



## ICDAM-2024

### 5<sup>th</sup> International Conference on Data Analysis and Management

*Organized by*

*London Metropolitan University, London, UK (Venue Partner)*

*in association with*

*WSG University, Bydgoszcz, Poland, Europe*

*&*

*Portalegre Polytechnic University, Portugal, Europe*

*&*

*BPIT, GGSIPU, Delhi*

*Date: 14<sup>th</sup> - 15th June 2024*

## CALL FOR PAPERS

### SPECIAL SESSION ON

### STRATEGIES OF BIG DATA ANALYTICS AND ITS APPLICATIONS IN BUSINESS MANAGEMENT

#### SESSION DESCRIPTION:

The rapid growth of big data has catalyzed innovations in technologies and methodologies for processing, analyzing, and leveraging vast volumes of data across various domains. This special session aims to showcase the latest advancements in scalable architectures, frameworks, and applications that facilitate efficient management and utilization of big data.

#### RECOMMENDED TOPICS:

*Topics to be discussed in this special session include (but are not limited to) the following:*

- Stream Processing and Real-Time Analytics
- Data Integration and Preprocessing Techniques
- Big Data Security and Privacy
- Machine Learning and AI Algorithms for Big Data Analytics
- Performance Optimization and Benchmarking
- Big Data-Driven Business Models and Strategies
- Market Dynamics and Pricing Mechanisms in the Era of Big Data
- Data-Driven Decision-Making and Strategy Formulation
- Predictive Analytics for Performance Forecasting
- Customer Analytics for Improving Business Performance
- Supply Chain Optimization using Big Data
- Performance Measurement Frameworks and Methodologies

#### SESSION ORGANIZERS:

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**SUBMISSION PROCEDURE:**

Researchers and practitioners are invited to submit papers for this special theme session on **Strategies of Big Data Analytics and its Applications in Business Management** . All submissions must be original and may not be under review by another publication. INTERESTED AUTHORS SHOULD CONSULT THE CONFERENCE'S GUIDELINES FOR MANUSCRIPT SUBMISSIONS at <https://icdam-conf.com/downloads> . All submitted papers will be reviewed on a double-blind, peer-review basis.

**NOTE:** While submitting a paper in this special session, please specify **Strategies of Big Data Analytics and its Applications in Business Management** at the top (above paper title) of the first page of your paper.

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