

**ICDAM-2021**  
**International Conference on Data Analysis and Management**

Organized Jointly by JAN WYZYKOWSKI UNIVERSITY, POLAND & Panipat  
Institute of Engineering & Technology, HARYANA, INDIA  
26th June 2021.

Conference website: <http://icdam-conf.com/>

\*\*\*\*\* CALL FOR PAPERS \*\*\*\*\*

**SPECIAL SESSION ON**

**Title: Big Data Analytics and Artificial intelligence in business and Marketing**

All the accepted papers (after double-blinded peer review) will be published in Springer's **Lecture Notes on Data Engineering and Communications Technologies** [Indexing: SCOPUS, INSPEC, EI Compendex, WoS] and extended selected papers will be published in the special issues of SCI/SCOPUS/WoS/DBLP/ACM indexed Journals. All accepted papers will be published in Scopus and WoS **Indexed Springer Series on Lecture Notes on Data Engineering and Communications Technologies** and **Extended papers to the following Journals:**

1. **Multimedia Tools and Applications, Springer (SCI IF 2.31)**
2. **Expert Systems, Wiley (SCI IF 1.54)**
3. **International Journal of High-Performance Systems Architecture (SCOPUS)**
4. **International Journal of Information and Communication Technology (SCOPUS)**
5. **International Journal of Data Analysis Techniques and Strategies (SCOPUS)**
6. **International Journal of Pervasive Computing and Communications (SCOPUS, ESCI)**

**Impotent Date**

<b>Submission Deadline</b>	<b>March 31st, 2021</b>
<b>Notification of Accept/Reject</b>	<b>May 15th, 2021</b>
<b>Final Paper Due</b>	<b>May 31st, 2021</b>
<b>Registration Deadline</b>	<b>May 31st, 2021</b>
<b>Conference</b>	<b>June 26th, 2021</b>

**SESSION ORGANIZERS:**

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## **EDITORIAL BOARD:**

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## **SESSION DESCRIPTION:**

**Aim: Organize a special session on Big Data Analytics and Artificial intelligence in Business and Marketing in order to provide a platform for researchers involved in the field of Business, Marketing, and big data Analytics with Artificial Intelligence research and mutual exchange of their thoughts, skills, and expertise.**

## **RECOMMENDED TOPICS:**

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

**Big Data Analytics**

**Big Data Analytics with AI for Business**

**Big Data Analytics with AI for Marketing**

**Big Data Analytics Programming Models**

**Heterogeneous data source integration on Cloud Computing**

**Energy Efficient algorithm for Cloud Computing**

**Security issues in Big Data Analytics and Cloud**

**Storage, indexing, and query processing for Big data**

**Big Data applications in Business and Marketing**

**Security, privacy, reliability, and trust in Big Data**

**Placement, scheduling, and optimization of Massive data**

**Evaluation and optimization of big data**

**Performance characterization of Big Data**

**Simulation and debugging of massive data systems and tools**

**Big data processing and analysis**

**Future Trends in Big Data Analytics**

**Digital marketing data analytics**

**Business intelligence and data analytics**

**Big data analytics in understanding marketing strategy, product development and consumer behavior**

**Data analysis and business modeling**

**Business analytics and decision making**  
**Emerging business intelligence and analytics trends for today business**  
**Business intelligence**

**DOWNLOAD PAPER TEMPLATE:**

1. Template-Special session :<https://mansaf.webs.com/Template-Special%20session%20title.doc>

2. T1-book.dot: <https://mansaf.webs.com/T1-book.dot>

Put Template-Special Session and T1-book.dot both file in same directory and write paper in Template-Special Session file

3. Readme-T1-Book.pdf: <https://mansaf.webs.com/readme-T1-book.pdf> ,The guideline is given in this file

**SUBMISSION PROCEDURE:**

Researchers and practitioners are invited to submit papers for this special theme session on [insert special session topic] on or before [insert due date]. 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.**

**Write Big Data Analytics and Artificial intelligence in business and Marketing before title first page of your paper and submit from the following link:**

<https://easychair.org/my/conference?conf=icdam2021>

**All submitted papers will be reviewed on a double-blind, peer review basis.**

**IMPORTANT NOTE: While submitting the paper in this special session, please specify [Big Data Analytics and Artificial intelligence in business and Marketing] at the top (above paper title) of the first page of your paper.**

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**Dr Kiran Chaudhary & Dr. Mansaf Alam**

**Home**

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