

**Tracks Schedule**

**Track: 01**

**Track Chair: Prof. Mathirajan, Indian Institute of Science.**

**Date: Thursday, 17-Dec-2015**

**Time: 2:00PM to 4:00PM**

**Venue: C-11 (on Ground Floor, adjacent to Auditorium)**

<b>Abstract ID</b>	<b>Title</b>	<b>Author / Co-authors</b>	<b>Affiliation</b>
BAI 1219	Supply Chain Resiliency.	Balchander B M	Dell International Services, Bangalore.
BAI 1295	Forecasting as the key pillar in Conceptualization, Design and Implementation of Supply Chain Analytics	Rajeev Mukundan	Tata Consultancy Services, Kochi.
BAI 1277	Unit Root and Co-integration tests with structural break(s), A linear or non-linear model?: An evidence from Nigerian time series data.	Abubakar J. Ibrahim N.	Department of Economics, University of Madras, Chennai.
BAI 1163	Analytics for Real-Time booking of rooms during Peak Season in Indian Tourism Industry.	P.Baba Gnanakumar Prasanna P	Sri Krishna Arts and Science College, Coimbatore.
BAI 1061	Financial Inclusion: Usage of available Financial Services by the security guards of Bangalore.	M. Maniar	CMR Institute of Management Studies, Bangalore.
BAI 1251	Predictive Business Insights using IBM Watson Analytics.	Joy Mustafi Yeddu Dinesh Babu	IBM Global Technology Services, Bangalore.

## Tracks Schedule

Track: 02

Track Chair: Prof. Dhimant Ganatra, Jain University

Date: Thursday, 17-Dec-2015

Time: 2:00PM to 4:00PM

Venue: C-12 (on Ground Floor, adjacent to Auditorium)

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1319	ESCORT (Enterprise Services Cross-sell Optimization using Rigorous Tests of association)	Nishant Saxena	Hewlett Packard Enterprise, Bangalore.
BAI 1261	Market Basket Analysis in Convenience stores: Does Income Level of Consumers changes the Association Rule	Rohith B K	Cognizant Analytics, Bangalore.
BAI 1247_2	Improving Cost Efficiency for Sustainable and Self Reliant Growth, Introspective study by an Indian Life Insurer	Nirmal Roy Mohit Agarwal Sanjay Thawakar	Max Life Insurance Co Ltd, Gurgaon.
BAI 1154	A fuzzy approach for insurance policy selection in internet business	Shekhar Shukla Swati Sharma Rashmi G. B.	FPM Student, IIM, Lucknow.
BAI 1260	Measuring the Impact of Trainings on Sales People	Eshaan Ghosh Saurabh Das Dagmar Eisenbach	Hewlett Packard Enterprise, Bangalore.
BAI 1043	FDI and Gains in Productivity: The Case of Indian Manufacturing in the Post- reform Era	Pranab Kumar Das Gunja Baranwal	Centre for Studies in Social Sciences, Kolkata.

## Tracks Schedule

Track: 03

Track Chair: **Mr. Prakash Hegde, Analytics Society of India.**Date: **Thursday, 17-Dec-2015**Time: **2:00PM to 4:00PM**Venue: **C-21 (on First Floor, adjacent to Auditorium)**

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1230	Is your new product really boosting your sales? An econometric model to quantify the cannibalization effect of a new product in your portfolio/category	Vamse Goutam	Working Professional, Bangalore.
BAI 1106	Conference Analytics Platform Special Reference to Pharmaceutical Industry and Strategic Input	S. Senthil Kumar	Maitems Analytics India Pvt Ltd.,
BAI 1321	<i>Changing Business Dynamics in talent hunting through Advanced technology: talent analytics</i>	Hannah Harshini Harini Machiraju Jaswanth Chinni Dr. Shaheen	Institute of Public Enterprise, Hyderabad.
BAI 1146	Sentiment Analysis for strategic service quality approach using online user reviews	A.M.Abirami Dr.A.Askarunisa J.Santhana Preethi G.Sathya Priya	Thiagarajar College of Engineering, Madurai.
BAI 1217	Production Energy Analytics	Shankar Pandey Kelsey Wiggin	Thorogood Associates, Bangalore.
BAI 1082	Forecasting the stock market values using hidden Markov model	R. Sasikumar A. Sheik Abdullah	Department of Statistics, Manonmaniam Sundaranar University, Tirunelveli

## Tracks Schedule

Track: 04

Track Chair: Ms. Mini T P, IIMB.

Date: Thursday, 17-Dec-2015

Time: 2:00PM to 4:00PM

Venue: C-22 (on First Floor, adjacent to Auditorium)

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1180_4	Optimization of a Multi-products Multi-period Closed Loop Supply Chain Network Design Model	Santhosh Srinivasan Vipul Garhiya Shahul Hamid Khan	Indian Institute of Information Technology, Design & Manufacturing, Kancheepuram.
BAI 1311	Improving Cross Sell conversion through Campaign	Prashant Nagwanshi Ashish Khurana	Maxlife Insurance, Gurgaon.
BAI 1306	An integrated fuzzy multi-criteria optimization approach for supplier selection and optimal allocation of SKU and Safety Stock in Supply Chain System Network	Kanika Gandhi Kirit Goyal Abhinav Jha	Bhavan's Usha & Lakshmi Mittal Institute of Management, New Delhi.
BAI 1324	QUINOA economy for sustainable development SMAC Technology: A New Transformation Wave	Dr.Shaheen, Dr.Srinivasa Rao K, Mr.Bharadwaj Rahul B S Mr. Mohan Hari Reddy V.	Institute of Public Enterprise, Osmania University Campus, Hyderabad.
BAI 1271	Predict Customer Experience in Service Industry	Manoj. M	Tata Consultancy Services, Bangalore.
BAI 1527	Sentiment Analysis -Engaging and retaining millennial at work by tracking associate sentiment	Girivas Vaidyanathan Hemalatha A Anshula Dhar	Cognizant Technology Solutions, Chennai.

## Tracks Schedule

Track: 05

Track Chair: **Mr. Kumar Rahul, IIMB.**Date: **Friday, 18-Dec-2015**Time: **9:00AM to 11:00AM**Venue: **C-11 (on Ground Floor, adjacent to Auditorium)**

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1218	Order Management for Indirect Materials	Shanu Agrawal Desika Selvaraj Sheela Siddappa	Robert Bosch Engineering and Business Solutions Private Limited, Bangalore.
BAI 1033	Development of a Forecasting Method Selection Scheme through the assessment of Factors affecting Forecasting Accuracy	Devika Babu Kadavil Jayasree N	Government Engineering College, Thrissur.
BAI 1208	Cointegration of Stock and Index Future Prices under Stochastic Process Evidence from Indian Derivative Market	Deepika Krishnan Dr. Raju G	Faculty of Management Studies, Thiruvananthapuram
BAI 1538	A unified approach to evaluate Coupon Strength and Effectiveness of Coupons	Sandeep Yadav Anindya Neogi Jayaram Gopalakrishnan Ashish Kumar Banka	ITC Infotech Pvt. Ltd., Bangalore.
BAI 1105	Identification of Drivers for the Green Supply Chain Management using Analytic Hierarchy Process	Karthika A. A. Noorul Haq	National Institute of Technology, Tiruchirappalli.
BAI 1294	Applying Dynamic Time Warping for Time Series Clustering in an Industrial Setting	Raghav Mathur Balaram Panda	Tata Consultancy Services, Bangalore.

**Tracks Schedule**

**Track: 06**

**Track Chair: Mr. Manaranjan Pradhan, IIMB.**

**Date: Friday, 18-Dec-2015**

**Time: 9:00AM to 11:00AM**

**Venue: C-12 (on Ground Floor, adjacent to Auditorium)**

<b>Abstract ID</b>	<b>Title</b>	<b>Author / Co-authors</b>	<b>Affiliation</b>
BAI 1244	A supply chain business model with subcontracting	Srihari S. Siddharth S. Girish L. Anbu Udayasankar S P	Amrita School of Engineering, Coimbatore.
BAI 1234	Finished Goods Inventory management at Dell	N Chandramohan S Subramanian V Samaria	Dell International Services, Bangalore.
BAI 1079	Using BIG-DATA computing to Foster sustainability	Srujana	Hewlett Packard, Bangalore.
BAI 1317	Integrating of Social Network Analysis (SNA) with Traditional Method to Predict Churn Customers	H S Ravi Bhimanagouda Biradar Veerangouda	Cognizant Technology Solutions, Bangalore.
BAI 1379	Digital listening for Improved Business Decisions	Prosun Gayen Nirvik Banerjee	Wipro Technologies, Kolkata.
BAI 1099	I, Me, Myselfie”- A Study on Creating Powerful Emotional Connection through Selfie Based Marketing	Surabhi Mukherjee Chakravarty Anurag Talukdar	Alliance University, Bangalore.

## Tracks Schedule

Track: 07

Track Chair: Ms. Sandhya Shenoy, IIMB.

Date: Friday, 18-Dec-2015

Time: 9:00AM to 11:00AM

Venue: C-21 (on First Floor, adjacent to Auditorium)

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1050	A Bayesian Algorithm for Cyber-Physical System Realization for Industry 4.0	N. Agrawal V. S. Pandhare B. K. Lad	Indian Institute of Technology, Indore.
BAI 1127	Financial Health Analysis (FHA) of Vendors to identify possible risks	Rishav Sarda Siby Jose	Fidelity Business Services India Pvt Ltd, Bangalore.
BAI 1095	Optimizing Safety-Stock Policy under Budget Constraint: A Practical Solution Framework	Santanu Sinha Anandaranga Krishnamurthy Ashish Kumar Priyanka Dahiya Riju Thomas George	Hewlett Packard, Bangalore.
BAI 1035	Building Revenue Earning Services from Data	Shirish Singh	CenturyLink India Pvt Ltd, Bangalore.
BAI 1505	A Data Mining Model for Early Detection of Diabetes Propensity -A Case Study using Routine Health Testing Data at a Diagnostic Laboratory Annual Health Checkup Plans.	Anusha Margaret A Nisha Felceline Rajendra Desai Dr. Maria Immanuel. S Deepthi Pandari	St. Joseph's College of Business Administration, Bangalore.
BAI 1103	Influence of Social Media Marketing in Hospitality and Travel Industry: Social Media Analytics to determine impactful marketing campaigns	Anand Srinivasan Balakrishna B. Lionel Pinto Asha Kumar Shankaralingam Sriram Venkateswaran Padmasini Rengabashyam	Stayzilla, Chennai.

## Tracks Schedule

Track: 08

Track Chair: **Mr. Jitendra Rudravaram, IIMB.**Date: **Friday, 18-Dec-2015**Time: **9:00AM to 11:00AM**Venue: **C-22 (on First Floor, adjacent to Auditorium)**

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1167	Voice of Customer Modeling in Banking with Naïve Bayes and SVM	Renold Raj Devaraj	Management Consultant, Chennai.
BAI 1128	Underpinnings of Customer Loyalty in Indian Banking Services - Service Quality Variables in Hybrid Service Delivery Scenario	Dr. Shirshendu Ganguli	T. A. Pai Management Institute, Manipal.
BAI 1100	Big Data Analytics Framework	Krishna Prasad Peddibhotla Rajarshi Ghosh Staline Xavier Vikas Thattey	CGI, Bangalore.
BAI 1513	WhatsApp and Customer Engagement – An exploratory Study	Madhavi R Vishnu Nagaraj Rahul Ranjan Singh	PG Studies School of Commerce and Management Studies, Jain University, Bangalore.
BAI 1077	Prediction of Students Placement using Logistic Regression	K.V.Uma C.R.Shiyamala Devi S.Vinmugil Ramya	Thiagarajar College of Engineering, Madurai.
BAI 1132	Factors influencing Consumers' Attitude and Behavioural Intentions towards Social Media Marketing in India	M Swapana Dr. C Padmavathy	VIT University, Vellore.



## Tracks Schedule

Track: 09

Track Chair: Ms. Sheetal Malagi, IIMB.

Date: Friday, 18-Dec-2015

Time: 2:00PM to 4:00PM

Venue: C-11 (on Ground Floor, adjacent to Auditorium)

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1410	Transforming customer knowledge into Demand Generation within Big Data environment	Paromita Sen Ashwinraj Govindraj Jyoti Khare Timothy Lin Dong Yang Shelen Jain	Hewlett Packard Enterprise, Bangalore.
BAI 1156	A Study on Behavioral Biases among Selective Indian Investors	Gautam Bandyopadhyay Anupam De Arindam Banerjee	National Institute of Technology, Durgapur.
BAI 1310	Dell's Global Same Day & Next Business Day Shipment Value Proposition Analysis	Dipthi M V Simhadri Venkata Gopinath S K	Dell International Services, Bangalore.
BAI 1136	Leveraging Real Time Multimedia – Big Data in Enterprise	David Mathews Prof. R. Rajendran	Indian Institute of Information Technology and Management, Trivandrum.
BAI 1084_2	Performance Comparison of Various Forecasting Techniques ARIMA vs ARIMA using Error Correction and Ensemble Model	Surjit Laha Krishna Mohan Roy	BRIDGEi2i Analytics Solutions Pvt. Ltd., Bangalore.
BAI 1120	Predicting the Switching Intention of Cell-Phone Brands: Application of Markov Chain Models	Dr. M. Kapse Prof. V. Sharma Dr. J. Sonwalkar	iNurture Education Solutions Private Limited, Bangalore.

## Tracks Schedule

Track: 10

Track Chair: Ms. Shailaja Grover, IIMB.

Date: Friday, 18-Dec-2015

Time: 2:00PM to 4:00PM

Venue: C-12 (on Ground Floor, adjacent to Auditorium)

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1165	A Robust Suggested Order Generation and Recommendation Algorithm using Ensemble Learning in Meta-Bagging Environment	Anindya Neogi Debayan Bose Sandeep Yadav	ITC Infotech Pvt. Ltd., Bangalore.
BAI 1141	Mobile Instant Messaging Behavioral Analytics: Understanding today's Whatsapp Users.	Neena Nanda Sagar Patni Ankitesh Tiwari	Institute for Technology and Management, Mumbai.
BAI 1058	Analyzing the consumption patterns of Chat Apps by University Students in India	Neil Mathew Dr. Supriti Agrawal	Amity University, Noida.
BAI 1161	Improving the impact of Non Performing Assets on the financial performance of banks using multivariate statistical analysis	Manjusha R. Mitke Anil S. Mokhade	Visvesvaraya National Institute of Technology, Nagpur.
BAI 1272	Placing Big Data in E-commerce and creating a Vigilant Supply Chain Management System	Dr. Satyendra Patnaik Mr. Rahul Kulkarni Ms.Shreyasi	Symbiosis Centre for Management Studies, Pune.
BAI 1066	Using DEMATEL to Build Influential Network Relation Map (INRM) of Online Reputation Management.	Dr. Anil Kumar Dr. Manoj Kumar Dash Prof. Rajendra Sahu	BML Munjal University, Gurgaon.

**Tracks Schedule**

**Track: 11**

**Track Chair: Mr.Prakash Hegde, Analytics Society of India.**

**Date: Friday, 18-Dec-2015**

**Time: 2:00PM to 4:00PM**

**Venue: C-21 (on First Floor, adjacent to Auditorium)**

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1202_1	Energy Consumption Forecasting for Smart Meters	Anshul Bansal Susheel Kaushik Rompikuntla Jaganadh Gopinadhan Amanpreet Kaur Zahoor Ahamed Kazi	Cognizant Technology Solutions, Bangalore.
BAI 1235	Decision system model for detecting cardiovascular disease	Pushpa Somanna Devesh Raj Balasubramanyam Pisupati	Robert Bosch Engineering and Business Solutions Private Limited, Bangalore.
BAI 1186	Credit Scoring using Non-Traditional Data	Rohit Nair Harish Viswanathan Navitha Parthasarathy	Brillio, Bangalore.
BAI 1340	Multi-Criteria Recommender System Through Hadoop Platform	S.Karthiga V.Siddarth	Thiagarajar College of Engineering, Madurai.
BAI 1223	Text Analytics based on Social Media Data for Insurance	Ritesh Gandhi Supriya Nayak	Infosys Limited, Bangalore.
BAI 1240	An analysis of opportunities in catering to Stakeholders' Information	Dr. Gayathri Alias Victoria Mr. Namish Gupta Madhavi R.	phamax AG, Bangalore.

## Tracks Schedule

Track: 12

Track Chair: **Mr. Arun Pandit, IIMB.**Date: **Friday, 18-Dec-2015**Time: **2:00PM to 4:00PM**Venue: **C-22 (on First Floor, adjacent to Auditorium)**

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1148	Enriching Data with Data Science	L Raghunatha Reddy Vadivel P L Asha Poulose Johnson	GE Power Services, Bangalore.
BAI 1325	Fraud Analytics Using Machine-learning & Engineering on “Big Data” (FAME) for Telecom	Sudarson Roy Pratihari Subhadip Paul Pranab Kumar Dash Amartya Kumar Das	Indian School of Business, Bangalore.
BAI 1138_3	Analytics to tap Customer Based Brand Equity -A comparative case of Indian and South Korean mobile phone brands.	Neena Nanda Anju Singh Varun Chandran	Institute for Technology and Management, Mumbai.
BAI 1188	A Fuzzy Neural Network model for bankruptcy prediction	Dr.S.K.Sudarsanam	VIT Business School, Chennai.
BAI 1060	Asset and Liability Management in Health Insurance	Ashiq Mohd Ilyas S. Rajasekaran	B.S.Abdur Rahman University, Chennai.
BAI 1089	Measuring the Influence of Dynamically Created Virtual Communities Anchored around Hashtags	Somprakash Bandyopadhyay Sudipa Batabyal Somsukla Banerjee Rituparna Malik	Indian Institute of Calcutta, Kolkata.

## Tracks Schedule

Track: 13

Track Chair: Ms. Shailaja Grover, IIMB.

Date: Friday, 18-Dec-2015

Time: 4:30PM to 6:30PM

Venue: C-11 (on Ground Floor, adjacent to Auditorium)

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1074	When IOT meets BIG DATA A study and analysis of interoperability challenges and recommendations	Lokesh Banagir Murale Narayanan Raj Ekanatheeswaran	EMC Corporation, Bangalore.
BAI 1083	A Case Study on Indian Health Care relational coordination parameter selection	T. Kamatchi Dr. P. L. K. Palaniappan M. Selwin V. Akileshkumar D. Sivasankar K. Ramprasad	Velammal college of Engineering and Technology, Madurai.
BAI 1045	Exploring Trends of Data Management on Big Data Analytics over Cloud Storage	K. Ananthakumar U. Mehraj Ali A. John Sanjeev Kumar	Thiagarajar College of Engineering, Madurai.
BAI 1197	Ontology Based Text Classification	Malini Jayaraman Surendra Babu Vandita Bansal Avneet Saxena	Tata Consultancy Services, Bangalore.
BAI 1215	The Dynamic Impact of Macroeconomic Variables on BSE Sensex Returns Using VAR Analysis	S.Baranidharan Dr.S.Vanitha	Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli.
BAI 1238	e-CRM: Competitive Advantage for Life Insurance Industry	Shailesh Tiwari	SBI Life Insurance Company Ltd, Secunderabad.

## Tracks Schedule

Track: 14

Track Chair: Ms. Sandhya Shenoy, IIMB.

Date: Friday, 18-Dec-2015

Time: 4:30PM to 6:30PM

Venue: C-12 (on Ground Floor, adjacent to Auditorium)

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1097	Agent Sales Potential Measurement in Life Insurance Sector	Hemalatha A C Ruchi Gupta Dr.Ashutosh Misra	Tata Consultancy Services, Bangalore.
BAI 1590	Dormancy Prediction in Telecommunication for Prepaid Subscribers	Meera Lakshmi Suresh	Mahindra Comviva, Bangalore.
BAI 1198_1	Early Warning System - Integrated Solution using Structured & Unstructured Social Media Data	Surendra Babu Gadwala Malini Jayaraman Vandita Bansal	Tata Consultancy Services, Bangalore.
BAI 1318	How big data analytics can improve operations of Indian railways and enhance passenger experience	Pranay Tiwari	Fidelity Business Services India Private Limited, Bangalore.
BAI 1168_2	Hybrid Efficient Telecommunication Network Optimization: Innovative Solution	Dr. Avneet Saxena Premanand Raju Malini Jayaraman	Tata Consultancy Services, Bangalore.
BAI 1134	Resource Mobilization through Mass Collaboration using Social Media: A Measurement Framework to Valuate Social Mediators	Tryambak Gangopadhyay Somprakash Bandyopadhyay	Department of Mechanical Engineering, Jadavpur University, Kolkata.
BAI 1046	A multi-step text based clustering approach for mixed variables	Thillaikkarasan Murali Rajkumar Mylvaganan Balasubramanyam Pisupati	Robert Bosch Engineering and Business Solutions Private Limited, Bangalore.

## Tracks Schedule

Track: 15

Track Chair: **Mr. Kumar Rahul, IIMB.**Date: **Friday, 18-Dec-2015**Time: **4:30PM to 6:30PM**Venue: **C-21 (on First Floor, adjacent to Auditorium)**

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1116	Managing Human Capital- Application of Predictive Analytics	Smitha H D	Fidelity Business Services India Private Limited, Bangalore.
BAI 1142	Employer Branding Analytics: Textual Analysis of Online Content of India's Ideal Employers	Neena Nanda Chandreyee Mukherjee Sumiran Shrivastava	Institute for Technology and Management, Mumbai.
BAI 1401	Improving Stock Index Predictability of Machine Learning Algorithms with Global Cues	Dr. M. V. Subha Dr. S. Thirupparkadal Nambi	Department of Management Studies, Anna University Regional Centre, Coimbatore.
BAI 1059	Design for Six Sigma: A New Approach for Business Scorecards and Dashboards	Saptarshi Saha Namratha R. Lavanya Gopalakrishnan Suresh Shetty	Cisco Systems, Bangalore.
BAI 1137	Claim Analytics across Multiple Insurance Lines of Business	Sarita Rao Ravi Chandra Vemuri Ramakrishnan Chandrasekaran	CGI, Bangalore.
BAI 1068_1	A fuzzy logic based case study on the effect of overnight study done by students	S. Keerthi Vasan V. Varsha	Thiagarajar College of Engineering, Madurai.
BAI 1201	Cognitive Influence Analysis for Mining Product Opinions and Preferences	M. Fathima V. Uthra	Sri Krishna College of Technology, Coimbatore.

## Tracks Schedule

Track: 16

Track Chair: **Mr. Manaranjan Pradhan, IIMB.**Date: **Friday, 18-Dec-2015**Time: **4:30PM to 6:30PM**Venue: **C-22 (on First Floor, adjacent to Auditorium)**

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1135	Delay Prediction of Aircrafts Based on Health Monitoring Data	B.A.Dattaram N.Madhusudanan	IBM India Pvt Ltd, Bangalore.
BAI 1499	Application of News Analysis to Measure Potential Vendor Risk Managing Small/Private Vendor Risk	Bishnu Panda Ankan Dabral Divik Saxena	Fidelity Business Services India Private Limited, Bangalore.
BAI 1084_1	Business Scorecards and Dashboards	Manan Pachnanda Rohan Agnihotry Shulin Todkar	BRIDGEi2i Analytics Solutions Pvt. Ltd., Bangalore.
BAI 1187	Optimal Claim Processing through Claim Score Model	Supriya Nayak Ritesh Gandhi	Infosys Limited, Bangalore.
BAI 1081	Optimizing Release and Testing Stop Time with Cost and Reliability Attribute	A.K.Shrivastava Ruchi Sharma	Asia Pacific Institute of Management, Delhi.
BAI 1209	Analysis of Students' Learning Experiences by Mining Social Media Data	Aneesh Subramanya Kartik Koralla Keerthi Prasad N Suhas H S Ram Mohana Reddy Guddeti	National Institute of Technology Karnataka, Surathkal.



## Tracks Schedule

Track: 17

Track Chair: **Mr. Arun Pandit, IIMB.**Date: **Saturday, 19-Dec-2015**Time: **9:00AM to 11:00AM**Venue: **C-11 (on Ground Floor, adjacent to Auditorium)**

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1159	Preemptive fault isolation in LTE telecom network data A case from network management metadata	Kalyana Chakravarthy Bedhu Abhishek Sarkar Sujoy Roychowdhury	Ericsson Global Services India, Bangalore.
BAI 1229	A Study of Customer buying behavior & E commerce: A Data mining Approach	B. Naveena Devi K. Venkata Rao Y. Rama Devi C. Rajeswara Rao	Jawaharlal Nehru Technological University, Hyderabad.
BAI 1284	Business Scorecards and Dashboards: Research from the feasibility, importance, implementation and managing strategic priority	Vijay Verma	Working Professional & Six Sigma Master Black Belt, Bangalore.
BAI 1149	Health of New Business for 13th month persistency: Indian Insurance sector	Saurabh Aggarwal Prashant Nagwanshi	Max Life Insurance Co Ltd, Gurgaon.
BAI 1178	An Intelligent Approach for Software Selection using Fuzzy based Analytical Hierarchy Process	Dr. Anuj Prakash Dr. Avneet Saxena	Tata Consultancy Services, Bangalore.
BAI 1297	Social Media Listening for Automotive Industries: A Solution for Product Planning	Amol Bhawe	Tata Consultancy Services, Bangalore.

## Tracks Schedule

Track: 18

Track Chair: **Mr. Manaranjan Pradhan, IIMB.**Date: **Saturday, 19-Dec-2015**Time: **9:00AM to 11:00AM**Venue: **C-12 (on Ground Floor, adjacent to Auditorium)**

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1190	Near-real time prediction of service requests' SLA breach	S. Roychowdhury A. Sarkar K. Bedhu	Ericsson Global Services India, Bangalore.
BAI 1138	Mobile Instant Messaging Behavioral Analytics: Understanding today's Whatsapp Users	Neena Nanda Sagar Patni Ankitesh Tiwari	Institute of Technology and Management, Mumbai.
BAI 1213	Classification of employability skill metrics of engineering college students using Neural Network Model.	N.Ayyanathan A.Bavani Rekha A.Shilpa Periyanyaki	Dayananda Sagar Academy of Technology and Management, Bangalore.
BAI 1129	Analytics to Solve Policy Lapse in Life Insurance Industry	Ashalatha T J Bhishma Gajavelli Mahima Khot Ruchi Gupta Ashutosh Misra	Tata Consultancy Services, Bangalore.
BAI 1181	Creative approaches to enhance student learning	Vijayashree P S Sriraghavan S M	BRAINSTARS – Innovation in Education, Bangalore.
BAI 1177	Forecasting of Time Series Data using improved partial swarm optimization algorithm	Dr.S.Sridevi G.Mahalakshmi Dr.S.Rajaram	Thiagarajar College of Engineering, Madurai.

**Tracks Schedule**

**Track: 19**

**Track Chair: Ms. Sheetal Malagi, IIMB.**

**Date: Saturday, 19-Dec-2015**

**Time: 9:00AM to 11:00AM**

**Venue: C-21 (on First Floor, adjacent to Auditorium)**

<b>Abstract ID</b>	<b>Title</b>	<b>Author / Co-authors</b>	<b>Affiliation</b>
BAI 1168_1	Fleet planning simulation and Strategies: An Approach for Dynamic Routing	Dr. Avneet Saxena Dr. Anuj Prakash	Tata Consultancy Services, Bangalore.
BAI 1150	Ensemble Prediction Technique For Box Office Performance: Leveraging Social Media Analysis To Improve Accuracy	Saurabh Kumar Samrat Gupta	Indian Institute of Management, Lucknow.
BAI 1170	An assessment of Indian Manufacturing Sector: A Multivariate analysis	Shaik Saleem Dr. M. Srinivasa Reddy	Sri Venkateswara University, Tirupati.
BAI 1183	People Analytics to enhance Business Intelligence A quantitative approach to making better people decisions	J.M.Sampath Prathap B Kalpana Sampath	Arpitha Associates, Bangalore.
BAI 1065	Impact of Sports Analytics in Sporting Event Management: A Review	Subhasis Sen Kannan Rajagopal Ganesh Bhanushali	Symbiosis International University, Pune.
BAI 1160	Shopping Behaviour and Shopper's Segmentation in Rayalaseema Region of Andhra Pradesh: A Multivariate Analysis	Dr. G. Somasekhar Dr. M. Suresh Babu Shaik Saleem	Annamacharya Institute of Technology & Sciences, Tirupati.

## Tracks Schedule

Track: 20

Track Chair: **Mr. Jitendra Rudravaram, IIMB.**Date: **Saturday, 19-Dec-2015**Time: **9:00AM to 11:00AM**Venue: **C-22 (on First Floor, adjacent to Auditorium)**

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1275	Airline Revenue Management – Revenue Maximization through Corporate Channel	Karthik V Indranil Mitra	KPMG-India, Bangalore.
BAI 1308	Optimizing Marketing Revenue using Linear Programming	John Dilip Raj Rohit Nair Kavuri Suryaprakasa Rao	Dell International Services, Bangalore.
BAI 1104	Personality Profiling of Potential Car Buyers-Cluster Analysis Approach	M. Prasanna Mohan Raj Sanketh Sridhar Ayasya	Alliance University, Bangalore.
BAI 1171	Grouping Entities in a Population by Graph-Based Clustering of Regression Models	Pankaj Pansari C. Rajagopalan Ramasubramanian Sundararajan	Oxford University, United Kingdom.
BAI 1199	An Analysis of Process Identify Future Attrition of Employee Retention Management at Private Telecommunication Sector	P. Nivethitha Dr.S.Rita Dr.S.S.Shanthakumari	VIT University, Vellore.
BA 1194	Bringing Science into the Art of Learning & Development: A Case Study with Advanced Analytics	Pragga Roy Saurabh Das	Hewlett Packard Enterprise, Bangalore.

## Tracks Schedule

Track: 21

Track Chair: **Mr. Kumar Rahul, IIMB.**Date: **Saturday, 19-Dec-2015**Time: **11:30AM to 1:00PM**Venue: **C-11 (on Ground Floor, adjacent to Auditorium)**

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1307	A fuzzy optimisation model for selection of value-added recovery strategies in sustainable reverse logistics network	Jyoti Dhingra Darbari Vernika Agarwal P C Jha	Department of Operational Research, University of Delhi, Delhi.
BAI 1313	Marketing Campaign Management & Execution Process	Poonam Gupta Kunaal Naik Saiyad Rasikh	Dell International Services, Bangalore.
BAI 1257	Decoding vintage insurance agents - Workhorses of insurance	Mohit Agarwal Sanjay Thawakar	Max Life Insurance Co Ltd, Bangalore.
BAI 1088	Techno-Socio-Economic Analysis of Power Plants using DEA	Priyanka Maggo Ranjith Raj C R	Hewlett Packard, Bangalore.
BAI 1124	Data Processing, Business Scorecards and Dashboards and Data Visualization	Lalit Rajpal	Max Life Insurance Co Ltd, Gurgaon.
BAI 1394	Dynamic Real Time Data Analytics: A Case Study	Ruma Mukherjee Smitha T V	IBM India Pvt Ltd, Bangalore.

## Tracks Schedule

Track: 22

Track Chair: Ms. Mini T P, IIMB.

Date: Saturday, 19-Dec-2015

Time: 11:30AM to 1:00PM

Venue: C-12 (on Ground Floor, adjacent to Auditorium)

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1253	Elevating Cross Functional Team for Knowledge Sharing In High Performing Indian Organization	Dr. Anjali Rai K. Venkata Rao	ABES Engineering College, Ghaziabad.
BAI 1179	Man, Machine & Mathematics How In Memory & Open Source Technologies helping solve Big Data problems	Arup Ray	SAP Solution Delivery Centre, Bangalore.
BAI 1327	Mathematical Models for Dynamic Scheduling of Single Diffusion Furnace with Due-Date based Objectives	M. Vimalarani M. Mathirajan	Department of Management Studies, Indian Institute of Science, Bangalore.
BAI 1114	Customer Journey Longitudinal Analysis	Subhajit Ghosh Nilesh Modak	Dell International Services, Bangalore.
BAI 1170	PCA-ANN Based Approach for Remaining Useful Life Prediction for Roller Ball Bearings	Pradeep Kundu Bhupesh Kumar Lad	Indian Institute of Technology, Indore.

**Tracks Schedule**

**Track: 23**

**Track Chair: Ms. Shailaja Grover, IIMB.**

**Date: Saturday, 19-Dec-2015**

**Time: 11:30AM to 1:00PM**

**Venue: C-21 (on First Floor, adjacent to Auditorium)**

<b>Abstract ID</b>	<b>Title</b>	<b>Author / Co-authors</b>	<b>Affiliation</b>
BAI 1221	Automation in Business Analytics: A paradigm shift	R Kumar K Sharma	Analytics Team, Hyderabad.
BAI 1049	Early Warning System to capture future Troubled Accounts	Shreya Banerjee Tanushree Mondal Sowjanya Kranthi Adatrao	HP Enterprise Services, Bangalore.
BAI 1315	Transforming HR through Technology	Keerthi Musunuri Praveen B	EGMP, IIMB, Bangalore.
BAI 1316_1	Multi Criteria Media Planning Decisions for a Product Range in a Segmented Market	Sugandha Aggarwal Anshu Gupta Arshia Kaul Mohan Krishnamoorthy P. C. Jha	Galgotias University, Greater Noida.
BAI 1291	Pricing Strategies VIS-A- VIS Shoppers Perception A Study on Food Retail Stores in India	Srivalli Jandhyala	Jawaharlal Nehru Technological University, Hyderabad.

**Tracks Schedule**

**Track: 24**

**Track Chair: Mr. Prakash Hegde, Analytics Society of India.**

**Date: Saturday, 19-Dec-2015**

**Time: 11:30AM to 1:00PM**

**Venue: C-22 (on First Floor, adjacent to Auditorium)**

<b>Abstract ID</b>	<b>Title</b>	<b>Author / Co-authors</b>	<b>Affiliation</b>
BAI 1541	Pricing and Promotion Analytics	Deepak George Karthik Kuram Ramalakshmi Subramanian Sumad Singh	Accenture Analytics, Bangalore.
BAI 1125	Marketing Campaign Performance Analytics using Big Data	H. Karthik Murali	Hewlett Packard Enterprise, Chennai.
BAI 1230	Amalgamation of Structure and Unstructured Data to Identify Subrogation opportunities in Insurance Industry	Vamse Goutam S. Ravi Kumar	Genpact, Bangalore.
BAI 1267	Does Indian Stock Market Have Herding Tendency?	Ganesh R. Thiyagarajan S. Naresh G.	Department of Commerce, School of Management, Pondicherry University, Karaikal.
BAI 1233	Business Analytics in Power Sector from a Regulator Perspective	Umakanta Panda Supriya Panda	Veer Surendra Sai University of Technology, Burla, Orissa.



## Tracks Schedule

Track: 25

Track Chair: Ms. Mini T P, IIMB.

Date: Saturday, 19-Dec-2015

Time: 2:00PM to 3:00PM

Venue: C-11 (on Ground Floor, adjacent to Auditorium)

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1140	An Empirical Study on Leveraging Retail Analytics for Promotions in Decathlon	Smita M Gaiwad	Indus Business Academy, Bangalore.
BAI 1094	Prediction of Retweets Using Textual Features	S Ashish Bharadwaj Vivek Agrawal Ashwin T S Ram Mohana Reddy Guddeti	National Institute of Technology Karnataka, Surathkal.
BAI 1071	An Efficient Prediction Model using Multi Swarm Optimization empowered by Data Classification for Type – II Diabetes	A. Sheik Abdullah S. Selvakumar P. Karthikeyan M. Mahesh P.K. Deepchand	Thiagarajar College of Engineering, Madurai.
BAI 1067	Prediction of win in a football match	Neharika Raj Kamat Lakshmi Shankar Iyer	Institute of Management, Christ University, Bangalore.

## Tracks Schedule

Track: 26

Track Chair: Ms. Sheetal Malagi, IIMB.

Date: Saturday, 19-Dec-2015

Time: 2:00PM to 3:00PM

Venue: C-12 (on Ground Floor, adjacent to Auditorium)

Abstract ID	Title	Author / Co-authors	Affiliation
BAI 1332	Empirical Bayes Prediction for the Multi Variate News Vendor Loss Function	Gourab Mukherjee Lawrence D. Brown Paat Rusmevichientong	University of Southern California.
BAI 1305	COST MODEL A data driven approach to estimate PC Life cycle cost & enable profitable operations in emerging economies	Kavithaa Kiran Venugopal S G Prabhu Parthasarathy	Dell International Services, Bangalore.
BAI 1232	Video Analytics using Apache Spark	Krishnamurthy Padmanabhan Tejas Nagendra Dr. Aruna Malapati Suresh Gokarakonda	Dataken, Bangalore.
BAI 1316_2	Optimal Advertisement Planning of on-air and upcoming Programs across a Television Network	G. Kaur S. Aggarwal A. Kaul P. C. Jha	EXL Services, Noida.