



# **NATIONAL CONFERENCE**

**ON**

## **Business Intelligence and Data Warehousing**

**Saturday, March 17, 2012**

**Organized by:**

**UNIVERSITY SCHOOL OF MANAGEMENT STUDIES  
Guru Gobind Singh Indraprastha University, Delhi**

**Jointly with**

**Institution of Electronics and Telecommunication Engineers (IETE),  
Delhi Centre**

**and**

**Computer Society of India (Delhi Chapter)**

**Technical Partners:**

**IEEE Computer Society (Delhi Section)**

## Introduction

In last two decades, as business grew more complex, organizations spread globally and competition became fiercer, business executives became desperate for quality information to stay competitive and improve bottom line. The operational databases did provide information to run the day-to-day operations, but was not adequate enough to support strategic decisions. Business Intelligence allows users wade through a plethora of data and information to synthesize valuable information and support strategic decisions. Business Intelligence (BI) activities includes KDD, data warehousing, data mining, online analytical processing, querying and reporting, etc. This business intelligence conference aims to provide learning on applications, challenges, solutions and future of BI. The deliberations would be in the form of Keynote Lectures, Invited Papers and their presentations.

## ABOUT ORGANISERS

**Guru Gobind Singh Indraprastha University** is a dynamic growth oriented university facilitating and promoting professional education and research in emerging areas of higher education. The University has been accredited as "A" Grade by NAAC (UGC). The **University School of Management Studies (USMS)** is one of the most forward-looking and innovative On-Campus B-Schools of the University with a distinct curriculum and teaching methodology. The MBA programmes offered by USMS have been crafted with great care keeping in view the future needs of business. They also reflect the sensitivity expected from the upcoming managers to the changing aspirations of the community in a rapidly evolving technological environment. Apart from full-time MBA Programme and Doctoral programmes, USMS also offers a variety of Two-year MBA programmes for working professionals on weekend basis namely: MBA (General), MBA (Banking & Insurance) and MBA (Real Estate) and Consultancy Management.

The **Institution of Electronics and Telecommunication Engineers (IETE)** is India's leading recognized professional society devoted to the advancement of Science and Technology of Electronics, Telecommunication & IT. Founded in 1953, it serves more than 58,000 members through various centers, whose number is 57, spread all over India and abroad. The Institution provides leadership in Scientific and Technical areas of direct importance to the national development and economy. Government of India has recognised IETE as a Scientific and Industrial Research Organization (SIRO) and also notified as an educational Institution of national eminence. The IETE publishes technical journals and provides continuing education as well as career advancement opportunities to its members.

**Computer Society of India**, founded in 1965 is India's largest and oldest non-profit, professional body of IT professionals. CSI has over 47000 members attached to 67 chapters and over 400 student branches spread across the length and breadth of the country. CSI also represents India in international bodies such as International Federation of Information Processing (IFIP) and South-East Asian Regional Computer Confederation (SEARCC). The purposes of the society are scientific and educational, directed towards the advancement of theory and practice of computer science, computer engineering and technology, systems science and engineering. CSI Delhi Chapter is one of the largest and most vibrant chapters in the country with several awards to its credit.

## CALL FOR PAPERS

Original papers covering Issues, applications, challenges, and solutions in various aspects of business intelligence, data warehousing and other related fields are invited for presentation in the conference from IT and management Professionals, Industry practitioners, Academicians and Researchers, Consultants and students. A list of the indicative/suggestive sub themes (but not restricted to) is given below:

- Business Intelligence - Issues and challenges
- Knowledge Discovery in Databases
- Information Management Practices
- Database Systems
- Information Architecture/Infrastructure
- Data Storage Technologies & Management
- Data Mining Techniques
- Data Mining Applications
- Pivot for Successful BI / DW Implementations
- Business Intelligence for Operational Performance
- Data Security Strategies, Issues and Challenges
- Impact of Business Intelligence
- Decision Support and Expert Systems
- Tools of Business Intelligence
- BI for competitive advantages
- Strategic Information Management
- Technologies for Information management
- Information Management Strategies
- Data Warehousing
- Business Performance Management
- Business Intelligence: Reporting and Analytics
- Business Continuity
- BI and business compliance
- Business Intelligence Strategy
- OLAP
- BI and Knowledge Management
- Next-Generation Business Intelligence (BI) Strategies
- BI, DW in CRM and SCM

### Guidelines for Full Paper

The paper should begin with a title, author(s) names, institutional address alongwith email, a short abstract, and a list of key words. The paper must conclude with Summary at the end. The total length of the paper must not exceed 10-12 A4 size pages excluding bibliography and appendices, typed on one-side with double column, single-line spacing, 12 font, Times New Roman, and 1" margin on all sides of the page, MS Word compatible format text. Papers MUST ONLY be submitted through E-mail at [umsconference@yahoo.co.in](mailto:umsconference@yahoo.co.in). The author needs to send along with the paper his/her brief bio-data and the certificate of originality and consent for publication in proceeding without which it will not be accepted.

All the papers will be blind reviewed by a review committee with respect to their quality, originality, and relevance. **Selected papers will be published in the conference proceedings. Selected papers will also be considered for inclusion in the On-line Journal - Global Journal of Information Technology and Management**, provided atleast one of the authors will register and present the paper. In case of joint authors, each author has to individually register to attend/participate and avail the conference kit otherwise Conference Kit will be provided to the registered author ONLY. All rights of publication of papers presented in the conference shall rest with the Conference Organizers.

### IMPORTANT DATES/DEADLINES

|  |                                |
|--|--------------------------------|
| Submission of Extended Abstracts                             | 15 <sup>th</sup> December 2011 |
| Review & Confirmation of Short listed Abstracts              | 21 <sup>st</sup> December 2011 |
| Submission of Full Papers                                    | 20 <sup>th</sup> January 2012  |
| Review & Confirmation of Selected Papers                     | 31 <sup>st</sup> January 2012  |
| Last Date for Registration of Authors for Paper Presentation | 15 <sup>th</sup> February 2012 |

Full Papers should be mailed to the Conference Coordinator through e-mail at: [umsconference@yahoo.co.in](mailto:umsconference@yahoo.co.in). The subject line of the mail should indicate **Full paper for Conference on Business Intelligence**.

## REGISTRATION & PARTICIPATION FEE

All delegates are required to register for the conference as per the details.

| Type of Delegate   | Registration Fee with Paper Presentation |
|--|--|
| Industry Professionals   | 3000                                     |
| Academicians   | 2000                                     |
| Doctoral Students/Other Students   | 1000                                     |
| <b>Note: IETE/CSI/IEEE Members/Faculty and Students of GGSIP University would be offered a discount of 10% on the above fee.</b> |  |

Fee is payable by DD/Crossed Cheque in favour of 'Registrar, Guru Gobind Singh Indraprastha University' payable at New Delhi. The payment should be sent to the Conference Coordinator and should be accompanied by details of the nominee i.e. Name, Type of participant, paper presentation or participation, Designation (if any), Institution/Organization, Mailing Address, Telephone / Mobile No. and E-mail along with the filled-up enclosed Delegate Registration form. Separate registration is required for each paper for inclusion in the proceedings of the conference.

## WHO SHOULD ATTEND

The conference shall be beneficial to decision makers from the Industry in the fields of Information Technology/business management, Academicians and Researchers, Information Technology/Management students and other related professionals in Information Technology/Management

**Correspondence:** All correspondences related to the conference including communication of papers may be sent to the conference coordinator. For any further inquiries, please Contact:

### Conference Coordinator

Dr. Anil K Saini

NATIONAL CONFERENCE ON BUSINESS INTELLIGENCE AND DATA WAREHOUSING

### University School of Management Studies

GGs Indraprastha University, Block D, Room No.202, Sector-16C, Dwarka, New Delhi-110075

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### Conference Co-Coordinator:

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**PATRON**

Prof. Dilip.K.Bandyopadhyay,  
Vice Chancellor, GGSIP University, Delhi (India)

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Prof. Anu Singh Lather, Dean USMS

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Mr. Daman Dev Sood, Secretary, IEEE Delhi Section (CS)

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**NATIONAL CONFERENCE ON  
"BUSINESS INTELLIGENCE AND DATA WAREHOUSING"**

**Saturday, March 17, 2012**

**Venue: Seminar Hall, Guru Gobind Singh Indraprastha University, New Delhi**

**DELEGATE REGISTRATION FORM**

**Name of the Participant:** .....

**Are you a member of IETE/CSI/IEEE:**  Yes  No **If Yes, Member Ship No.** .....

**Are you a faculty of GGSIPU or its Affiliated College:**  Yes  No

**Type of Participant:**  Industry  Academician  Doctoral Student & Others

(Tick mark the correct one)

**Designation: (if any)** .....

**Organisation/Institution name:** .....

**Organisation/Institution Address:** .....

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**Tel No.** .....

**Mobile:** .....

**E-mail Address:** .....

**Mailing Address:** .....

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**Tel No.** .....

**Mobile:** .....

**E-mail Address:** .....

**Payment Details: DD/Cheque No.** ..... **Date:**..... **Amount:**.....

**Drawn on Bank Name:**.....

*Note: Fee is payable by DD/Crossed Cheque in favour of 'Registrar, Guru Gobind Singh Indraprastha University' payable at New Delhi. Please write your name at the back of the Cheque/DD. (Kindly fill separate form for each delegate)*

Please send this form duly filled in to:

**Prof. A.K.Saini**  
**Conference Coordinator, University School of Management Studies**  
**GGG Indraprastha University, Block D, Room No. 202,**  
**Sector 16C, Dwarka, New Delhi-110075.**

(Note: In case of more delegates, Registration form can be photocopied.)