4th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence, April 11-12, 2015

Date & Time	Venue	Session
11/04/2015 8:00-9:00	(Venue: RJMCEI)	**Registration**
11/04/2015 9:00-9:45	(Venue: RJMCEI)	**Inaugural Session**
11/04/2015 9:45-10:15	(Venue: RJMCEI)	**Photo Session**
11/04/2015 10:15-10:30	(Venue: RJMCEI)	**Tea Break**

Date & Time	Session (Venue)		Speaker	Title
	Key-Note Speaker Session			
	Chair Person		**Ajay Pandey (IIMA)**	
11/04/2015 10:30-11:00	Key Note Venue:RJMCEI		Sandeep Juneja, Tata Institute of Fundamental Research	Multi Armed Bandit Sampling in Nested Simulation for Financial Portfolio Risk Measurement
11/04/2015 11:00-11:30	Key Note Venue:RJMCEI		Nandu Gattu, GVK Lifesciences	Drug Repurposing Analytics: Identification of New Uses of Old/Failed Drugs
11/04/2015 10:30-11:30	Session 1-A (Venue: CR 7)	Chair Person:	**Sobhesh Kumar Agarwalla , IIMA**	**Applications in Finance**
		IC 15/040	Saurabh Goel,Dinabandhu Bag	Pre-opening Call Auction Of Stock Price Discovery Using Multivariate Lognormal Montecarlo Simulation
		IC 15/104	Rahul Roy, Kavya T B,Shijin Santhakumar	Impact of stock market liberalization on returns volatility and economic growth: an evidence from Asian economies
		IC 15/110	Rudra P. Pradhan, Uday Kiran Marepalli, Danish Zaki, Ranapratap Maradana ,Debaleena Chatterjee	Bond Market Development and Economic Growth: Is There a Causal Effect
11/04/2015 11:30-12:00	Tea Break			
11/04/2015 12:00-13.30	Session 2-A (Venue: CR 7)	Chair Person:	**Joshy Jacob, IIMA**	**Analytics in Financial Management**
		IC 15/024	P.Baba Gnanakumar	Decisive Lending Rate Analytics for Rural Clients' Clusters

		IC 15/025	Divya Verma Gakhar	Price Discovery and Impact on Volatility: A Study of Indian Derivatives Market
		IC 15/072	Ram Kumar Dhurkari,Anjan Kumar Swain	An Alternative Preference Elicitation Procedure in Predicting Choice
		IC 15/147	Jitendra Aswani	Analyzing the Impact of Global Financial Crisis on the Interconnectedness of Asian Stock Market
11/04/2015 12:00-13.30	Session 2-B (Venue : CR 8)	Chair Person:	**Chetan Soman, IIMA**	**Analytics in Operations Management**
		IC 15/010	Anver Sadath C,Rajesh Acharya H	The Effects of Energy Price Rise on Investment: Firm Level Evidence from Indian Manufacturing Sector
		IC 15/050	Vikram Batra , Y K Agarwal	An algorithm for modular-capacitated multi-period plant location problem with capacity closure constraint
		IC 15/098	Debjit Roy,Vibhuti Dhingra,Jennifer Pazour	Performance Analysis of Warehouse Systems with Dynamic Batching
		IC 15/111	Nital P Nirmal,Rakesh P Nirmal, Mangal G. Bhatt	Implementation and Validation of Multi Attribute Decision Making Technique for Supplier Selection in Supply Chain Management
11/04/2015 12:00-13.30	Session 2-C (Venue: CR 9)	Chair Person:	**D.Karthik, IIMA**	**Applied Analytics for Management and HR**
		IC 15/016	Rajiv Srivastava, Sachin Pawar, Girish Keshav Palshikar	Analytics for Improving Talent Acquisition Processes
		IC 15/061	Mathur Gautam , Goyal Tarang ,Mudgil Vinay	Optimizing Merchant Discount Rate (MDR) for One Of The Largest Merchant Acquirers In Brazil
		IC 15/088	K Vinay Kumar, K Vijay Kumar	An application of demographic data as a surrogate for epidemiological profiling in India
		IC 15/089	Bharath V , Hemanth Kattamuri , Vaibhav Verdhan	Visualization & Analysis of Employee Interactions A Study of Inter-Departmental communication effectiveness at Hansa Cequity
Lunch Break: 13.30-14.30	**(Venue: IMDC Dining Hall)**	**Lunch**		
11/04/2015 14.30-16.00	Session 3-A (Venue : CR 7)	Chair Person:	**Sanjeev Tripathi, IIMA**	**Analytics Applications**
		IC 15/026	Maitreyee Tewari	Recognising trust in natural language in Amazon's online reviews
		IC 15/039	Dhanya. J. S	Process Mining of Suture Manufacturing Firms with DMAIC
		IC 15/051	Vikram Batra	Effect of macro-economic factors on demand for two-wheelers in India
		IC 15/083	Madhavi R, Aditya B Rao,Srisudhan R	How is Whatsapp driving e-business to enhance conversion rates? - An empirical approach

Date/Time	Session		Paper ID	Authors	Title
			IC 15/100	Shahazadi Shaik, M.V.S. Kameshwar Rao, T. Vasudha, Sandeep Gupta	Exploring Health Related Interactions On Social Media: An Analysis Of Customer Perceptions And Managerial Implications
			IC 15/120	Vedha Balaji	A Study on Consumer Demography and Preference towards Organic Food Products – Application of Discriminat Analysis
			IC 15/129	Deepak Yaduvanshi, Ashu Sharma	An Application of Queuing Theory to Analyze Non-Clinical process in Hospital Operations
			IC 15/155	Indu Mehta, Deepak Phophase	A study on Consumer Decision making towards organised and unorganised retailing in Mumbai City
11/04/2015 14.30-16.00	Session 3-B (Venue : CR 8)	Chair Person:		**Viswanath Pingali, IIMA**	**Analytics in Management**
			IC 15/023	A.S. Pandey	Forecasting Techniques For Air Cargo Forecasting And Air Traffic Forecasting In Changing Economic Environment
			IC 15/029	Dinabandhu Bag	Corporate Bond Yield Approximation Using Piece Wise Cubic Spline And Residuals Estimation With Liquidity Factors
			IC 15/071	Vinay A. Parikh,Mangal G. Bhatt	Vendor Managed Inventory (Vmi) Practice: Some Insight Through Fresh Pilot Exploration From Indian Industries
			IC 15/087	Surya Dev	Impact of the monthly, day of the week and trading month effects on Bombay Stock Exchange Indices Returns for the period 2000-2014.
			IC 15/094	Ruchi Gupta, Gaurav Agrawal	Corporate Social Responsibility Disclosure and Corporate Financial performance: A Study of Indian Software and IT sector
			IC 15/101	Ruchira Panda,Dinabandhu Bag	Exploring The Impact Of Integration In Corporate Bond Markets Using Multiple Regression With Error Correction
			IC 15/136	Ravikumar Gajbiye, Kavita Laghate	Derivation of Constant UGDP using Econometric Models; Calculating Real GDP using Valuation of Key Natural Resources
			IC 15/163	Malini Nandi Majumdar,Avijan Dutta,Kalyan Sengupta	Occupational Stress among custodians of civic law: An exploratory study
11/04/2015 14.30-16.00	Session 3-C (Venue : CR 9)	Chair Person:		**Subhankar Mukherjee, HDFC Bank Ltd.**	**Analytics in Management**
			IC:15/013	Harsha Kodandaram, Bidhan Roy	Application of Analytical Hierarchy Process for Establishing Customer Relationship Complexity
			IC 15/046	Dipanmoy Roy,Daphne D Costa, Praveen Krishna	Statistical Modeling approach using Unstructured Data
			IC 15/053	Adinarayana Murty S M, Suresh Venkata Medabala	Measuring Relative Impact of KPIs – A Game Theory Approach
			IC 15/062	Mathur Gautam ,Muramalla Neelima,Goyal Tarang	Forecasting Daily Revenue For Financial Planning And Budgeting

	IC 15/082	Pradeepta Mishra,Tuhin Das	Using Neural Networks & Machine Learning To Explain Impact Of Predictors In A Classification Scenario
	IC 15/139	Anupriya Verma	Fraud Analytics….Like finding a needle in a haystack…
	IC 15/141	Kranthi Ram Nekkalapu,Kalyani Dacha	Location Analytics – Store Location Analysis

11/04/2015 16:00-16:30			Tea Break

11/04/2015 16.30-18.00	Session 4-A (Venue : CR 7)	Chair Person:	**Tapan P Bagchi, Retd. Prof. IIT Kanpur**	**Applications of Analytics**
		IC 15/018	Nidhi Phutela and Hirak Dasgupta	Study of Dimensions of Consumer Characteristics of Online tourism companies in India
		IC: 15/003	Siddhartha K Rastogi	What's A Cricketer's Worth? : Predicting Bid Prices For Indian Premier League Auctions
		IC 15/009	Avijit Kumar Chaudhuri, D. Sinha, K.S. Thyagaraj	Review of efficiency of k-means algorithm on studies related to cardio vascular diseases
		IC 15/065	Shaik Saleem, M.Srinivasa Reddy, G.Somasekhar	Efficiency And Performance Of Manufacturing Sector In India: An Application Of Data Envelopment Analysis
		IC 15/079	Balkrishna Narkhede,Rakesh Raut, Yogesh Ghadag, Rohan Dudam	Identification of Critical Risk Factors for Nuclear Power Projects in India using Risk FMEA

11/04/2015 16:30-18.00	Session 4-B (Venue : CR 8)	Chair Person:	**Prasun Das, ISI Kolkata**	**Big Data Analytics**
		IC 15/014	Surabhi Verma, Som Sekhar Bhattacharyya	Exploring the Big Data Analytics imperative: Value creation versus Value capture
		IC 15/043	Vani Haridasan	Behavioural Analytics In Telecom
		IC 15/164	Kanish Debnath	The fundamental plot for health microinsurance success
		IC 15/052	Rasananda panda, Diwakar Sharma	Understanding Big Data Analytics and Its Application for Brands – An Exploratory Study
		IC 15/058	Amit Purohit,Naran M. Pindoriya	Socioeconomic implications of wind energy – A perspective from Gujarat
		IC 15/074	Sachin Kumar,Saibal K Pal,	Assessment and Prospects of Big data Analytics in Public Policy in India
		IC 15/116	Nitin Varma, Pradip Kumar Bala	Context Development For Internet Security In The Big Data Analytics World
		IC 15/119	Heena Timani, Mayuri Pandya	Data Analysis Using Probabilistic Graphical Models

Date/Time	Venue/Session	Code	Chair/Role	Name	Title
11/04/2015 16:30-18:00	(Venue: RJMCEI)		**Panel Discussion: I**		**Future of Analytics in India: Outlook for Next Decade**
			Chair Person:	**Pulak Ghosh, IIMB**	
				Pritam Kanti Paul, Co-founder & Director, BRIDGEi2i Analytics Solutions	
				Shashi Brahmankar, Director & Head - Business Intelligence & Analytics ,HCL Technologies	
				Rajeswari Aradhyula,VP, Chief of Staff, Fractal Analytics	
11/04/2015 18:00-18:30				Tea Break	
11/04/2015 18:30-20:00	Session 5-A (Venue : CR 7)				**Workshop I**
		IC 15/ W-1		Karthik Sriram	Bayesian Data Analysis
11/04/2015 18:30-20:00	Session 5-B (Venue : CR 8)				**Workshop II**
		IC 15/ W-2		Srikumar Krishnamoorthy	Text Mining: Theory, Methods and Applications
11/04/2015 18:30-20:00	Session 5-C (Venue:CR 9		Chair Person:	**Buddhanada Banerjee,IISER, Kolkata**	**Applications in Management**
		IC 15/031		Amar Jain, Suvomoy Sarkar,Ayush Dubey, Venkatesh Pagidimarri,Shivang Singhal, Vamsi Chandra Kasivajjala	Predicting risk of Rejection in nonsubmitted claims
		IC 15/055		Varun Aggarwal ,Sanjukta Rej	Retail Credit Risk Model Validation Performance and Stability Aspects
		IC 15/103		E. Nanda Kishore	Identification of Best Practice HRMs in NTPC With the help of Statistical tools
		IC 15/140		Abhishek Kuppili, Kalyani Dacha	How Predictive Analytics can help E-Retailers?
		IC 15/128		Chandramouli Banerjee	To extract and relate Human Sentiments using Text Mining through Bayesian Learning
		IC 15/142		Divya Sharma,Abir Sinha	Making the Data Complete: An approach to Deal with Missing Data Problems
		IC 15/146		Gaurav Kumar	Market Intelligence 2.0
		IC 15/148		Kaushik Sanyal, Rajan Shingari, Saswata Sarkar	Field Services efficiency within Telecom Network enabled by Analytics
11/04/2015 20:30-22:00	**(Venue: First Floor Lawn, IMDC)**		**ConferenceDinner**		

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				Workshop III
12/04/2015 08:30-10:00	Session 6-A (Venue: CR 7	IC 15/ W-3	Arnab Kumar Laha, Mahesh K.C.	An Introduction to Directional Data Analysis
12/04/2015 08:30-10:00	Session 6-B (Venue: CR 8	IC 15/ W-4	Dhiman Bhadra	**Workshop IV** An Introduction to Splines with Statistical Applications
12/04/2015 10:00-10:30		**High tea**		
12/04/2015 10:30-11:30		Chair Person:	**T.Bandopadhyay, IIMA**	**Title**
	Key Note Speaker session III		Rajeeva Karandikar, Chennai Mathematical Institute	Role of Statistics in the Big data era
	Key Note Speaker session IV		Atanu Biswas, Indian Statistical Institute	Statistical Perspective of Clinical Trials
12/04/2015 11:30-12:00		Tea		
12/04/2015 12:00-13.30	(Venue: RJMCEI)		**Panel Discussion: II**	**Analysis of New Data: Statistical Challenges and Opportunities**
		Chair Person:	**Ashis SenGupta, ISI Kolkata**	
			M.K.Soni,Executive Director & Dean,FET,Manav Rachna International University.	
			T.V Ramanathan, Dept. of Statistics, Savitribai Phule University of Pune, Pune	
			Arunabha Mukhopadhyay,Indian Institute of Management Lucknow	
12/04/2015 12.00-13.30	Session 7-A (Venue:CR 7)	Chair Person:	**Pulak Ghosh, IIMB**	**Analytics Applications**
		IC 15/042	Debdatta Pal, Subrata Kumar Mitra	Determinants of India's food grain production: Evidence from Quantile Autoregressive Distributed Lag Model
		IC 15/152	Jatin Pandey,Manjari Singh	Emotional labor Strategies and burnout: Mediating role of asakti-anasakti for ASHA workers
		IC 15/157	Bhuvanesh Pareek,Pulak Ghosh, Rajiv Sinha, Hugh Wilson	The Impact of Paid and Earned Media on Consumer Choice: A Real-Time Experience Tracking Approach

		IC 15/161	Pinaki Roy,Arnab K Laha, Neharika Vohra,Sanjeev Tripathi	When 'Refurbished' offers makes 'New' offers look unfair
		IC 15/166	Sanjay Sehgal, Mridul Upreti, Piyush Pandey, Aakriti Bhatia	Real estate investment selection and empirical analysis of property prices: Study of select residential projects for Gurgaon, India
12/04/2015 12.00-13.30	Session 7-B (Venue:CR 8)	Chair Person:	**Debashish Banerjee,Deloitte**	**Analytics Applications**
		IC 15/033	Amar Jain,Suvomoy Sarkar, Shivang Singhal,Venkatesh Pagidimarri, Ayush Dubey,Vamsichandra Kasivajjala	Predicting risk of Diabetes in non-Diabetic Population
		IC 15/076	Ajay Kelkar,Bharath V, Akash Agrawal, Girish vardarajan	Analytics Driven Cross Sell How Analytics boosted cross sell ratios for one of India's largest DTH companies
		IC 15/149	Vivek Saha, Sachin Sehgal	Customer Experience Management powered by Advanced Analytics
		IC 15/154	Rohit Chauhan	Transforming Big Data Into Actionable Insights
		IC 15/162	Bimal Kumar Kesh	Applications of Statistical Tools and Techniques for Advance Data Analysis
12/04/2015 13:30-14:30	**(Venue: IMDC Dining Hall)**	**Lunch**		
12/04/2015 14.30-16.00	Session 8-A (Venue: CR 7)	Chair Person:	**M.Z.Anis, ISI Kolkata**	**Quality and reliability**
		IC 15/153: Session Organizer	Prasun Das	Design of Near-optimal Irregular Fractional Plans Satisfying Multi-optimality Criteria
		IC 15/108	D.K.Ghosh,Sreejith V,Alex Thannippara, S.C.Bagui	A new method of construction of E-optimal Generalized Group Divisible Designs with two Groups
		IC 15/113	M. Z. ANIS, Murari Mitra	A Family of Tests for NBUE Alternatives using Linear Function of Order Statistics
		IC 15/160	Tapan Bagchi	On Sampling and Measurement Guidelines for Statistical Experiments Influenced by Measurement Errors
12/04/2015 14.30-16.00	Session 8-B (Venue: CR 8)	Chair Person:	**Atanu Biswas, ISI,Kolkata**	**Statistical Applications**

		IC 15/067	Arabin Kumar Dey, Rajat Kamra, Bhukya Ganesh	A Case Study on EM Algorithm for Bivariate Pareto
		IC 15/133	Atanu Biswas, Raju Maiti,Samarjit Das,Apratim Guha	Zero-inflated Poisson integer-valued AR processes
		IC 15/168	D. K. Ghosh	Survival Analysis of Breast Cancer data using Kaplan-Meier and Cox Regression Model
		IC 15/156	Arnab Kumar Laha, Mahesh K.C	Robustness of Sharpe Ratio
12/04/2015 14.30-16.00	Session 8-C (Venue: CR 9)	Chair Person:	**Karthik Sriram, IIMA**	**Applications of Analytics**
		IC 15/169	Poonam Rathi, Arnab Kumar Laha	Is Global Warming affecting Indian cities? - Change point Analysis with Functional Data
		IC 15/159	Subhankar Mukherjee,Salil Kumar, Mufazzal Arif	Using Analytics to pitch the right customer with right product at the right time through right channel
		IC 15/138	Ramya Cherukupalli, Syed Abrar Hussaini	Discontinuation Risk Models
		IC 15/167	Harpreet Paintal	Witness the Future of Analytics
16:00-16:30			Tea Break	
12/04/2015 16.30-17.30	Session 9-A (Venue: CR 7)	Chair Person:	**Sachin Jayaswal, IIMA**	**Analytics in Finance**
		IC 15/032	Venkatesh P, Vamsi Chandra Kasivajjala,Deepti Miyan	Predicing Policy Renewal Probability In Auto Insurance Industry
		IC 15/158	Mufazzal Arif	Using Analytics to set lending product cross-sell targets at bank level
		IC 15/170	Arnab Kumar Laha,Kalyani Shelat	A New Method for Estimating the Beta measure of a Stock using Circular Statistics
12/04/2015 16.30-17.30	Session 9-B (Venue: CR 8)	Chair Person:	**D.K.Ghosh, Saurashtra University**	**Statistical Methods and Economic Applications**
		IC 15/ 132	Arnab Kumar Laha,Tanmay Sen, Sriparna Saha	Portfolio Optimization Using Krylov Subspace method MINRES-QLP
		IC 15/ 118	Buddhananda Banerjee ,Biswabrata Pradhan	Kolmogorov-Smirnov Test For Hybrid Censored Data
		IC 15/165	Joy Chowdhury,Aman Mahawar,Arnab Kumar Laha	Estimating Export Demand: An Empirical Analysis

12/04/2015 17:45-18:15	(Venue: RJMCEI)	Valedictory Session
12/04/2015 18:15-18:45	(Venue: RJMCEI)	**High Tea**