



Vivekanand Education Society's
BUSINESS SCHOOL



BASIC

Business Analytics
& social Innovation!
February 2023

CONFERENCE

Unleashing the Power of Data Analytics for Managing Business and Innovation



Call for Papers

15th February 2023

About Us:



- ✓ Data Quiz
- ✓ Pre Conference Workshop
- ✓ Research Conference
- ✓ Exhibition on Social Innovation
- ✓ Valedictory

Vivekanand Business School (VBS) carries with it the rich legacy of Management teaching methods. As a business school set up by a highly-respected entity of Mumbai, Vivekanand Business School (VBS) strives to uphold the values and interests of the students and the community at large. We have committed ourselves to empower today's students for tomorrow's world of business.

Hashu Advani Memorial Complex,
495/497, Collector's Colony, Chembur,
Mumbai - 400 074

www.vbs.ves.ac.in

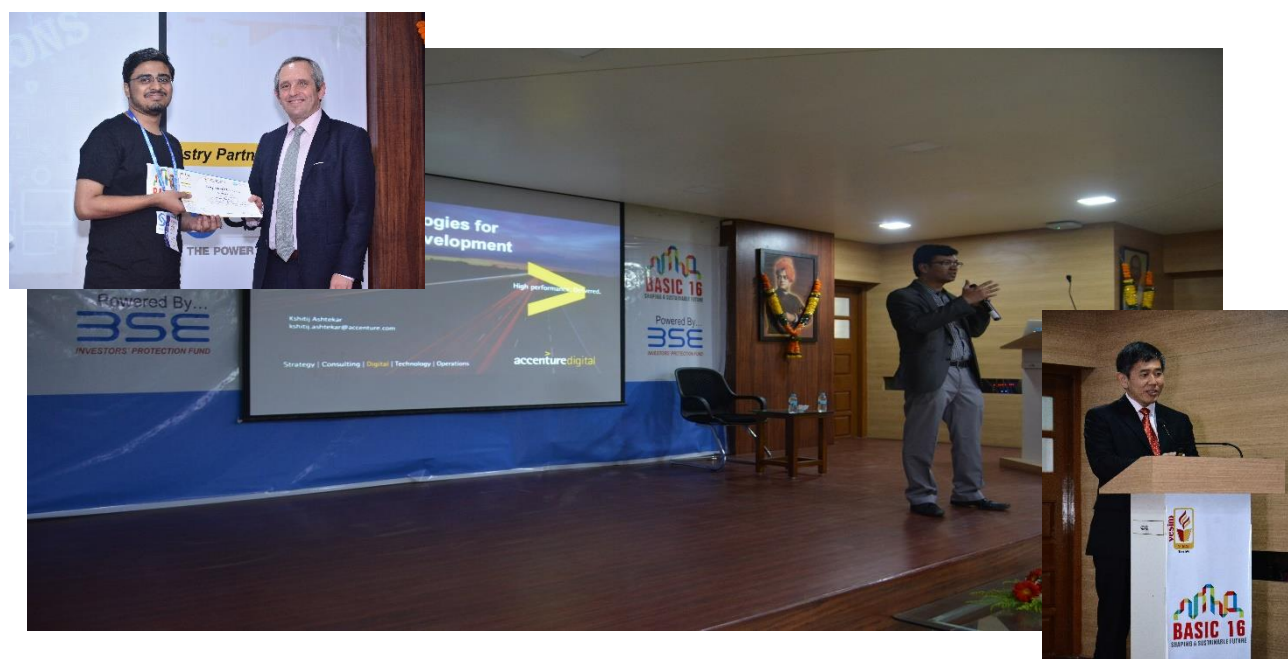
About the Conference:

We are witnessing an unprecedented interest in big data analytics across the globe. Top performers have declared themselves as analytics driven organizations. Savvy business and IT leaders are starting to leverage big data Analytics to drive substantial enhancements in their business models, partnerships, and business processes. Social innovation for bringing social change is also not immune to the technological interventions. Data science is an emerging field in industry and is getting well defined in the academia also but as with any human endeavor a lot more is desired and more important structured. Moving forward, the key challenge in harnessing the power of big data analytics will be, to keep pace with the speed with which technology is evolving, and skilling and reskilling raw talent with the same velocity. Organizing conferences for cross pollination of ideas and thought through sharing of experiences and observation is the answer.

The Business Analytics and Social Innovation Conference (BASIC 2023) is a forum which helps stimulate, discuss, debate and publish new developments and advances in various areas of Big Data and analytics quickly and with a high quality. The intent is to cover the theory, research, development, and applications of Big Data, as embedded in the fields of business, management and social innovation and social entrepreneurship.

The conference aims at providing an excellent platform for knowledge sharing on data analytics and Social Innovation. The five-day event shall have

Sno	Event	Date
1	Data Quezt (Hackathon) and Pre conference workshop	13 th February,2023
2	Data Quezt (Hackathon) and Pre conference workshop	14 th February, 2023
3	Research conference and Research paper presentation	15 th February, 2023
4	Exhibition of Social Innovation Ideas	16 th February, 2023
5	Valedictory and Mumbai Darshan	17 th February, 2023



Research Conference:

Analytics has become the buzzword of this decade. Almost every business type is focusing on using it to change the way it makes decisions. Almost all small and medium companies increasingly face challenges in growing and innovating, a business-friendly approach, and specifically one that focuses on Data Analytics (DA). Business analytics can be used to help companies take the right steps to remain relevant and competitive in an increasingly complex and disruptive world. Many organizations and industries adopt the power of data to reconstruct their present business scenario.

VESBS's Business Analytics and Social Innovation International Conference (BASIC) provides an interdisciplinary platform for policy makers, top managers, researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields

Sub themes:

Sno	Human Resource
1	Social media analytics for Recruitment
2	Predictive Analytics for Attrition
3	Factors Analysis for Employee Engagement
4	Cluster Analysis for Talent Management
5	Text and Sentimental Analysis
6	Data Visualization & Storytelling
7	Mood Analysis & Chatbots
8	Technology and HR

Sno	Finance
1	Fintech
2	Assets Pricing
3	Investment Banking
4	Risk management & Financial flexibility
5	Green Finance
6	Mergers & Acquisitions
7	Crowd Funding
8	Digital Finance
9	Financial Inclusion
10	Cyber security in Banks
11	Cryptocurrency and Blockchain technology
12	Forensic Accounting
13	Structured Financial Products
14	Sustainable Finance and Practices
15	Financial Engineering
16	Financial Econometrics
17	Behavioural Accounting & Finance
18	Cloud solution to banks
19	AI -ML in Finance

20	Financial Literacy
21	Disruptive Innovation in Finance
22	Small finance Banks and payment Banks

Sno	Marketing
1	Social Media Analytics for building Brand Equity
2	Retail Analytics - Detailing in Retailing
3	Managing the Sales Team through Sales Analytics
4	Marketing Channel Analytics
5	Marketing Automation - The secret weapon
6	Marketing Metrics for monitoring marketing efforts
7	Pricing and Promotion - The Analytics Opportunity
8	Analytics Driven Innovation and Product Design
9	Analytics in CRM

Sno	Operations
1	Use of Supply Chain Analytics in Procurement and Distribution
2	Future of Transportation
3	Application of industry 4.0 in manufacturing and service sector for improved performances
4	Logistics management for business expansion
5	Uses of AI and ML for Optimization in Fulfilment Centres
6	Uses of Optimization techniques in Inventory analysis

Sno	Business Analytics
1	Analytics in Healthcare
2	Agro Analytics
3	Analytics and Bio-Sustainability
4	Analytics in Blockchain
5	Role of Analytics in Cyber Security

Research Papers Submission Guidelines

Extended Abstract

- ✓ Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published will not be considered.
- ✓ Abstracts should be of 2500 words and include the objective of research, Literature review, Hypothesis, methodology used, major results and implications of the study.
- ✓ Each abstract should have at least five to ten keywords along with JEL classification.
- ✓ By submitting an abstract, the author makes a good faith commitment to present his/her paper at the conference.
- ✓ Names of the authors, their addresses (postal and email), and phone numbers should also be indicated on a separate page. The corresponding author's name should be indicated.
- ✓ All abstracts will be blind peer-reviewed.

Full paper submission guidelines

- ✓ The manuscript must be submitted in A4 size pages with double-spaced, Times New Roman-12 pitch in MS Word compatible format text.
- ✓ The length of research papers (including exhibit and references) should be between 5000-8000 words. Case studies may be between 2000-5000 words.
- ✓ All author related information – name, affiliation, and contact details should be mentioned only in the cover page and any information conveying identification of the author(s) (including name, affiliation, and acknowledgements) must be removed from the manuscript.
- ✓ The entire manuscript (including cover page, abstract, main text, exhibits, appendices, and references) should be included in one document.
- ✓ Full papers will be double blind peer reviewed by panel of eminent experts with respect to their quality, originality, and relevance. Articles will be subject to plagiarism check before being sent for review process.
- ✓ All manuscripts must be formatted according to the APA 6TH Edition style guide available at: <http://www.apastyle.org/manual/>
- ✓ List the references in alphabetical order at the end of the paper. All references must be single spaced.
- ✓ TABLES, FIGURES, AND ILLUSTRATIONS. Please ensure any illustrations are of usable quality for reproduction. Figures in Microsoft Word are preferred. Note that you should ensure that illustrations – and especially the texts and hairlines within the figures – would be legible when reduced to 75% of the size of your original (dpi of approximately 300dpi). All figures should be labelled using an appropriate method
- ✓ In a joint submission at least one of the co-authors should be registered for the conference.

Abstract and full paper should be submitted at the below mail id:

Email: basic23@ves.ac.in

Research Paper presentation

Authors can select any one of the options for presentation:

- ✓ PowerPoint presentation by the main author(s)-offline
- ✓ PowerPoint presentation by Authors-online

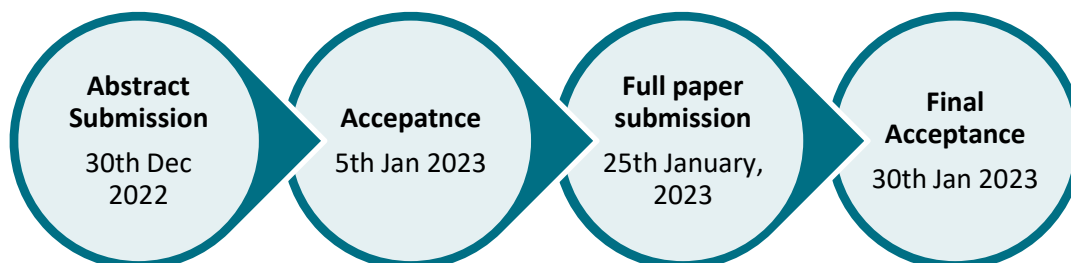
Research Paper Publication

All the accepted extended abstract for the conference shall be published in the conference proceedings carrying an ISBN number. The authors shall have the option of publishing the full papers in "**International Journal of frontier technology and business(IJFTB)**" in the special issue for the conference. Submission and review process will be as per the journal guidelines.

Best research papers will be published in SCOPUS Indexed Journal.**

Description	Date	Registration Fees	
Abstract Submission	30th December 22	Research Scholars	500/-
Acceptance of Abstract	5th January 23	Academicians	2000 /-
Full paper submission	25th January 23	Corporate Delegates	2500/-
Final Acceptance	30th January 23	Foreign Nationals	\$50

*** Participants who register for the Conference can also attend the Pre-conference workshop of the event without any additional fee.**



Last date for registration is 10 th February 2023. Payment can be done online:

Bank A/c Name : - VES Business School

Bank A/c No. : - 50100484516577

Bank : - HDFC Bank

Branch : - Chembur, Mumbai 71

IFSC Code : - HDFC0000013

Register for the conference here: <https://forms.gle/mYSWUZ8B7XdCMtKD8>

****Selection will be based on the review process of the editorial board of the journal.**

Contact Details

For any queries pertaining to the event other BASIC 23 related information, feel free to get in touch with

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