

# ICDAM-2024

## 5<sup>th</sup> International Conference on Data Analysis and Management

*Organized by London Metropolitan University, London, UK (Venue Partner)  
in association with*

*The Karkonosze University of Applied Sciences, Jelenia Gora, Poland, Europe  
&*

*Politécnico de Portalegre, Portugal, Europe  
&*

*BPIT, GGSIPU, Delhi*

*Date: 15<sup>th</sup> - 16th June 2024*

\*\*\*\*\* CALL FOR PAPERS \*\*\*\*\*

### SPECIAL SESSION ON

DATA ANALYTICS FOR SUSTAINABLE BUSINESS PRACTICES AND SOCIETAL DEVELOPMENT

### SESSION ORGANIZERS:

Dr. Santoshi Sengupta, Graphic Era Hill University, Bhimtal Campus, India, [ssgupta@gehu.ac.in](mailto:ssgupta@gehu.ac.in)

Dr. Kavita Goel, Australian Institute of Business, Australia, [kavita.goel@aib.edu.au](mailto:kavita.goel@aib.edu.au)

Dr. Arti Jain, Jaypee Institute of Information Technology, Noida, India, [arti.jain@jiit.ac.in](mailto:arti.jain@jiit.ac.in)

### EDITORIAL BOARD: (Optional)

[Name, University or Organization, Country, e-mail]

### SESSION DESCRIPTION:

In recent times, there have been numerous significant transformations across industries due to the unprecedented expansion in data and its related technologies of data analytics. The detonation of data analytics carries the potential to unlock many perspectives and insights from the data generated from employees, customers, stakeholders, and other important actors of the society to create value and allocate resources more effectively, as well as provide a more economical avenue for crafting efficient strategies through digital analytics and intelligent agents. Leveraging data driven culture, information processing, and big data, firms can enhance their real time analysis capabilities and extract valuable insights. Despite the advancements in data analytics, this evolution presents numerous unexplored arenas pertaining to business models and processes, the ecosystem, policies, ethics, and administration.

This special session is dedicated to data analytics for sustainable business practices and societal development with the intention to brainstorm the ways in which data analytics can be used for sustainable computing in the new-age business practices and societal development and talk about the challenges and ways to address them. We intend to unite global researchers from academia and industries, fostering the exchange of findings and ideas on the diverse applications of data analytics across multidisciplinary fields. The focus spans healthcare, education, agriculture, social media networks, automation, business, cybersecurity, finance, law, mass communication and much more. The session underscores the critical role of sustainable development and data analytics in shaping a better future for a sustainable society.

### RECOMMENDED TOPICS:

Topics to be discussed in this special session include (but are not limited to) the following:

- Data Analytics in Marketing
- Data Analytics in Finance
- Data Analytics in Human Resource
- Data Analytics in Supply Chain Management
- Data Analytics in Healthcare
- Data Analytics in Agriculture
- Data Analytics in Law
- Data Analytics in Cybersecurity
- Data Analytics in Nursing
- Data Analytics in Pharmacy
- Data Analytics in Political Science
- Data Analytics in Education
- Data Analytics in Mass Communication

### SUBMISSION PROCEDURE:

Researchers and practitioners are invited to submit papers for this special theme session on **DATA ANALYTICS FOR SUSTAINABLE BUSINESS PRACTICES AND SOCIETAL DEVELOPMENT** *on or before March 12, 2024*. All submissions must be original and may not be under review by another publication. INTERESTED AUTHORS SHOULD CONSULT THE CONFERENCE'S GUIDELINES FOR MANUSCRIPT SUBMISSIONS at <https://icdam-conf.com/downloads> . All submitted papers will be reviewed on a double-blind, peer-review basis.

**NOTE:** While submitting a paper in this special session, please specify **DATA ANALYTICS FOR SUSTAINABLE BUSINESS PRACTICES AND SOCIETAL DEVELOPMENT** at the top (above paper title) of the first page of your paper.

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