



**GAUTAM BUDDHA UNIVERSITY**

*Call for Papers*

**NATIONAL CONFERENCE**

*ON*

**Data analysis  
&  
Learning Symbolic**

**(November 3, 2012)**

Organized by:

**Dr. Dinesh K Sharma & Dr. Manisha Sharma**

**SCHOOL OF MANAGEMENT**



# GAUTAM BUDDHA UNIVERSITY

## SCHOOL OF MANAGEMENT

### **NATIONAL CONFERENCE ON DATA ANALYSIS AND LEARNING SYMBOLIC (November 03, 2012)**

School of Management, Gautam Buddha University, Greater Noida takes pleasure while announcing the 1<sup>st</sup> national 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, Non-parametric 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 : **August 30, 2012**
- ☞ Notification of Acceptance of the Abstract : **September 15, 2012**
- ☞ Last Date for Submission of Selected Papers : **October 15, 2012**
- ☞ Last Date for Registration : **October 20, 2012**
- ☞ Conference Date : **November 3, 2012**

### **REGISTRATION:**

S. No.	Category	Fee
1	Students	Rs.1500/-
2	Academicians	Rs.2500/-
3	Industry Professionals	Rs.3500/-

Registration fee should be sent latest by October 20, 2012, through a demand draft in favour of *GAUTAM BUDDHA UNIVERSITY* payable at New Delhi.

Registration fee includes the Kit to the participants along with soft copy of all the papers, Lunch and tea for the conference day. The registration form should be sent along with the demand draft.

## **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 organizing secretary of the conference on or before August 30, 2012. 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:

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

## **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

### NATIONAL CONFERENCE ON DATA ANALYSIS AND LEARNING SYMBOLIC

(November 03, 2012)

#### REGISTRATION FORM

Sr. No.	Particulars	Provide details
1	Name of the participant:	
2	Designation:	
3	Organisation/Institute/College/University:	
4	Address:	
5	Mob. No.:	
6	E-mail:	
7	Participant Category:	Research Scholar Academicians Industry Professionals
8	Fees paid particulars: DD No: Amount (Rs.): Dated: Name of Bank:	
9	Signature	

## GAUTAM BUDDHA UNIVERSITY ROAD MAP

