



Maharshi Karve Stree Shikshan Samstha's  
**Smt. Hiraben Nanavati Institute of  
Management and Research For Women  
(HNIMR)**

Near Cummins Engineering College, Karvenagar, Pune - 411 052



• In Association with •



• organizes •

## INTERNATIONAL CONFERENCE

ON



“  
Business  
Intelligence and  
Analytics  
”

Date : 19<sup>th</sup> to 20<sup>th</sup> April 2024



## About MKSSS's HNIMR - Pune

**Maharshi Karve Stree Shikshan Samstha, (MKSSS), Pune** is a 127-year-old parent body committed to "Empowerment of women through education". MKSSS, Pune was established in 1896 by the great visionary and social worker Bharat Ratna Maharshi Dhondo Keshav Karve to provide shelter to destitute women. MKSSS manages more than 70 educational and other units including institutions imparting professional education like Cummins Engineering college, Bhanuben Nanavati Architecture college, School of Fashion Technology and Hiraben Nanavati Institute of Management and Research for Women (HNIMR). HNIMR is a management institute for women, established in 1996; affiliated to Savitribai Phule Pune University and recognized by AICTE & DTE. It has been accredited "A+" grade by NAAC.

Many activities which help in professional development of students like Entrepreneurship Development Cell to promote entrepreneurship among students, Research Cell for undertaking research projects, Community Development cell create and inculcate a spirit of social awareness among students through social activities are conducted.

A strong Corporate - Interface with the help of concurrent interactive sessions by experts from Corporate on current issues, IT Tools, Book Shelf and Mind Meet to keep the students acquainted with the current affairs. With a deep sense of belongingness towards the society and to inculcate the spirit of social responsibility among the students.





## About the Conference

### Objective of the Conference

The aim of the Business Intelligence and Analytics Conference is to create a platform and facilitate knowledge sharing on advanced data analysis, business analytics, big data and business intelligence among distinguished academicians, practitioners and researchers from academia and industry.

The ever increasing Data and ever changing technologies that are based on Analytics and Business Intelligence, in our lives, and the big volumes of data that the business houses have to face, have raised multiple challenges

Data is becoming a decisive resource. Data science inspires novel techniques . It involves signal processing, probability models, machine learning, data mining, database, data engineering, pattern recognition, visualization, predictive analytics, data warehousing, data compression, computer programming, etc.

The conference will offer a venue for insights on business applications using analytical tools. We invite papers from academicians and practitioners on the listed conference topics and related areas. Applications, case studies, review and discussion papers on these topics and related areas are also welcome.





## Conference Tracks / Topics

### Track 1: Data-driven Decision Making

- Business Intelligence (BI) for Strategic Decision Making Predictive Analytics and Forecasting Models
- Prescriptive Analytics in Business Strategies Operational BI for Real-time Decision Support Cognitive Analytics for Business Insight

### Track 2: Advanced Analytics Techniques

- Machine Learning Applications in Business Analytics Big Data Analytics for Business Value
- Text Analytics and Natural Language Processing Network Analytics and Social Media Analytics Spatial and Temporal Analytics in Business

### Track 3: Business Performance Management

- Key Performance Indicators (KPIs) and Business Metrics
- Balanced Scorecard Implementation for Performance Measurement Dashboard Design & Visualization Techniques
- Benchmarking and Comparative Analytics
- Real-time Monitoring of Business Performance

### Track 4: Business Intelligence Architecture

- Data Warehousing and Data Mart Design
- ETL (Extract, Transform, Load) Processes in BI Data Integration and Master Data Management Cloud-based BI Solutions
- Mobile BI and Accessibility

### Track 5: Business Analytics in Specific Industries

- Healthcare Analytics and Business Intelligence Financial Analytics and Risk Management
- Retail Analytics and Customer Behavior Analysis Supply Chain Analytics and Optimization
- Energy and Sustainability Analytics

### Track 6: Emerging Technologies in Business Intelligence Artificial Intelligence (AI) and BI Integration

- Blockchain in Business Intelligence
- Internet of Things (IoT) and BI Applications
- Augmented Analytics and Automated Insights
- Quantum Computing in Business Decision Support

### Track 7: Ethical and Legal Implications of Business Analytics Data Privacy and Compliance in BI

- Ethical Use of Analytics in Business Decision Making Regulatory Challenges in Business Intelligence Security and Governance in BI Systems
- Fairness and Bias in Predictive Analytics





## Guidelines for Writing Papers

- All papers/chapters must be within the scope of the conference title for publication in scopes.
- There must not be any salutation like Mr./Miss./Dr./Prof./Er. etc.
- Do not use designation (student/professor/Head etc.) in author affiliation.
- There must be only one corresponding author and his/her email ID needs to be mentioned.
- Similarity score (plagiarism) must be <10%. A report generated through Turnitin or iThenticate software must be submitted with the paper.
- AI score must be <10%.
- Abstract should contain 150 - 250 words.
- At least 5 keywords must be there.
- All figures and tables must be properly numbered and captioned.
- All figures and tables need to be cited (mentioned) in running text (appropriate paragraph). There needs to be discussion for every figure and table.
- Avoid using already published / copied figures. Permission in written form is required for any already published figure/picture.
- Section headings need to be properly numbered.
- There must be at least 10 references.
- All references need to be in complete form and must be cited in the paper.
- References need to be in Chicago format.
- All papers must follow the Nova paper format. Minimum length of a paper must be 8 pages.

## Important Dates

- Registration Date with Abstract : **10<sup>th</sup> April 2024**
- Acceptance Notification : **12<sup>th</sup> April 2024**
- Last Date of Registration & Full Paper Submission : **16<sup>th</sup> April 2024**



## Who Should Attend

- Participation is by physical presence at the conference venue.
- Students - Under Graduate, Post Graduate and Research Scholars
- Management Trainees and Associates
- Academicians, Faculty Members and Teachers
- Corporate Professionals, Entrepreneurs, Consultants, Business Practitioners and Industrialists

### Registration Fees :

Corporates :  
Rs. 1,200 + GST

Research Scholar,  
Faculty Members : Rs. 800/- + GST

Students :  
Rs. 500/- + GST

Note: Author and Co-author(s) of accepted paper/case, should register and pay registration fees separately.

Selected Papers will be published scopus indexed conference. APC (Article Processing Charges) will be paid by the author is to the publisher directly

## Payment Mode for Participation Fee

### For online Payment (Only for Registration Fee)

Bank Name : Janata Sahakari Bank Ltd., Pune

A/c No. : 031220100034924

IFSC code : JSBP0000031

Address : Karvenagar Branch, Pune

**Beneficiary Name : Smt. Hiraben Nanavati Institute of Management and Research for Women**

### Registration Link :

Please visit on [www.hnimr.org](http://www.hnimr.org)



## Advisory Committee

**Mrs. Vidya Kulkarni**  
(Vice Chairman, MKSSS)  
(Chairman CDC, HNIMR)

**Dr. Surya Ramdas**  
(Director, HNIMR)

**Prof. Aleksandre Mgebrishvili**  
Rector,  
Gori State University

**Ph. Zurab Zurabashvili**  
The head of International relations  
Gori State University

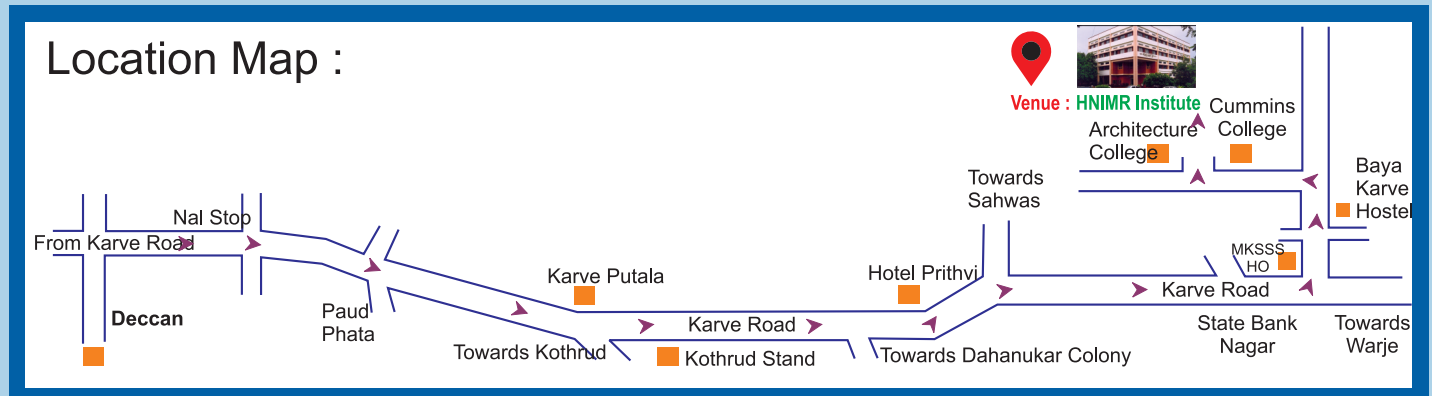
### Chief Convener :

**Dr. Surya Ramdas**  
Director, HNIMR | +91 9975845618

### Conference Core Committee :

**Dr. Mihika Kulkarni** | Convener : +91 9422008665  
**Dr. Kamlakar Munde** : +91 9158218999  
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## Contact Details :



## Contact us :

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