



Sri Krishna Arts and Science College

(Autonomous Institution)
Re-Accredited by NAAC with 'A' Grade
ISO 9001:2008 Certified Institution
Affiliated to Bharathiar University
Kuniamuthur Post, Coimbatore 641 008.
Phone : +91 422 2678400
Website : www.skasc.ac.in



National Conference on **BUSINESS ANALYTICS AND INTELLIGENCE**

7th and 8th
February 2019

Data

Business Intelligence

Strategy

Analysis



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Natural Intelligence to Artificial Intelligence



About the Conference

Department of Commerce, Sri Krishna Arts and Science College is organizing a National Conference on Business Analytics and Intelligence on 7th and 8th February 2019.

This conference provides a platform for the professionals to exchange their research contributions and practical insights in the areas of Business Analytics and Intelligence.

Business Analytics (BA) is a fast developing area which is being utilized to measure the fruits of any business. BA is a composition of statistical methods which is evenly spread across processes, product or specific project. A methodical exploration of an organization's data with its emphasis on statistical tabulation is utilized by the organizations towards decision making process.

The success of BA is based on quality of the data, understanding the components of BA by the specialists or skilled analysts and a firm commitment towards decision making process. BA has two components namely Business Intelligence which involves examining Historical Data of a particular period of time and the second one involving pure statistical analysis to draw a conclusion.

Therefore, considering the high voltage of the area, it is proposed to have the above theme as the topic for the Conference.



Conference Theme

Conference will focus on Business Analytics (BA) and Business Intelligence (BI)

- **Descriptive, Prescriptive and Predictive Analytics**
- **E-mode Real Time Data Analytics**
- **Big Data Analytics**
- **Social Network Analytics**

Subtitles for the Conference

- **Open Source Business Intelligence**
- **Business Intelligence Best Practices**
- **Operational and Supply Chain Business Intelligence**
- **Business Intelligence Management**
- **Business Intelligence Team and Staffing**
- **Sales and Marketing Intelligence**
- **Mobile Business Intelligence**
- **Management of Customer Analytics**
- **Real Time Business Intelligence**
- **Business Intelligence and Customer Relationship Management**
- **Text and Predictive Analytics**
- **Data Storing and Business Implementation**
- **Business Intelligence Case Studies and Strategies**
- **Business Intelligence Project Management**
- **Enterprises Business Intelligence Report**
- **Big Data Analytics**

• *Theme related papers are also invited.* •

Host Institution

Sri Krishna Arts and Science College is a Autonomous Institution affiliated to Bharathiar University, Coimbatore founded in the year 1997. The Institution is housed in an area of 14.17 acres of land with the state of art buildings measuring about 5,86,094 sq.ft. College was Re-Accredited with 'A' Grade, with a high CGPA score of 3.26 by NAAC during Academic Year 2015-2016. The Week Magazine has ranked the College in the 44th position among the Commerce Colleges in India. At present the College has 29 UG programmes, 13 PG programmes, 1 Integrated programme and 7 Research programmes with 7554 students as its strength. It is also ranked 4th in Swachh Campus Ranking 2018. Sri Krishna Arts and Science College is one of the top Colleges and is ranked 64th by NIRF in the year 2018.

Conducting Department

Department of Commerce envisages the life time value of students by inspiring the value for education, entrepreneurial skills, business skills, business traits, leadership qualities, research eccentricity and ethics among the students. Based upon the objectives of Commerce Chamber, the activities are prone to different clusters of the students. Department offers B.Com, B.Com CA, B.Com IT, B.Com PA, B.Com BPS, B.Com CM, B.Com AF, B.Com BI, B.Com RM, B.Com E-Com, B.Com BA, M.Com, M.Com IB, M.Phil and Ph.D programmes. The Department has tie-ups with Tata Consultancy Services (Bangalore) and Bombay Stock Exchange (Mumbai).

Submissions and Deadlines

Students / Research Scholars are encouraged to submit full Paper based on the Theme of the Conference. Name of the Authors, their Institutional Affiliation and Contact Details (including full address, telephone number and e-mail address) must be on the first page of the Paper. By submitting a full Paper, the author(s) make a commitment to present his/her Paper at the Conference. Full Paper must be submitted on or before **15th January 2019**. The paper should be presented in APA format. Notification of accepted papers will be sent within a fortnight from receiving date. All papers will be peer reviewed. At least one of the Authors must register for Conference before the registration deadline (28th January 2019) in order to ensure the inclusion of their Paper in the Conference proceedings.

Conference Collegium

- Chief Patron** **Smt. S. Malarvizhi**
Managing Trustee and Chairperson
Sri Krishna Institutions
- Patron** **Dr. K. Sundararaman**
Chief Executive Officer
Sri Krishna Institutions
- Conference Chairman** **Dr. P. Baby Shakila**
Principal
- Conference Secretary** **Dr. N. Sumathy**
Head, Commerce (CA)
- Conference Coordinators** **Dr. S. Anbumalar**
Head, Commerce
Dr. M. Shanthanalakshmi
Head, Commerce (AF & BI)
Dr. J. Vijimol
Head, Commerce (IT & PA)
Dr. P. Radha Krishnan
Head, Commerce (BPS & CM)

Registration Fees

	Student	Academics	Industrialist	Research Scholar
Participation	Rs. 200	Rs. 300	Rs. 500	Rs. 300
Paper Presentation	Rs. 500	Rs. 750	Rs. 1000	Rs. 750

Publication : Selected papers will be published in a Book with ISBN/ISSN Number as per terms and conditions.

Poster Presentation : Per head Rs. 200 (5 members per team)

Payment Mode : Payment should be made in the form of DD in favour of "Sri Krishna Arts and Science College" payable at Coimbatore. Kindly mention your name and Institutional details at the back of the DD Registration form is available in college website.

All Abstracts and papers should be directly sent to :
ncbai2k19@gmail.com

Conference Supportive Desk

- Ms. Aardhra Vasudevan**
+91 73975 55866
- Mr. S. Balaji**
+91 90805 59061