



GAUTAM BUDDHA UNIVERSITY

Call for Papers

INTERNATIONAL CONFERENCE

on

**Data analysis
&
Learning Symbolic**

(December 7 & 8, 2012)

Organized by:

Dr. Dinesh K Sharma & Dr. Manisha Sharma

SCHOOL OF MANAGEMENT



GAUTAM BUDDHA UNIVERSITY

SCHOOL OF MANAGEMENT

INTERNATIONAL CONFERENCE ON DATA ANALYSIS AND LEARNING SYMBOLIC (December 7 & 8, 2012)

School of Management, Gautam Buddha University, Greater Noida takes pleasure while announcing the International Conference dedicated to data analysis and learning symbolic.

OBJECTIVE OF THE CONFERENCE:

The objective of the conference is to facilitate sharing of research based knowledge related to data analysis and learning symbolic among academicians and practitioners.

CONFERENCE TOPICS:

Papers should broadly address one of the conference fields 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, t-test, Chi-Square test
- Advanced Data Analysis- ANOVA, ANCOVA, MANOVA, Regression Modeling, Cluster Analysis, Factor Analysis, Discriminant Analysis, Conjoint Analysis, Nonparametric Tests
- Probability, Decision Trees and Stochastic Processes
- Data Visualization Pattern Recognition, Time Series Analysis

Application Fields:

- Banking and Financial Services, Portfolio Models and Stock Markets
- Marketing Research, Marketing Models, Retailing, Advertising and CRM
- Bioinformatics, Health Sciences and Risk Analytics, Insurance Models
- Pricing Analytics, Industrial Applications and Legal Analytics

- Analytics for Strategy, Supply Chain Management and Public Policy
- Quality Management Analytics
- Data Analysis Techniques in Managing Human Resources, Social Sciences and Life Sciences
- Travel and Tourism

FOR WHOM:

Academicians and practitioners involved in Data Analysis for research, decision making or practices.

IMPORTANT DATES:

- ☞ Last Date for Abstract Submission : **September 30, 2012**
- ☞ Notification of Acceptance of the Abstract : **October 5, 2012**
- ☞ Last Date for Submission of Papers & Registration : **November 5, 2012**
- ☞ Last Date for Registration with late Fee : **November 15, 2012**
- ☞ Conference Dates : **December 7 & 8, 2012**

REGISTRATION:

S. No.	Category	Registration Fee
1	Students/ Research Scholars	Rs.2000/-
2	Academicians	Rs.3000/-
3	Industry Professionals	Rs.4000/-
4	Foreign Participants	\$100/-
5	Paper in-Absentia	\$70/-

Registration fee should be sent latest by November 5, 2012, through a demand draft in favour of *GAUTAM BUDDHA UNIVERSITY* payable at New Delhi along with the registration form. Those who register themselves after November 5, 2012 and up to November 15, 2012 have to pay Rs.500/\$15 extra as late fee.

Registration fee includes the Kit for the participants, Conference proceedings, lunch and tea on the conference days. Accommodation on sharing basis will be provided in the University at International Conventional Centre at nominal rate of Rs.1000/- OR at Married Research Scholar Hostel (MRSH) at nominal rate of Rs.350/- per day per person inclusive of food, which is to be paid separately in cash on arrival.

Paper Presentation in-Absentia:

Those who are not able to present their papers in person at SOM-GBU Greater Noida, India but wish to present a paper in-absentia are encouraged to submit their abstracts by September 30, 2012. Paper presented in-absentia is eligible to be included in the conference proceedings as well as the certificate.

Publication of Edited Book:

This International Conference will lead to publish an edited book of selected papers along with the Conference proceedings. Papers of those participants who register themselves till November 5, 2012 will be included in the selection process for the edited book.

GUIDELINES FOR ABSTRACT SUBMISSION

An electronic copy of the abstract having about 200-300 words in MS Office Word 2003 version should be mailed to the program chair of the conference on or before September 30, 2012 at dataanalysisconf@gmail.com. Purpose of research, methodology, results and implications must be clearly indicated in the abstract. You are required to provide key references also. Abstracts will be blind reviewed and only those papers whose abstracts get approved by the reviewers will be selected for presentation. Authors are requested to adhere to the following formatting criterion:

Length	About 200-300 words excluding title/cover page
Margins	1 inch
Font	Times New Roman, 12 point
Spacing	1 Line
Title Page	Title, author(s), affiliation(s), contact details
Key Words	Four or Five

ABOUT GAUTAM BUDDHA UNIVERSITY:

Gautam Buddha University, established by the Uttar Pradesh Act (9) of 2002, commenced its first academic session at its 511 acres lush green campus at Greater Noida in August 2008. The University envisions to become a world class centre for excellence in education with a special focus to serve the under privileged and economically challenged sections of the society. The campus is modeled as a fully residential educational campus in line with the best institutions of higher learning across the globe. The uniqueness of its reputation is acknowledged through the format, content and pedagogy of its programmes and their relevance to the society. The University is recognized by the University Grants Commission under UGC Act and is a member of the Association of Indian Universities.



SCHOOL OF MANAGEMENT:

The School of Management commenced its first batch of MBA in August 2008 with 120 students. Since then, it has been marching on with an integrated focus on exploring and creating new avenues for young aspirants through strategic collaborations with institutions and enterprises of national and international repute. SOM has state of the art classroom and computing facilities, supported by an extensive library of books, journals, films and databases, and a meditation centre. All academic programmes of GBU are fully residential. The serene and pollution-free campus, with extensive sports and co-curricular facilities, is well equipped to meet all the essential requirements of the residents. The curriculum of all its academic activities has international and cross cultural focus. At present, the school offers three programmes in management, which are Masters in Business Administration (MBA) two year programme, Integrated MBA five year programme and Doctoral Programme (Ph.D.) in all areas of business management – Finance, Marketing, Human Resources and Organization Behaviour, Strategic Management, Entrepreneurship, Operations and Information Management.



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GAUTAM BUDDHA UNIVERSITY

School of Management

INTERNATIONAL CONFERENCE ON DATA ANALYSIS AND LEARNING SYMBOLIC

(December 7 & 8, 2012)

REGISTRATION FORM

Sr. No.	Particulars	Details
1	Name of the participant:	
2	Designation:	
3	Organisation/Institute/College/University:	
4	Address:	
5	Mob. No.:	
6	E-mail:	
7	Participant Category: (Student/ Research Scholar is required to submit a letter from HOD/ or Copy of Student ID Card)	Student/ Research Scholar
		Academicians
		Industry Professionals
		Foreign Participants
8	Paper Presentation in-Absentia	Yes <input type="checkbox"/> (Only for foreign participants)
9	Fees paid particulars: DD No: Amount (Rs.): Dated: Name of the Bank: <i>*Please write Name, Address and Mob. No. on the back of DD.</i>	
10	Accommodation required: Yes <input type="checkbox"/> No <input type="checkbox"/>	Date of Arrival and Date of Departure
		/
11	Signature	

GAUTAM BUDDHA UNIVERSITY ROAD MAP

