28
Years of
Academic Excellence

Chairman & Secretary

VIVEKANANDHA

INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES

(Approved by AICTE New Delhi, Permanently Affiliated to Anna University, Chennai,
Recognized under section 2(f) and 12(B) of UGC, Accredited by NAAC with 'A' Grade)
Elayampalayam, Tiruchengode - 637 205, Namakkal Dt., Tamilnadu, India.
Website : www.viims.ac.in

AICTE SPONSORED

VIRTUAL INTERNATIONAL CONFERENCE

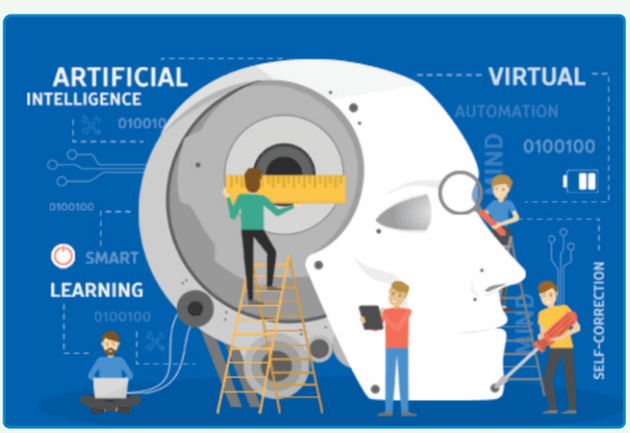
ON

MACHINE LEARNING AND DATA ANALYTICS

FOR

BUSINESS DECISION MAKING

05th & 06th March, 2021



Call for paper

Abstract Submission : 20.02.2021
Full Paper Submission : 28.02.2021
E-mail Id : viimsconference2021@gmail.com
Mobile : 98429 42240, 94433 16537
86108 03373, 98426 58386

VIVEKANANDHA EDUCATIONAL INSTITUTIONS

Vivekanandha Educational Institutions were established by Angammal Educational Trust in the year 1987. 'Vidhya Rathna' **Prof. Dr. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt.,** formed the trust with the objective to impart quality education to rural women students. Spanning across 250 acres, Vivekanandha Educational Institutions provide technical and professional education in the areas of Engineering, Management, Medical, Pharmacy, Dental, Nursing and Arts & Science. **23,000 women students** from rural as well as urban areas pursue their education at all levels and in all disciplines under one roof.

ABOUT VIIMS

As a part of Asia's Largest Women's Educational Institution, Vivekanandha Institute of Information and Management Studies (VIIMS) established in the year 2002, Approved by AICTE, New Delhi, Permanently Affiliated to Anna University, Chennai and Accredited by NAAC with 'A' Grade is offering MBA and MCA programmes exclusively for Women Students. The Institute has also obtained 2(f) & 12 (B) status under the UGC Act 1956. The objective of the Institution is to impart quality educations in management and computer applications to rural women students. It persistently seeks and adopts innovative methods to improve the quality of higher education on a consistent basis. The holistic approach of "college to corporate" enhances the students with potential and confidence to face the ever changing technology and business realities in Indian and Global Environment.

The primary objective of VIIMS B-School is to offer Quality Management Education to women students as per global standards. The departments have the impressive track record of consistently securing University Ranks and getting our students placed in reputed companies. Master of Computer Applications programme incorporates theoretical as well as practical learning experience to face the challenges of the dynamic fast growing IT industries and multinational software organizations for an excellent and rewarding career.

To encourage the students to undertake self employment as a career option and provide training on entrepreneurship, AICTE sponsored Entrepreneurship Development Cell has been functioning in our Institute. The Institute is also recognized by Anna University as Research Centre for offering full time and part time Doctoral Research Programmes in Management and Computer Applications.

ABOUT THE CONFERENCE

Machine learning is an emerging technology that represents progressive innovations in various domains namely healthcare, agriculture, business intelligence, military, robotics, transportation, image recognition, online fraud detection, forensic management etc. Machine learning mines fruitful insights to easily solve real time business problems. Business across the globe employs the various ML techniques to enhance the scalability and business operations in the key areas like financial analysis, recommendation system, sales forecasting, prediction of the customer behavior etc.. to improve their productivity. ML and data analytics advocate the business managers to improve their decision making skills and to drive the company forward, improve efficiency, increase business profits and to achieve organizational goals easily. Thus, the present conference will augment the decision making of the business managers and support researchers to effectively solve the real world problems.

OBJECTIVES OF THE CONFERENCE

- The conference aims at providing research stimulus to keen learners comprising Scholars, Academicians, Business Professionals, Entrepreneurs and Practitioners.
- The conference aims to equip the business professionals from different industries such as E-commerce, Insurance, Retail Industries, Banking & Finance Industries, Pharmaceutical Industries etc.. with decision making skills.
- The conference aims to share the experience of the participants in the latest developments in the areas of Business intelligence, Business analytics and machine learning.

CONFERENCE THEMES

The conference themes include all subareas of Artificial Intelligence, Machine Learning and Data Analytics.

- Machine learning and statistical methods for big data.
- Machine Learning algorithms and Learning Systems.
- Optimization algorithms for Real World Applications and Machine Learning.
- Cloud Computing and Evolutionary Computing for IoT applications
- Enterprise usage with Machine Learning
- Big data analytics for Business Intelligence
- Management Information Systems
- Business Process Re-engineering
- Impact of AI on effective CRM implementation
- CRM Artificial Intelligence Trends
- Automated fraud detection
- Business Data Analytics
- Machine Learning for ERP
- Improving ERP with Artificial Intelligence
- Churn Management using Machine Learning and Data Analytics
- Intelligent solutions for competent logistics
- Machine Learning in Human Resources – Applications and Trends
- Current AI applications in Finance, Banking & Insurance
- Soft computing Techniques and Applications
- Telecommunications and 5G
- Green computing
- Block Chain Technology and Crypto-Currencies
- Manufacturing, Predictive Maintenance, Industry 4.0
- Energy, Smart Grids, Renewable energies
- Climate change and sustainable environment
- Machine Learning Applications in Social sciences, Physical sciences, Engineering, Life sciences, Commerce, web, General Management, Hotel management, Agriculture, Transportation, Health Informatics, Medicine and other related domains.

GUIDELINES FOR ABSTRACT / ARTICLES

- The abstract heading should include the title of the paper and author's name.
- Maximum two authors are allowed. The abstract should not exceed 500 words.
- Manuscript must be typed clearly on one side of A4 size paper in 1.5 line spacing with Font size - 12, Font style - **Times New Roman** and not exceeding 8 pages.
- Soft copy of abstracts & full papers can be sent in advance to **viimsconference2021@gmail.com**

CONFERENCE PUBLICATIONS

All the shortlisted papers will be published in the edited e-book with International Standard Book Number (ISBN), International Management Research Review (IMRR - ISSN : 2231-2501), International Journal of Advanced Computer Applications (IJACA-ISSN : 2231 - 251X).

All the outstanding and plagiarism free papers will be published in UGC recognized journal at a publication Fee of ₹ 1200 /- per paper.

REGISTRATION FEE	INDIA	ABROAD
Academicians / Research Scholars	₹ 500	50 USD
Students	₹200	20 USD
Industrial and Other Participants	₹ 1000	100 USD

(Registration fee include e-Certificate and e-Book ISBN Publications)

TARGET PARTICIPANTS

Academicians, Research Scholars, Students, Industrial participants and Entrepreneurs.

MODE OF PAYMENT

The Registration fee should be paid through DD from any nationalized bank drawn in favour of **"The Director, VIIMS"**, payable at Tiruchengode or through **NEFT** transaction to the following SB Account.

Account No. : **182701000009160**
A/c Holder Name : **"The Director, VIIMS"**
Name of the Bank : **Indian Overseas Bank**
Branch : **Vivekanandha College Campus (VCC),** Elayampalayam.
IFSC Code : **IOBA0001827**

*** Last Date for Registration: 28th Feb, 2021 along with duly filled online registration form.**

Google FORMS

Link : https://forms.gle/JgCkPPfDUpY2cQ2v7

DATES TO REMEMBER

Last Date for Abstract Submission : 20th Feb, 2021

Last Date for Full Paper Submission : 28th Feb, 2021

CHIEF PATRONS

Vidhya Rathna Prof. Dr. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt.,
Chairman & Secretary, Vivekanandha Educational Institutions & Hospitals.

Tmt. KRISHNAVENI KARUNANITHI, M.A.,
Managing Director, Vivekanandha Educational Institutions & Hospitals.

PATRONS

Dr. S. ARTHANAREESWARAN, M.D., (Gen.)
Joint Managing Director, Vivekanandha Educational Institutions & Hospitals.

Dr. K. SREERAAGHANIDHI ARTHANAREESWARAN, M.S., (Ophthal)
Joint Secretary, Vivekanandha Educational Institutions & Hospitals.

Dr. K. KRUPANIDHI, M.B.B.S., M.D., (Emergency Medicine),
Vice Chairman, Vivekanandha Educational Institutions & Hospitals.

Dr. K. B. NIVETHANA KRUPANIDHI, M.B.B.S., M.S., (OG)
Director, Vivekanandha Educational Institutions & Hospitals.

Prof. Dr. S. KUPPUSWAMI, B.E., M.Sc (Eng)., Dr.Ing (France)
Executive Director, Vivekanandha Educational Institutions.

Mr. M. CHOKKALINGAM, M.Sc., B.Ed.,
Chief Executive, Vivekanandha Educational Institutions & Hospitals.

Mr. S. VARADHARAJU, M.Pharm.,
Admission Director, Vivekanandha Educational Institutions & Hospitals.

ADVISORY BOARD

Prof. Dr. N. PANCHANATHAM,
Vice – Chancellor, Tamil Nadu Teachers Education University, Tamilnadu.

Prof. Dr. NAVIN SHETH,
Vice-Chancellor, Gujarat Technological University, Gujarat.

Dr. SHAILESH ZALA,
Former Vice chancellor, Maharaja Krishnakumarsinhji Bhavnagar university, Gujarat.

Dr. VIRENDRA GOSWAMI,
Former Vice Chancellor, Sangam University, Rajasthan.

Dr. XIAO-ZHI GAO,
Professor, School of Computing, University of Eastern Finland, Finland.

Dr. YU-CHEN-HU,
Professor, Dept. of CS & IM, Providence University, Republic of China(Taiwan).

Dr. S. KAMALAKANNAN,
Professor, Division of Biotechnology, Jeonbuk National University, South Korea.

Dr. LAKSHMANAN SHANMUGAM,
Research Professor, Kunsan National University, Rep. of Korea.

Dr. SUBRAHMANIAN MUTHURAMAN,
Assistant Professor, Faculty of Business Studies, Oman.

Mrs. S. YOGACHITRA,
Vice President-HR, Karaikal Port Pvt Ltd.,Chennai.

Mr. V. DINESH,
Vice President, Kissflow Technologies , Chennai

Mr. S. ANTONY,
Mindtree, Chennai.

Mr. SANDESH MURCHY,
Lead HR, Oracle JAPAC, Oracle.

Mr. M. KRISHNAMOORTHY,
eNoah's Principal Consultant, Chennai.

Ms. RAJALAKSHMI SUBRAMANIAN,
Director, Career Tree HR Solutions, Chennai.

Dr. MANJUNATH RAMACHANDRA,
Principal Consultant, Wipro Ltd, Bangalore.

Dr. RAJ AGRAWAL,
Director & Professor, All India Management Association, New Delhi.

Dr. S. JEYAVELU,
Professor & Dean, VIT-AP School of Business, Andhrapradesh

Dr. R. MANIMEGALAI,
Professor and Head, PSG Institute of Technology and Applied Research, Coimbatore.

Dr. ASHA AMBHAIKAR,
Professor and Dean, Kalinga University, Raipur

Dr. S. P. SHANTHARAJAH,
Professor and Head, VIT University, Vellore.

Dr. MOHIT VERMA,
Director, Amity University, Noida

Dr. URVASHI MAKKAR,
Director, Institute of Management Studies, Ghaziabad.

Dr. VIJAY PITHADIA,
Director MBA , Smt. S H Gajera MBA Mahila College, Amreli, Gujarat.

Dr. G. GOPALAKRISHNAN,
Director, BIMHRD, Pune.

Dr. BHAGYASHREE S R,
Dean Reasearch, ATME College of Engineering, Mysore.

Dr. SUBASH CHANDRANATH,
Asso. Dean(R&D), Prof. (Marketing & Strategy), Sri Sri University, Cuttack, Orissa.

Prof Dr. R. ANITA,
Dean Academics, St.Joseph's Degree & PG College, Hyderabad.

Dr. KCK. VIJAYAKUMAR,
Principal, Vivekanandha College of Engineering for Women, Tiruncehngode

Dr. M. DEVI,
Principal, Vivekanandha College of Technology for Women, Tiruncehngode

Dr. B.T. SURESH KUMAR,
Principal, Vivekanandha College of Arts and Sciences for Women, Tiruncehngode

Dr. L. ARUNA,
Principal, Vivekanandha College for Women, Tiruncehngode

Dr. N. RAJENDRAN,
Principal, Vivekanandha Arts and Science College for Women, Sankari

Dr. V. MOHANASUNDARAM,
Director, Vivekanandha Institute of Information and Management Studies, Tiruncehngode

ORGANIZING COMMITTEE

Mr. T. KRISHNAKUMAR, HOD / MBA,VIIMS, Mob : 8610803373

Dr. S. ANITHA, HOD / MCA,VIIMS , Mob : 9842658386

Dr. R. MYILVAHANAN, Asso. Prof / VIIMS, Mob:8825827340

Dr. S. SENTHILKUMAR, Asso. Prof / VIIMS, Mob:9842007699

Dr. J. SRIMATHI, Asst. Prof / VIIMS, Mob:8870679709

Dr. R. FLORENCE BHARATHI , Asso. Prof / VIIMS, Mob:9840958615

Ms. S. SENTHAMARAI SELVI, Asst. Prof / VIIMS, Mob:9843635530

Mr. M. HARIHARAN, Asst. Prof / VIIMS,Mob: 6369767508

Mr. P. SENTHILKUMAR, System Admin, VIIMS, Mob : 9688842401

Ms. M. LAVANYA, Lab Instructor, VIIMS, Mob:6380180993

For further Details contact

Dr. V. MOHANASUNDARAM
Director

VIVEKANANDHA
INSTITUTE OF INFORMATION & MANAGEMENT STUDIES
Elayampalayam, Tiruchengode - 637 205,
Namakkal Dt., Tamilnadu, India.
Cell : 98429 42240, 94433 16537.
E-mail : viimsconference2021@gmail.com
website : www.viims.ac.in

With best compliments from :

VIVEKANANDHA EDUCATIONAL INSTITUTIONS & HOSPITALS