



CMR UNIVERSITY

Private University Established in Karnataka State by Act No. 45 of 2013



Driving Growth
Accelerating Performance

International Conference on Management & Data Analytics (ICOMDA 2022)

Organized by

School of Management, CMR University, Bengaluru.

In association with

Ariel University, Ariel, Israel,

**ARIEL
UNIVERSITY**



**AMDISA-Association of
Management Development
Institutions in South Asia**



AMDISA
SUPPORTED PROGRAMME

and

**ORSI - Operational Research
Society of India
- Bengaluru Chapter**



19, 20 & 21 Oct 2022 @ CMR University, OMBR Campus, Bengaluru, Karnataka, India

About ICOMDA2022

ICOMDA2022 is an interdisciplinary gathering of researchers and academicians at the intersection of Management, Data Analytics, Statistics, and related areas.

The goal of ICOMDA2022 is to broaden research in the above fields by promoting exchange of ideas and networking among professionals, academicians, and researchers.

Research papers and posters based on the theme of the conference will be presented in the hybrid mode (Offline/Online) by researchers to the panel of experts.

Call for papers

Submissions are invited from academicians, research scholars and corporate executives in the areas of Management, Data Analytics and related domains.

All papers submitted will undergo rigorous unbiased double peer review process by experts in the area of research that the author has focussed on.

Abstracts and full papers must be submitted using the link given below:

<https://forms.gle/zNU4EpS95EareLB1A>

Paper submissions on theoretical and applied research, within the conference scope are accepted. The topics on which authors (researchers) can focus are:

Track 1: Marketing Management

Advertising
Brand Management
Consumer Behaviour
Digital Marketing
E-commerce
Global Account Management
Integrated Marketing Communication
Low cost Marketing
Market Segmentation and Targeting
Marketing Analytics
Marketing planning and Forecasting
Product Design and Positioning
Relationship Marketing
Services Marketing
Territory Design

Track 2: Financial Management

Behavioural Finance
Capital Structure
Corporate Finance
Dividend Policy
Earnings and Stock returns
Financial Accounting and Management
Financial Planning and forecasting
Liquidity Analysis
Market Microstructure
Mergers and Acquisitions
Mutual fund performance
Optimization Methods in Finance
Portfolio Management
Pricing & Revenue Management
Working Capital Management

Track 3: Operations Management

Business Process Analysis
Business Statistics
Enterprise Resource Planning
International Logistics
Layout Optimization
Lean Manufacturing
Location Analysis
Materials Management
Network Models
Operations Research
Process Improvement
Project Management
Queuing Theory
Rostering and Scheduling
Supply Chain Operations

Track 4: Human Resource Management

Compensation Management
Conflict Management
Counselling
Employee Motivation
Employee Engagement
Human Resource Analytics
Human Resource Management
Job satisfaction and Employee Morale
Labor Welfare
Organization culture
Performance appraisal system
Quality of Work Life
Recruitment and Training
Stress Management
Talent identification and Management

Track 5: Technology Management

E Business Management
E Commerce
Innovation Management
Intellectual Property Rights
Internet of Things (IoT)
IT Security Management
IT Services Management
Management of Start-Ups
Marketing in High Technology Firms
Patents
Systems Management
Systems Management
Technology As A Service
Technology Diffusion Models
Technology Transfer

Track 6: Data Analytics

Business Process Intelligence
Causality
Classification
Clustering
Deep learning
Density estimation
Graphical models
Logic and probability
Multi-agent systems
Nonparametric models
Optimization
Prescriptive Analytics
Relational learning
Structured prediction
Unsupervised & semi-supervised learning

Important Dates

Abstract submission:	10 Sep 2022
Full Paper submission before:	26 Sep 2022
Camera-ready papers before:	06 Oct 2022
Registration ends:	12 Oct 2022
Pre-Conference Workshop:	19 Oct 2022
Main Conference:	20-21 Oct 2022

Programme Schedule

- 19 Wed Oct 2022:**
Registration - Pre-conference Workshops
- 20 Thu Oct 2022:**
Registration - Conference, Inauguration, Keynote Sessions, Parallel Sessions
- 21 Fri Oct 2022:**
Parallel Sessions, Awards / Valedictory

Registration Fee

- Regular Registration**

Offline Conference	Online Conference
INR 1200 USD.50	INR 950 USD.30
- Student Registration**

INR 950 USD.30	INR 650 USD.20
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- Pre-Conference Workshop on Data Analytics** (only offline)
INR1200 USD 50

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Keynote Speakers

Moti Zwiling, Ph.D, Department of Economics & Business Administration, Ariel University, Israel.

Prashant Natarajan, Senior Director & Product Maker, H2O.ai, Mountain View, California, USA

Mantoo Appadoo, PhD, Professor & HOD, Asper School of Business, University of Manitoba, Canada

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CMR University is located in Bangalore, the Garden city and Silicon Valley of India. CMR University is an upcoming university with focus on promoting interdisciplinary education for sustainable development. The University is promoted by CMR Jnanadhara Trust, a unique education conglomerate based in Bangalore, India that offers a wide range of courses from the Montessori / Kindergarten level to Post Graduate and PhD programmes. Nearly 35 thousand students from more than 50 countries are part of CMR institutions. CMRU is also a signatory to PRME. CMRU's School of Management offers Undergraduate, Postgraduate, Doctoral and Executive Programmes in Management. The School has partnerships with a number of international organizations including IUSDRP and ISAE, Brazil.

About Ariel University, Israelwww.ariel.ac.il

Ariel University, established in 1982, was officially recognized as a full research university in 2012, making it Israel's newest university. It is evolving into a major institution of research and higher education. Ariel University strives to play a meaningful role in mending the gaps between different population groups and provide new opportunities for all its students to realize their personal potential to the fullest. Ariel University has integrated research and development into its prime goal of educating the next generation. Ariel University's award-winning technological Incentive Incubator has an exceptional track record of nurturing seed-stage companies to success. Incentive acts as the seed arm of Peregrine Ventures and co-invests with leading local and international VCs and funds.

About AMDISAwww.amdisa.org

AMDISA - Association of Management Development Institutions in South Asia is a network of Management Education and Management Development Institutions in South Asia. It has 304 member institutions and networks management development institutions across the eight South Asian Nations through exchanging information, facilitating inter-country research initiatives, conducting regional conferences, workshops, colloquia and programmes, and thereby providing a forum for interaction among academics and business leaders.

About ORSIwww.orsihq.org

The Operational Research Society of India (ORSI) was founded in 1957 and it provides a common forum for the Operations Research Specialists-theoreticians and practitioners – to widen their horizon by exchange of knowledge and application techniques. They may work in academia, in industry or in public service, teaching, conducting research or consulting by developing and applying OR methods. The Society is affiliated to the International Federation of Operational Research Societies (IFORS) and Asia Pacific Operational Research Societies (APORS). The ORSI Bangalore chapter is associated with this conference as a knowledge partner.

Publication of Research Papers

All peer reviewed and accepted papers will be presented at ICOMDA2022 and published in the digital conference proceedings with ISBN.

Select papers subject to blind review and fulfillment of journal requirements of our publication partners will be published in the selected indexed journals listed below(publication charges if any will be borne by the Authors):

- International Journal of Business and Globalization
- World Review of Entrepreneurship, Management and Sustainable Development
- International Journal of Entrepreneurship and Small Business

Conference Venue

The ICOMDA 2022 Conference is held in Bangalore, India.

Venue: OMBR Campus, CMR University, Banaswadi, Bengaluru 560043

<https://goo.gl/maps/TK43aZimBPVgDhn99>

The CMR University, OMBR Campus is located in the central area of Bengaluru. The city is well connected by road, rail and air. Foreign participants arrive at Bengaluru International Airport – BIAL which is located 30 kilometers from the center of Bengaluru. The airport is connected to the city center by express bus services or by taxi.

Contact

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About Bengaluru

Bengaluru is known as the Silicon Valley of India with its many world famous IT companies and has a vibrant innovation and entrepreneurship culture. Bangalore (now renamed Bengaluru) is the capital of India's southern state of Karnataka. The center of India's high-tech industry, the city is also known for its parks and pleasant weather. Some of the places of interest in Bangalore include Cubbon Park, Lalbagh, Vidhana Soudha, a Neo-Dravidian legislative building, 19th-century Bangalore Palace, modeled after England's Windsor Castle, and Tipu Sultan's Summer Palace, an 18th-century teak wood structure. Nandi Hills is a set of breathtaking hillocks which is a complete nature retreat. Other tourist places near Bangalore include Mysore, Coorg, Shravanabelagola, Ooty, Belur and Halebid.