# ICDAM-2021
# International Conference on Data Analysis and Management
*Organized Jointly by JAN WYZYKOWSKI UNIVERSITY, POLAND & PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY, HARYANA, INDIA*

## On 26th June, 2021.

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

**SPECIAL SESSION ON**
**Computation Intelligence for Business Analytics.**

**SESSION ORGANIZERS:**
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**EDITORIAL BOARD: (Optional)**
**[Name, University or Organization, Country, e-mail]**

**SESSION DESCRIPTION:**
 The exponential proliferation of data in the recent past has inspired the organizations to analyze and identify the useful patterns from the data for strategic decision making. To handle the underlying uncertainties and complexities of the real-world businesses, computational intelligence techniques play a pioneer role. This session invites the paper that enhances analysis, knowledge and exploration of business and marketing strategies through computational intelligence tools like artificial neural networks, fuzzy systems, evolutionary algorithms and hybrid soft computing techniques. These tools are able to model, realize and interpret the patterns that standard statistical methods couldn't recognize. The studies may include customer segmentation, customer profiling, efficient campaigning, customer retention, credit score analysis, etc. This session deals with advances and new challenges in data analytics and business intelligence.

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

- **Risk-Based Portfolio Optimization Using Evolutionary Approaches**

- **Prediction Models in business intelligence**
- **Fuzzy Expert system for analyzing business trends**
- **Marketing strategies using hybrid soft computing techniques**
- **Business Intelligence and Analytics using data mining.**
- **Business Intelligence and Analytics using artificial neural network.**
- **Customer relationship management using computational intelligence tools.**
- **Customer segmentation using computational intelligence tools.**
- **Customer retention using computational intelligence tools.**
- **Efficient mailing campaigning using computational intelligence tools.**
- **Detection of fraudulent behavior and transactions through ANN models**

## SUBMISSION PROCEDURE:

Researchers and practitioners are invited to submit papers for this special theme session on **[insert special session topic]** *on or before* **[insert due date]**. 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 http://icdam-conf.com/paper_submission.html. All submitted papers will be reviewed on a double-blind, peer review basis.

**NOTE:** While submitting paper in this special session, please specify [**insert special session title**] at the top (above paper title) of the first page of your paper.

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