

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

Big Data Analytics and Artificial intelligence in business and marketing

SESSION ORGANIZERS:

- 1. Dr. Kiran Chaudhary**
Shivaji College, University of Delhi
&
- 2. Dr. Mansaf Alam**
Big Data, Cloud Computing and IoT, Laboratory,
Department of Computer Science, Jamia Millia Islamia, New Delhi

- 1. Brief Profile:** She is members of various committee. She is working as Assistant Professor in the Department of Commerce, Shivaji College, University of Delhi. She has Twelve years of Teaching Research experience. She has completed Ph.D in Marketing (Commerce) from Kurukshetra University, Kurukshetra, Haryana. Her area of research includes Marketing, Human resource Management, Organizational Behavior, Business and Corporate law. She was district topper in M.Com and amongst top ten in Kurukshetra University, Recipient of Radha Krishnan scholarship of Merit in M.com final year (2007) and topper with 88% marks in Financial Management in B.Com. She has published a book on **Probability and Statistics**. She has published several research articles in reputed International Journals and Proceedings of reputed International conferences published
- 2. Brief Profile:** Mansaf Alam is an Associate Professor at the Big Data, Cloud Computing and IoT Laboratory, Department of Computer Science, Faculty of Natural Sciences, Jamia Millia Islamia, New Delhi-110025. He is Visvesvaraya Young Faculty Research Fellow (VYFRF), Dtey, Govt. of India, and Editor-in-Chief, Journal of Applied Information Science. He has published several research articles in reputed International Journals and Proceedings of International conferences published by IEEE, Springer, Elsevier Science, and ACM. His area of research includes Big Data

Analytics, Cloud Computing, IoT, Machine Learning, and Data Mining. He has delivered 145 invited talk and written three books namely Internet of Things: Concepts and Application, Springer nature, Digital Logic Design, PHI and Concepts of Multimedia, AP. He completed one major project and one minor project. He Chaired Technical Session at Conferences are 22 in USA, UK, France, Tamil Nadu, Kerala, New Delhi, Haryana, Jharkhand & UP. He organized four special session in International conferences. He is member of 44 International/National Committee.

EDITORIAL BOARD: (Optional)

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SESSION DESCRIPTION:

Aim: Organize a special session on Big Data Analytics and Artificial intelligence in Business and Marketing in order to provide a platform for researchers involved in the field of Business, Marketing and big data Analytics with artificial Intelligence research and mutual exchange of their thoughts, skills and expertise.

RECOMMENDED TOPICS:

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

- Big Data Analytics
- Big Data Analytic with AI for Business
- Big Data Analytic with AI for Marketing
- Big Data Analytics Programming Models
- Heterogeneous data source integration on cloud Computing
- Energy Efficient algorithm for Cloud Computing
- Security issues in Big Data Analytics and Cloud

- Storage, indexing and query processing for Big data
- Big Data applications in Business and Marketing
- Security, privacy, reliability and trust in Big Data
- Placement, scheduling, and optimization of Massive data
- Evaluation and optimization of big data
- Performance characterization of Big Data
- Simulation and debugging of massive data systems and tools
- Big data processing and analysis
- Future Trends in Big Data Analytics
- Digital marketing data analytics
- Business intelligence and data analytics
- Big data analytics in understanding marketing strategy, product development and consumer behavior
- Data analysis and business modeling
- Business analytics and decision making
- Emerging business intelligence and analytics trends for today business
- Business intelligence

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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