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MODE OF REGISTRATION
The participants can register both offline and online for the conference. The online registration can be done by following the link: http://krshrm.greatlakes.edu.in/business-analytics.html. The offline registration can be done by sending a DD/Cheque in favor of “Great Lakes Institute of Management Chennai” payable in Chennai. Participants can do spot registration by paying cash but with prior intimation. Following are the registration fee for the conference.

<table>
<thead>
<tr>
<th>Indian Academics (Faculty and Research Scholars)</th>
<th>Industry Delegate</th>
<th>International Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rs. 4000/-*</td>
<td>Rs. 5000/-*</td>
<td>200 USD*</td>
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</tbody>
</table>

*Fee includes hospitality, welcome kit and conference proceeding.

Accommodation on the campus can be arranged for the delegates on request. The rates for the accommodation are as following:

Single Occupancy: Rs. 1600/- per day | Twin Sharing: Rs. 900/- per day

IMPORTANT DATES

<table>
<thead>
<tr>
<th>Last Dates For Abstract Submission</th>
<th>Notification of Acceptance of the Abstract</th>
<th>Conference Date</th>
</tr>
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</table>

For further details contact us at: bconf@greatlakes.edu.in or tapan@greatlakes.edu.in | www.greatlakes.edu.in
INTRODUCTION

Business Analytics has come to stay as a growth driver for many new generation organizations. Gone are those days when managers will make decisions on the basis of their own guts or by extrapolating macro-economic indicators and their likely impact on individual businesses. Decisions made in the absence of information and data have proven to be disastrous for many organizations. With the advent of information technology and geometric rise in the information processing capability of computers, managers are using multiple criteria, algorithms and structured programs to envision future of business and improve profitability of the enterprise.

Higher is the accuracy level in decision making, lower is the risk involved in business. This proposition leads to an idea that business analytics concepts and tools can be used for enhancing customer intimacy and organizational profitability. Application of descriptive and predictive analytics, customer relationship management tools and other process enhancement tools not only brings success but also increases the profitability of the organization. The whole business world is looking at big data as an opportunity and source of competitive advantage. This conference is planned on the theme of linking business analytics with customer profitability. This conference will help in bringing cutting edge research and methodology to give a direction towards profit centric decision making in organizations.

OBJECTIVES

This conference aims to bring academicians and industry practitioners across the globe to a common platform to discuss; debate and initiate a dialogue on application of business analytics in decision making and enhancing consumer profitability. Some of the key objectives of the conference include

- To develop a common platform for industry and academia interface in the area of consumer and business analytics.
- To facilitate research and research based knowledge sharing in the area of business and consumer analytics.
- To discuss new methodologies in the emerging field of analytics, especially those methodologies that have been tried and tested in the domain of business decision making.
- To explore and build collaborations among academicians and industry practitioners to undertake joint research work in the domain of business and consumer analytics.

CALL FOR PAPERS

We invite full papers for this conference which addresses the common theme of the conference. However we are open to papers in allied areas also. All the conference papers submitted shall be published in the form of a book with ISBN number. Selected papers will be published in the International Journal on Consumer and Business Analytics published simultaneously from India and South Africa. Academicians and practitioners are encouraged to contribute new ideas, methodologies, concepts, applications and case studies for discussion and presentation during the conference.

THEORY & METHODS

<table>
<thead>
<tr>
<th>Exploratory Data Analysis</th>
<th>Computational Intelligence</th>
<th>Pattern Recognition</th>
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<tbody>
<tr>
<td>Cluster and Latent Class Analysis</td>
<td>Data Visualization Tools</td>
<td>Regression and Modeling</td>
</tr>
<tr>
<td>Panel Data Analytics</td>
<td>Machine Learning</td>
<td>Classification &amp; Forecasting</td>
</tr>
</tbody>
</table>

APPLICATION FIELDS

<table>
<thead>
<tr>
<th>Consumer Analytics</th>
<th>Marketing Models</th>
<th>Quality Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising and Media Analytics</td>
<td>Retail Analytics</td>
<td>Finance and Insurance Models</td>
</tr>
<tr>
<td>Customer Relationship Management</td>
<td>Supply Chain Management</td>
<td>Pricing and Value Analytics</td>
</tr>
<tr>
<td>Investment and Portfolio Management</td>
<td>Big Informatics and Health Sciences</td>
<td>Understanding Consumer Decision Making</td>
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<tr>
<td>Modeling</td>
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<tr>
<td>Internet and Web Analytics</td>
<td>Social Media and Big Data Mining</td>
<td>Text Mining</td>
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DOMAIN ANALYTICS

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<thead>
<tr>
<th>Descriptive Analytics</th>
<th>Predictive Analytics</th>
<th>Consumer Analytics</th>
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</thead>
<tbody>
<tr>
<td>High Technology Product Marketing</td>
<td>Social Media and Search</td>
<td>Services and Customer Experience Management</td>
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<tr>
<td>Analytics</td>
<td>Engine Optimization Analytics</td>
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<tr>
<td>Big Data as an Opportunity</td>
<td>Heath Science and Vital Analytics</td>
<td>IT/ITES applications</td>
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GUIDELINES FOR ABSTRACT SUBMISSION

The authors are required to submit their abstract which should clearly indicate the purpose of research, methodology, major hypotheses, implications and key references. Industry notes and case studies should have a clear outline mentioning the context, objective and application of business and consumer analytics for decision making. Selection for papers will be done on the basis of abstracts whereas selection for publication in the journal will be on the basis of the quality of the final paper. Following are the suggested guidelines for abstract submission.

- **Length**: About 1000-1500 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 name, Affiliations, Contact details, key words

GUIDELINES FOR FINAL PAPER SUBMISSION

The authors are required to submit the full paper for the conference. Papers must include a clear indication of the purpose of research, methodology, results, implications and references. All the papers will undergo a check for plagiarism. A soft copy (MS Word) of the paper selected for presentation at the conference should reach the conference chair (tapan@greatlakes.edu.in).

- **Length**: 6000 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 name, Affiliations, Contact details, key words