 1500 words excluding title/cover page and references</th>
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<tr>
<td>Title page</td>
<td>Title, author(s), affiliation(s), contact details, key words</td>
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MAIL your abstract to bccoci@greatlakes.edu.in before 30th August, 2012

GUIDELINES FOR SUBMISSION OF SELECTED PAPERS

Papers must include a clear indication of the purpose of research, major results, implications and key references. A soft copy (each in Microsoft Office Word 2003 version and pdf format - Adobe Acrobat version 6.0) of the paper selected for presentation at the conference, should be reached to the conference convenors.

<table>
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MAIL your selected paper to bccoci@greatlakes.edu.in before 13th November, 2012

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: Are the managerial relevance and implications of the decision problem demonstrated?
- References: Are the references adequate?

REGISTRATION MODE

- Online by using the following link: http://kscrm.greatlakes.edu.in/business-analytics.html
- By sending a DD/Cheque in favor of "Great Lakes Institute of Management, Chennai" payable at Chennai
- Spot Registration against cash payment

REGISTRATION FEE

Indian Academics (Faculty & Research Scholars) | Industry Delegates | International Participants
₹6000/-* | ₹8000/-* | USD 300*

* fee includes: a welcome kit and copy of Conference Proceedings, breakfast, lunch, dinner & tea with snacks for conference days,

ACCOMODATION

Accommodation in the campus can be arranged for the delegates on request, Single Occupancy: ₹1600/- per day and Twin Sharing ₹900/- per day