

**5th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence(ICADABAI-2017)**  
**April 08-09, 2017**  
**IIM Ahmedabad**  
**Programme Schedule**

**08 April 2017 (Saturday)**

**Venue : PPG Auditorium, IMDC Newcampus, IIMA**

<b>8:00 am-9:00 am</b>	<b>Registration</b>
<b>9:00 am-9:45 am</b>	<b>Inaugural Function</b>
<b>9:45am-10:00 am</b>	<b>Photo session</b>
<b>10:00 am-10:30 am</b>	<b>High Tea</b>

**Technical Session No. 1A, 1B and 1C (10:30am-12noon)**

Three Parallel sessions

**Technical Session 1A (Venue:PPG Auditorium )**

Academic Regular

Session Chair		Sanjeev Tripathi,MICA, Ahmedabad
Paper No	Name of speaker	Title of the Presentation
IC17/002	Perumalsamy Radhakrishnan	Innovative heuristics modeling for Dynamic Project Cost Optimization
IC17/003	Sangeeta Trott	The Impact of Green Washing on Green Brand Trust ,Green Confusion and Green Perceived risk-An Indian Perspective
IC17/035	Debdatta Pal and Subrata K. Mitra	Price transmission from crude oil to corn in the United States: New evidence from multivariate adaptive regression splines approach
IC17/117	Aashish Argade	Agricultural Marketing Channel Choice and Its Determinants – A Farmer’ Perspective

### **Technical Session 1B (Venue: CR7,Newcampus, IIMA)**

#### **Academic Regular**

Session Organiser		Atanu Biswas, Indian Statistical Institute
Session Chair		Apratim Guha, IIM Ahmedabad
Paper No	Name of speaker	Title of the Presentation
IC17/039	Buddhananda Banerjee and Satyaki Mazumder	A More Powerful Test Identifying the Change in mean of functional Data
IC 17/119	Rahul Bhattacharya	Response Adaptive Allocation with ordinal categorical responses
IC 17/120	Soumyadeep Das , Atanu Biswas and Samarjit Das	OLS: Is That So Useless for Regression with Categorical Data?:
IC 17/121	Jayant Jha , Atanu Biswas and Tsung-Chi Cheng	Robustness issues in circular-circular regression

### **Technical Session 1C (Venue: CR 8)**

#### **Industry Short**

Session Chair		M.Z.Anis, ISI, Kolkata
Paper No	Name of speaker	Title of the Presentation
IC17/084	K Vijay Kumar,Marthal T Packiam and Ranjitha Korrapati	Role of Gender bias and Household Amenities in Impeding Access to Financial Services
IC17/102	SrinivasaRao Valluru	Connected Cars and Driving Pattern: An Analytical Approach to Risk Based Insurance
IC17/021	Shripal Gandhi, Nameeta Naik,Paromita Sen and Ed Garcia	Sales Lobby – Account Insights Gateway
IC17/087	Varun Aggarwal and Tuhin Chatterjee	Feature Engineering Strategies: A Practitioner’s Guide
IC17/044	Saurabh Srivastava	Predicting Success Probability in Professional Tennis Tournaments using a logistic Regression Model

**Tea Break:12:00-12:15pm**

### **Keynote Session 1 (Venue: PPG auditorium)**

**(12:15pm-1:15pm)**

Session Chair		Goutam Dutta, IIM Ahmedabad
Paper No	Name of speaker	Title of the Presentation
IC17/KN1	Debashish Banerjee,Deloitte	The science of behavioural nudges
IC17/KN3	Sriram Raghavan, Director, IBM research and CTO, IBM India/South Asia	Cognitive Systems to Drive Decision Making in Financial Services

**Lunch:1:15-2:00pm**

## **Keynote Session 2 (Venue: PPG auditorium)**

**(2:00pm-3:00pm)**

<b>Session Chair</b>		<b>Sanjay Verma, IIM Ahmedabad</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/KN2	Kaushal Mody, IIMA Alumni	Key emerging trends in analytics and how this is helping organizations drive business outcomes
IC17/KN4	Sudipta Sen, Partner, McKinsey and Co.	Big data IOT and Advanced Analytics in the Industries

**Tea Break: 3:00-3:20pm**

## **Technical Session 2A, 2B and 2C (3:20pm-4:50pm)**

**(Three Parallel sessions)**

### **Technical Session 2A (Venue: PPG Auditorium )**

**Academic Regular**

<b>Session Chair</b>		<b>Debdatta Pal, IIM Lucknow</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/112	Pritam Ranjan	Inverse Problem for Dynamic Computer Simulators
IC17/053	Divya Gupta and Sunita Mall	Determinants of Loan Loss Provisioning in Indian Banks
IC17/009	P. Baba Gnanakumar	Devising Virtual Supply Chain Analytics for Agriculture products during Festival season
IC17/091	Shantanu Prasad and Subhasis Sen	Online Strategy to Influence Retail Customer Purchase Intention: Analysis through Structural Equation Modeling
IC 17/114	Dilip K Ghosh	Employee Branding- A case study

### **Technical Session 2B (Venue: CR 8)**

**Academic Short**

<b>Session Chair</b>		<b>Buddhananda Banerjee, IIT Kharagpur</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/001	Avadhanam Ramesh and Ramdeni Srinivasa Rao	Predictors for top ranking Management institutions in India - A study using Discriminant analysis based on NIRF ranking data.
IC17/068	Jimut Bahan Chakrabarty and Prashant Nair	Ranking of Batsmen in ODI: A Factor Analysis Approach
IC17/034	Nitin Merh	Applying Predictive Analytics in a Continuous Process Industry
IC17/037	Bhupender Kumar Som	A Stochastic Feedback Queuing Model with Encouraged Arrivals and Retention of Impatient Customers

IC17/007	Tanmay Sen,Ritwik Bhattacharya,Yogesh Mani Tripathi and Biswabrata Pradhan	On optimum reliability acceptance sampling plans under generalized hybrid censoring scheme
IC17/042	M. Z. Anis	Determination of Optimal Inventory Policy – A Case Study
IC17/006	Rajan Gupta and Saibal K. Pal	Click-Through Rate Estimation using CHAID Classification Tree Model
IC17/085	Heena Timani and Shail Deliwala	Exploratory and Predictive Data Analysis Using Machine learning Tool and Techniques

### **Technical Session 2C (Venue: CR8)**

#### **Industry Regular**

<b>Session Chair</b>		<b>Karthik Sriram, IIM Ahmedabad</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/064	Gyanendra Singh,Himanshu Singh and Sonika Shriwastav	Improving Email Campaign Success Rate using Personalization: Application of a 2-step personalization process to improve effective open and click rate for email advertising campaigns
IC17/076	Girish Keshav Palshikar,Rajiv Srivastava,Sachin Pawar,Swapnil Hingmire ,Ankita Jain , Saheb Chourasia and Mahek Shah	Analytics-led Talent Acquisition for improving efficiency and effectiveness
IC17/029	Saksham Agrawal	Assessing Student Employability and the Ability of Recruiters to find the Right Candidates
IC17/065	Manoj Raju,Arun Aswath,Amrit Kadam and Venkatesh Pagidimarri	Automatic Detection of Tuberculosis using Deep Learning Methods

**Tea Break: 4:50-5:10pm**

### **Technical Session 3A, 3B and 3C (5:10-6:10pm)**

**(Three Parallel sessions)**

### **Technical Session 3A (Venue:PPG Auditorium )**

#### **Academic Regular**

<b>Session Chair</b>		<b>D. K Ghosh, Saurashtra University Rajkot</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/041	Shyamal Ghosh and Murari Mitra	A Hollander-Proschan type test when Ageing is not Monotone
IC17/118	Arnab Kumar Laha and Poonam Rathi	New Approaches to Prediction using Functional Data Analysis
IC17/116	Mahesh K.C.	Robust Estimators on the Circle

### **Technical Session 3B (Venue:CR 7)**

#### **Academic Regular**

<b>Session Chair</b>		<b>Pritam Ranjan, IIM Indore</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/124	Arnab Kumar Laha and Pravida Raja A.C. and Mahesh K.C.	Robustness of circular mean functional for families of asymmetric circular distribution
IC17/043	B.S.Trivedi and M.N.Patel	Estimation of Parameters of Misclassified Size Biased Borel Tanner Distribution
IC17/115	Arnab Kumar Laha and Sayan Putatunda	Incremental Learning for Location Prediction on Taxi-GPS Data Streams

### **Technical Session 3C (Venue: CR 8)**

#### **Industry Short**

<b>Session Chair</b>		<b>Srikumar Krishnamoorthy, IIM Ahmedabad</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/028	Rashmi Hegde and Lalit Barhate	Optimization of ATM Network Using Geo-Spatial Data Analysis Techniques
IC17/061	Arkosnato Neogy	From Surveys to Action: A Machine Learning Pathway to Realize Customer Satisfaction
IC17/101	Chandrasekhar Rangu	Leveraging The Power of Emoticons to Enhance Polarity Classification of Text
IC17/082	Ankit Mahato	In-database Analytics in the Age of Smart Meters
IC17/078	Keerthi Paturi and K. Vinay Kumar	Frame of Reference Biases: The Effect of Social Media on Behavioral Reinforcement

**High Tea : 6:10-6:30pm**

### **Workshop Session 1 (Venue: PPG Auditorium)**

**(6:30pm-8:00pm)**

<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Session</b>
IC17/WS1	Krishnadas Nanath, Middlesex University, Dubai	Social Media Analytics using R Studio: Mixing the two domains: Data Science and Social Media

**Conference Dinner :8:30 pm**

**Venue: IMDC CR2 Lawn, First Floor, new Campus, IIMA**

**09 April 2017 (Sunday)**

**Registration:**

**8:30-9:30 am**

**Workshop Session 2 (8:30am-10:00am)**

**Venue: PPG Auditorium**

<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Session</b>
IC17/WS2	Arnab Kumar Laha and Poonam Rathi, IIM Ahmedabad	Functional Data Analysis

**High Tea : 10:00-10:30am**

**Special Invited Talk 4A and Technical Session 4B and 4C (10:30am-12noon)**

**Three Parallel sessions**

**Special Invited Session 4A (Venue: PPG auditorium)**

<b>Session Chair</b>		<b>Ashis SenGupta, ISI Kolkata</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/IT 1	Soumyadipta Pyne, Indian Institute of Public Health, Hyderabad	Statistical Analysis of High-Velocity Data Streams
IC17/IT 2	Sayan Sen, HDFC Life	Riding the information wave : Driving Analytics Adoption in Life Insurance in India
The IC17/019 has been selected for "Honorable mention" in the IIMA PGP-X 2008 batch best research paper award competition for the "Analytics for Sports and Sports Infrastructure" category		
IC17/019	Anindo Bhattacharjee, Amit Kumar, Rimi Moitra and Tanmay Trivedi	Determining Sportsperson's affinity for brand sponsorships: An Analytics approach

**Technical Session 4B (Venue: CR 7)**

**Academic Regular**

<b>Session Chair</b>		<b>Vineet Virmani, IIM Ahmedabad</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/014	Manju Jayakumar, Rudra P Pradhan, Debaleena Chatterjee and Ajoy K. Sarangi	Does Banking Competition Granger Cause Banking Stability: The Study of SEM Countries
IC17/015	Ranapratap Maradana, Rudra P. Pradhan, Saurav Dash, Danish B. Zaki and Kunal Gaurav	Effect of Venture Capital Investment on Economic Growth: Evidence from GMM Estimates
IC17/049	Kousik Guhathakurta and Brijesh K Mishra	Do bubbles and crashes in stock markets represent a seismic behavior? An empirical investigation
IC17/125	Nilesh Kumar Gupta and Joshy Jacob	of expected stock returns

### **Technical Session 4C (Venue: CR 8)**

#### **Industry Regular**

<b>Session Chair</b>		<b>Krishnadas Nanath, Middlesex University, Dubai</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/055	Francisco Romaldo Mendes	Application of k-Means Clustering, Hidden Markov Model and Hausdor Path Clustering in Person Movement Prediction
IC17/059	Pradyumn Singh, Karthikeyan G, Mark Shapiro, Shiyuan Gu and Bill Roberts	Estimation of Fluid Flow Rate and Mixture Composition Using Low Cost Acoustic Sensors for Application in the Oil and Gas Industry
IC17/090	Gyanendra Singh, Ankit Goenka and Chandan Chintu	Predicting Customer Churn for DTH: BUILDING CHURN SCORE CARD FOR DTH
IC 17/105	Chiranjiv Roy and Narayanan SL	Hybrid Machine Learning and Cognitive approach using Telematics and IoT for tackling Downtime of Commercial Vehicles and Taxis

**Tea Break : 12:00-12:15pm**

### **Keynote Session 3 (Venue: PPG auditorium)**

**(12:15pm-1:15pm)**

<b>Session Chair</b>		<b>Usha Ananthakumar, Shailesh J. Mehta School of Management IIT Bombay</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/KN5	Asis Chattopadhyay, University of Calcutta	Dimension Reduction- one way to big data analysis
IC17/KN6	Ashish SenGupta, Indian Statistical Institute	Directional Statistics for High Volatility Big Data

**Lunch:1:15pm-2:00pm**

### **Keynote Session 4 (PPG auditorium)**

**(2:00pm-3:00pm)**

<b>Session Chair</b>		<b>Debjit Roy, IIM Ahmedabad</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/KN7	Ashish Ghosh, Indian Statistical Institute	Next Generation Internet & Data Science
IC17/KN8	Goutam Dutta, IIM Ahmedabad	Prescriptive Analytics with Optimization: Challenges for Future

**Tea Break: 3:00-3:20pm**

## **Hackathon 2017 and Technical Session 5B and 5C (3:20pm-4:50pm)**

(Three Parallel sessions)

### **Hackathon 2017 (PPG Auditorium)**

<b>Session Chair</b>		<b>A panel of Experts</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/HT 1	Saravana Kumar SS, Neha Jawalkar	Sentiment Analysis and Stock Performance
IC17/HT 2	Bhupinder Singh	Sentiment Analysis and Stock Performance
IC17/HT 3	Ananda Das	Sentiment Analysis and Stock Performance
Suggestions by Session Chair and Convenor		

### **Technical Session 5B (Venue: CR 7)**

#### **Academic Regular**

<b>Session Chair</b>		<b>Mahesh K.C, Institute of Management,Nirma University</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/122	Deepak Bisht and Arnab Kumar Laha	Assessing Density Forecast for Energy Commodities: A Post- Financialization Study
IC17/123	Suman Saurabh and Joshy Jacob	Market Irrationality and Share Repurchases
IC 17/126	Arnab Kumar Laha and Sumit Kumar Yadav	Forefather distribution in Galton Watson Processes with age dependant structure in population
IC17/080	Sunita Mall and Tushar Ranjan Panigrahi	The relationship between Insurance and Economic growth in India:A cross region study using an econometrics approach

### **Technical Session 5C (Venue: CR 8)**

#### **Academic Short**

<b>Session Chair</b>		<b>Manjari Singh, IIM Ahmedabad</b>
<b>Paper No</b>	<b>Name of speaker</b>	<b>Title of the Presentation</b>
IC17/004	P.N.Harikumar and Susha D	Impact of Stress on the Worklife Balance of women Gaenacologists
IC17/033	Nigar Sultana,Md. Mahedi Hasan and Mohammad Tauhidul Islam	An Inter Services Comparative Study on Job Satisfaction in Bangladesh: Application of Discriminant Function Analysis and Structural Equation Modeling
IC17/023	Aditya B. Rao,Srisudhan R and Meghana A. Singh	Group Messaging and its Impact on Quality of Life at Work Place – an exploratory study on Whatsapp’s group communication platform
IC17/051	Ashutosh D. Gaur and Jasmin Padiya	A study of the performance of make in india in IT hardware: An early inference from exceptions of Sr. IT & Hardware professionals
IC17/017	Ayushi Tewari,Ayush Tiwari and Ranjana Vyas	Impact of Social Media Advertising on Consumer Buying Behavior



IC17/099	Nitin Varma and Pradip Kumar Bala	Taking The Bizarre Out of the Retail Bazaar In The Sky
IC17/111	Archana Singh and Narinder Pal Singh	Market Efficiency and Inflationary Impact of Agricultural Futures Trading in India
IC17/113	Kaushar Ghanchi, Nileskumar Modi and Ratvinder Grewal	A novel approach for Cost-Sensitive Attribute Selection on Medical Datasets

**Valedictory Function: 5:00pm-5:45 pm**

**(Venue: PPG Auditorium)**

**High Tea : 5:45-6:15pm**