

5th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence APRIL 08-09, 2017



We are happy to announce that the 5th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence, is going to be held on 08-09 April 2017 at Indian Institute of Management, Ahmedabad with the purpose of exploring the frontiers of theory and applications of Data Analysis and Business Analytics in the context of rapidly changing economic and business environment. We aim to bring together leading academic researchers and practitioners from universities, research institutions and industries worldwide to a common platform with a view to facilitate the sharing of research based knowledge in these fields.

Dr Vikram Sarabhai and a few other public spirited industrialists founded the Indian Institute of Management, Ahmedabad in 1961 as an autonomous body with the active collaboration of the Government of India, Government of Gujarat, and industry. The Institute had initial collaboration with Harvard Business School which greatly influenced the Institute's approach to education. Gradually it emerged as a confluence of the eastern and western management approaches having strong ties with both

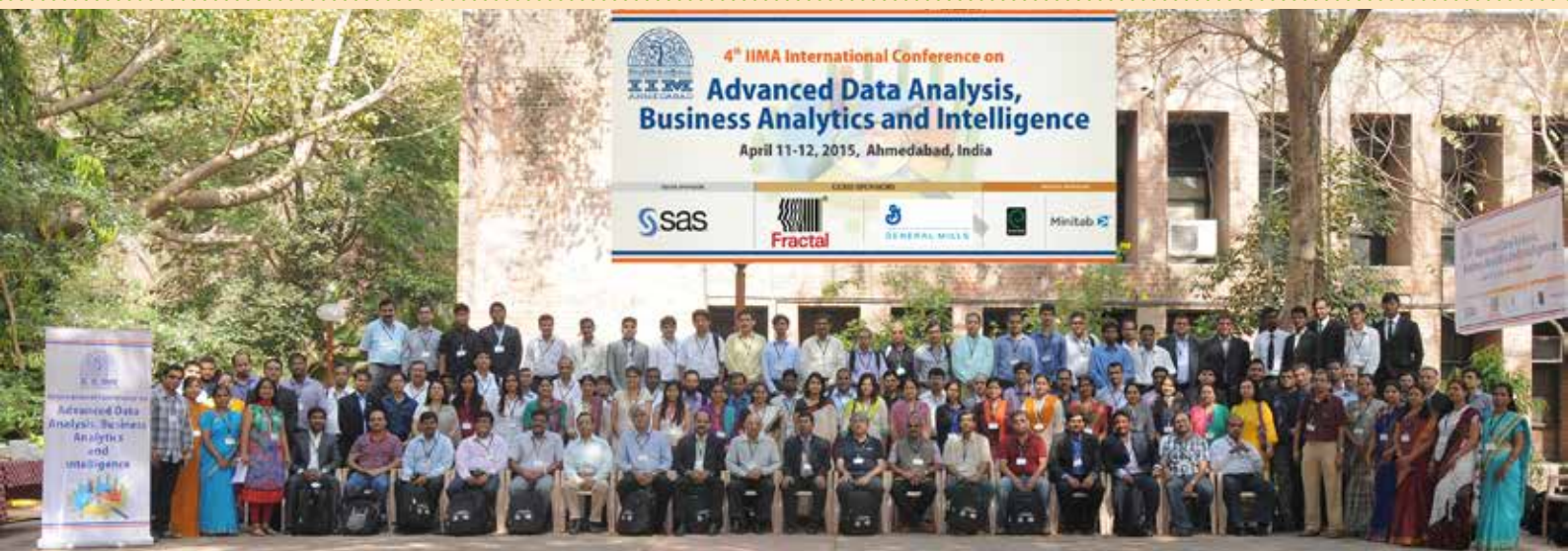
best of industry and government.

The First IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence (ICADABAI 2009), held on 6-7 June 2009 was attended by about 150 participants from academia and industry. A total of 116 research papers and case studies were presented in this conference.

The second conference in this series ICADABAI-2011 was held at IIM, Ahmedabad on 8-9 January, 2011. The two day conference had three key-note speeches delivered by eminent academicians and practitioners and two panel discussions on special topics aligned to the theme of the conference. This conference saw academicians and practitioners present a total of 100 research papers and case studies.

The third conference in this series ICADABAI 2013, was held on 13-14 April 2013. More than 150 people registered for this conference and the two day conference had six key note speeches delivered by eminent academicians and practitioners on special topics aligned to the theme of the conference.

The fourth conference in this series ICADABAI-2015 was held on 11-12, April 2015. The two day conference had four keynote speeches, two panel discussions, workshops on 4 different topics and more than 80 paper presentations. As a Knowledge management initiative the above conferences have been video recorded and turned into interactive DVDs.





The Fifth conference in this series ICADABAI-2017 will be held at IIM, Ahmedabad on April 08-09, 2017. Like in the earlier conferences we are expecting a large participation of outstanding scholars in the fields of data analysis, business analytics, business intelligence, Big Data and Statistics both from India and abroad. The international programme committee consists of several eminent scholars and distinguished practitioners from across the world, and several of them are likely to be present during this conference and present papers in their areas of expertise. The announcement of the conference is being widely disseminated through print and internet.

You would appreciate that to organize this international conference substantial expenditures are involved. We are requesting sponsorships for various conference activities from leading industrial organizations such as yours. We invite you to be a part of this prestigious conference and utilize this opportunity to reach out to a highly knowledgeable and sophisticated audience. Sponsorship options are outlined below:

Sponsorship Category	Description	Sponsorship Amount (in Rs.)	No. of Free Delegate nominations
1. Platinum	a) Company presentation/ video clips in the interactive DVD (post-conference) b) Company logo on the DVD jacket. c) Full page corporate advertisement in the "Book of Abstracts" d) Corporate logo in all publicity/promotional material including flexes, brochures website e) Information Kiosk in the conference venue f) Insertion of Brochure in delegates' kit	5 Lakh	2
2. Gold	a) Full page corporate advertisement in the "Book of Abstracts" b) Corporate logo in all publicity/promotional material including flexes, brochures website c) Information Kiosk in the conference venue d) Insertion of Brochure in delegates' kit	2 Lakh	2
3. Silver	a) Half page corporate advertisement in the "Book of Abstracts" b) Acknowledgement of company support as a sponsor throughout the event c) Information Kiosk in the conference venue d) Insertion of Brochure in delegates' kit	1 Lakh	1
4. Bronze	Insertion of Brochure in delegates' kit	50 thousand	0

We request your kind support for this conference. Payments should be made through cheques/ drafts drawn in favour of Indian Institute of Management Ahmedabad, payable at Ahmedabad to the following mailing address:

PROF. ARNAB K LAHA

Convener, ICADABAI –2017

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