



BASIC19



**Universidad
Politécnica
de Cartagena**

*University of Cartagena, Spain
Academic Partner*



**Center for the Study
of Innovation Management**

College of Business at Delaware State University

*College of Delaware State University
Knowledge Partner*

Data Analytics – A Way towards Disruptive Innovation for a Dynamic World

International Conference

Big Data Analytics & Smart Cities International Conference 2019

13th to 17th February 2019, Mumbai

Call for Papers

BASIC19, the event where the current real world deployment and future ideas will come together to make transportation, smart cities, artificial intelligence, cyber security, traffic management, research and academic initiatives in marketing analytics, HR Analytics and Financial Analytics to take the centre stage. BASIC19 invites you to present your research findings to the audience comprising of academia, researchers, industry experts and students.

Dr Sachin Deshmukh, Dean PGDM Program, Chair – Business Analytics

Much attention has been paid to the term “Disruptive Innovation” over the past few years. The term “Disruption” is threatening businesses around the world as new entrants with cost advantage are compelling the existing players to restructure their ways of doing business. New entrants like Uber, Netflix, and Airbnb are providing cheaper and simpler solutions to their customers and they all display their ability to leverage digital technologies to understand their customers.

Big data is playing a greater role in bringing out these innovations. It’s time for every one – managers, entrepreneurs and academicians to understand that data enabled disruption is here and it’s here to stay for quite some time. BASIC19 will be a platform which will bring together ideas on big data, innovation and much more.

About BASIC19 International Conference

The conference aims at providing an excellent platform for knowledge sharing on data analytics and smart cities. The five day event shall have –

Sr no	Event	Date
1	Data Quezt– A competition for Data Analysts	13th & 14 th February 2019
2	Faculty Development Program	14th February 2019
3	Presentations by Industry Experts	15th February 2019
4	Research Paper Presentation	16 th February 2019
5	Final Presentation by Winners of Data Quezt	16th February 2019
6	Valedictory	17th February 2019
7	Mumbai Darshan – A Tour of Mumbai for Guest	

Sub Themes of Conference

Human Resources	
• Recruitment Analytics	• Talent Analytics
• Employee engagement Analytics	• Turnover Analytics
• Diversity analytics	• Change Management Analytics
• Performance Analytics	• Predictive Analytics for Talent Retention

Marketing Analytics	
Market Automation	Media Analytics
Retail Analytics	Merchandise Intelligence
Pricing Analytics	Understanding Consumer Behaviour
Factor Analysis	Multidimensional Scaling
Canonical Correlation	Discriminant Analysis

Finance Analytics	
Wealth Management & Portfolio Analysis	Financial Risk management and Commodity Derivatives
Financing large projects: domestic and global	Asset Price forecasting
Innovative project financing for sustainability Public-private partnerships	Life-cycle cost analysis

Operations Analytics	
Supply Chain Analytics	Predictive Analytics in manufacturing
Inventory Management	Demand Planning
Linear Programming Models	Logistics Management
IoT in Manufacturing	Industrial Internet
Integrated Service Management	Cognitive Machine Learning
Manufacturing Cost Optimization	Machine Learning Algorithm in Applications
Waiting Line Analytics	Predictive Maintenance
Process Metrics	Supply Chain Performance Measurement

Artificial Intelligence	
Health care	Reducing life-cycle costs 50 percent by 2025
Government	Manufacturing

Retail	Energy
Transportation	Travel & Hospitality

Machine Learning	
Naïve Baye's Theorem	K-means
Support Vector Machine	Adaboost
C4.5	KNN
Apriori	CART

Business Analytics	
Business Intelligence	Sentiments Analytics
Machine Learning	Market Basket Analysis
Pattern Recognition	Clustering
Text Analytics	Web Analytics
Regression Modeling	Forecasting & Time Series
Data Visualization	Predictive Modelling
Multivariate Statistics	Optimization Models

Data, Data Quality , Security and Privacy	
Business Intelligence and Data Analytics	Balance Between Driver's Security and Privacy Data
Data Sharing / Fusion / Quality	Standards
Data Mining for Traffic Monitoring	Data Sharing / Fusion / Quality

Connectivity & Automation	
Communications, Technology and Solutions	Automated Vehicles
Human Machine Interface for the Next Generation of vehicles	Infrastructure for Automated Vehicles
Modelling / Simulating the Behavior of a Mixed Fleet of Non-, Highly- and Fully-Automated Vehicles	High Precision Maps

Sustainability	
Inclusive and Equitable Economic Growth	Global Reporting Initiatives and Corporate Sustainability
Green Marketing and Responsible Consumerism	Corporate Citizenship and Corporate Governance Issues and Challenges
Solar and other sustainable Energies for future	Managing Indigenous Cultures and Livelihood
Managing water crises in future	Social Businesses, Sustainable Innovation and Ecopreneurship
Sustainability and Smart Cities	Human Values, Ethics and Corporate Social Responsibility

Smart(er) Cities	
Air Quality Strategies	Business Models for Urban Mobility
Intelligent Transport Systems and Traffic Management	Getting a Mode Shift and a Bigger Role for Transit
Managing City Space for Freight as well as Passengers	More Livable Cities
Integrating Transport, Energy, Telecoms, Waste and Water Systems	Pedestrians / Bicycles in the Evolving City
Modernizing Parking Management	Transportation in a Digital City
Case Studies, Business Models and Innovative Applications for Smart(er) Cities	Intelligent Buildings
Internet-Enabled Infrastructures and Services	Service Innovation and Design to Support Smart Cities
Smart Sensor-Based Networks and Applications	IS Architecture Designs and Platforms for Smart Cities
Safety, Security, and Privacy for Smart Cities	Planning and Design Challenges for Smart Cities

Research Papers Submission Guide Lines

1. Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published will not be considered.
2. Abstracts should include the objective of research, methodology used, major results and implications of the study.
3. By submitting an abstract, the author makes a good faith commitment to present his/her paper at the conference.
4. 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.
5. Each abstract should have at least five to ten keywords along with JEL classification.
6. All abstracts will be blind peer-reviewed.

Full paper submission guidelines

1. The manuscript must be submitted in A4 size pages with double-spaced, Times New Roman-12 pitch in MS
2. Word compatible format text.
3. The length of research papers (including exhibit and references) should be between 2500-8000 words. Case studies may be between 2000-5000 words.
4. 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.
5. The entire manuscript (including cover page, abstract, main text, exhibits, appendices, and references) should be included in one document.
6. 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.
7. In a joint submission at least one of the co-authors should be registered for the conference.
8. All manuscripts must be formatted according to the APA 6TH Edition style guide available at: <http://www.apastyle.org/manual/>

9. List the references in alphabetical order at the end of the paper. All references must be single spaced.
10. 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

Research Paper presentation

Authors can select any one of the options for presentation

1. PowerPoint presentation by the main author(s)
2. PowerPoint presentation on Skype

Research Paper Publication

All the research papers selected for the conference shall be published in the conference proceedings carrying an ISSN number. The authors shall have the option of publishing the papers in “Journal for Development & Research”. In case the researcher opts for publishing his/her paper in any other journal, then the guidelines and the publication fee of that journal shall be applicable.

Important Dates

Description	Date
Extended Abstract Submission	20 January 2019
Acceptance of Abstract	30 January 2019
Full Paper Submission	8 February 2019
Final Acceptance	10 February 2019

Registration Fee

Indian Nationals	INR 1500
For Research Scholar	INR 1000
Foreign Nationals*	USD 200
Paper in Absentia (Indian Nationals)	INR 1000
Paper in Absentia (Foreign Nationals)	USD 50

Registration fee includes conference kit, refreshment and lunch only on 15th February 2019*
The registration fee for foreign nationals includes two day stay in Mumbai**.

Abstract & Full Paper Submission

Abstracts and full paper can be submitted at basic19.rp@ves.ac.in

Accommodation for Outstation Participants

Outstation participants can contact our Conference Conveners/Coordinators for arrangement of accommodation. The institute shall provide information of all the hotels in the vicinity and extend help for arranging the accommodation.

Contact Details

Phone: +91 22 67893000/25537110

Conference email: basic19@ves.ac.in

Dr Debjani Banerjee
Conference Convener

Dr Seema Sant
Conference Convener
(Smart City Smart Idea)

Prof Kavita Kanabar
Conference Convener
(Smart City Smart Idea)

For queries on research paper submission, contact

Prof Prema Mahale

Dr Meena Sharma

Dr Anupama Tiwari