GREAT LAKES
INSTITUTE OF MANAGEMENT, CHENNAI

Analytics - The way ahead

A Conference on 30th and 31st July, 2010

Kotler-Srinivasan Center for Research in Marketing

"Analytics: The way forward"

Kotler Srinivasan Center for Research in Marketing announces its First Conference on Analytics on 30th and 31st July, 2010

Kotler-Srinivasan Center for Research in Marketing (KS-CRM) at Great Lakes Institute of Management is proud to present its first ever conference on analytics, with the following objectives:

a. To facilitate research and research-based knowledge on the growing field of analytics

b. 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

c. To uncover possible collaborative potential between academia and industry with respect to analytics

CALL FOR PAPERS

CONFERENCE TOPICS

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
- Machine Learning
- Regression Modeling
- Panel Data

- Cluster Analysis
- Computational Intelligence
- Pattern Recognition

- Data Visualization
- Classification
- Forecasting

Application Fields

- Marketing Models
- Data Analysis in Retailing
- Internet Modeling and Web Analytics
- Bioinformatics
- Supply Chain Management
- Insurance Models
- Data Analysis in Banking and Financial Services

- Marketing Research
- CRM
- Text Mining
- Health Sciences
- Quality Management
- Investment and Portfolio Models

- Advertising and Media
- Pricing Analytics
- Revenue Management
- Industrial Applications
- Statistics in Finance
- Risk Analytics

GUIDELINES FOR ABSTRACT SUBMISSION

Selection of papers for presentation will be based on detailed abstracts of about 1500 words. Abstracts must include a clear indication of the purpose of research, methodology, major results, implications and key references. They are requested to adhere to the following:

Length	:	About 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), affiliation(s), contact details, Key words

Four Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected. A soft copy of the abstract in Microsoft Office Word 2003 version should reach the conference convenors not later than May 31,2010. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper.

GUIDELINES FOR SUBMISSION OF SELECTED PAPERS

One 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, will have to be submitted to the conference convenors by June 30, 2010. The electronic version of the paper should be sent to ac2010@greatlakes.edu.in Papers must include a clear indication of the purpose of research, methodology, major results, implications and key references. They should adhere to the following

Maximum length	:	6,000 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), affiliation(s), contact details, key words

Abstract: Not more than 200 words and a maximum of four key words

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

Please register by going to the conference website www.greatlakes.edu.in/analytics2010 or using the enclosed registration form. Registration forms can also be downloaded from the conference website.

Early Bird registration (Register Before 31st May, 2010)

For Indian Academics (Faculty and research scholars) – Rs. 3500/-

For International participants – US $ 250/-

For Industry delegates from India – Rs. 7500/-

Regular Registration (After 1st June 2010 till the conference date)
For Indian Academics (Faculty and research scholars) – Rs. 5000/-
For International participants – US $ 300/-
For Industry delegates from India – Rs. 10,000/-

The registration fee may be paid through a demand draft/banker's cheque in favor of 'Great Lakes Institute of Management, Chennai', payable at Chennai. Registration fee will include inaugural dinner, lunch and tea for the conference days, and a copy of the conference proceedings. The registration form should be sent along with the demand draft to the following address.

Mr. P. Sabari Raghavendran
AC2010 Moderator
Great Lakes Institute of Management
No. 19, North Mada Street, Srinagar Colony,
Saidapet, Chennai – 600 015
Phone: (91)-44-43123126   e-mail: ac2010@greatlakes.edu.in

Reduced registration rates are available for multiple registrations from the same organization.

ACCOMMODATION

The conference fee does not include accommodation. Limited accommodation is available inside our Manamai campus. Arrangements have been made with high quality hotels closer to the campus. Rates will be communicated upon receiving the registration for the conference.

CONFERENCE CHAIRS

Prof. Bala V. Balachandran, Founder and Dean, Great Lakes Institute of Management

Prof. 'Seenu' V. Srinivasan, Adams Distinguished Professor of Management, Stanford University

Prof. M. J. Xavier, Director, Kotler-Srinivasan Center for Research in Marketing

ADVISORY COMMITTEE

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