

**ICDAM-2022**  
**International Conference on Data Analysis and Management**  
*Organized by THEKORKONOSZA UNIVERSITY OF APPLIED SCIENCE*

On 25<sup>th</sup>- 26<sup>th</sup> June, 2022

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

**SPECIAL SESSION ON**

**Financial Data Analytics in Leading the Business**

**SESSION ORGANIZERS & EDITORIAL BOARD:**

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**SESSION DESCRIPTION:**

Usage of Data Analytics in Accounting and Finance is critical for the businesses in order to unveil the most valuable insights of their financials, identify the processes that need improvements to enhance efficiency and manage risks in a better way. Data analytics in accounting uses advanced techniques to capitalize on big data to create value and growth by leveraging emerging technologies like data sources, computing power, and digital infrastructure. Although many companies are planning to make use of data analytics in accounting and financial services, the pace of implementation is uneven. This special session on “Financial Data Analytics in Leading the Business” is aimed at exploring the use of Data Analytics tools in Accounting and Finance across the globe at large. It further aims to answer questions like - would this lead to evolving the accountant’s role as transactional work becomes automated or would data analytics simplify the audit trail or would the world of accounting & finance experience transformation due to accounting analytics?

**RECOMMENDED TOPICS:**

Topics up for discussion in this special session include (but are not limited to) the following:

- Utility of Accounting Analytics - Information and Disclosure
- Application of Financial Analytics Techniques to Create Value for Business
- Corporate Financial Reporting and Building Blocks
- Detecting corporate frauds using accounting analytics.

- Data Mining in Financial Analysis
- Financial Analytics to Operational and Strategic Decision Making
- Descriptive, Diagnostic, Predictive, and Prescriptive Data Analytics that Accountants use in Solving Business Problems
- Impact of Data Analytics on Business Performance
- Integrating Data Analytics for Triple Bottom Line Reporting
- Accounting analytics and Blockchains.
- Applicability of accounting analytics in the Fintech ecosystem.

**SUBMISSION PROCEDURE:**

Researchers and practitioners are invited to submit papers for this special theme session on **“Financial Data Analytics in Leading the Business” on or before 5<sup>th</sup> June, 2022**. 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 [http://icdam-conf.com/paper\\_submission.html](http://icdam-conf.com/paper_submission.html). All submitted papers will be reviewed on a double-blind, peer review basis.

**NOTE:** While submitting paper in this special session, please specify **“Financial Data Analytics in Leading the Business”** at the top (above paper title) of the first page of your paper.

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