

Call for Papers

Business Analytics in India – Opportunities and Challenges

Business Analytics, also known as Business Intelligence, is the process of collecting and analysing domain-specific data stored in data warehouses to derive valuable insights about customers and emerging markets, and to identify opportunities as well as key drivers to business growth. It is increasingly being seen as the key differentiator that provides a competitive edge to companies across industries. The tools used in Business Analytics are varied. They range from simple slice-and-dice tools to statistical methods such as logit regression, discriminant analysis and multivariate analysis, to more sophisticated tools such as neural networks and optimisation. The application domains are equally varied. FMCG companies, banks, insurance companies and airlines have all been beneficiaries of Business Analytics.

While India has long been known as the destination for IT services, and more recently for Business Process Outsourcing (BPO), are there significant opportunities in the Business Analytics space as well? Can lessons be drawn from the success of GE's Jack Welch Centre in Bangalore? If opportunities are present, then where, and in what form do they exist? For instance, are the opportunities to be tapped primarily in the American and European markets or are there opportunities in the Indian market as well? Are there more opportunities in providing technological support in the data collection and data integration stage, or during the report generation stage? Are there specific verticals where India offers a unique advantage? What are the impediments to the growth of this industry in India? Are there any technological challenges that need to be overcome? Can expertise in IT services and BPO be leveraged to generate growth in this segment? This Round Table seeks to understand this industry segment and find answers to some of the questions listed above.

Suggested topics include (but are not limited to):

- Some successful Business Analytics initiatives in various sectors of the industry
- Understanding the infrastructure and manpower needs for India to be a major player in Business Analytics
- Understanding the unique strengths that India may have to offer in this segment and how to leverage it
- Understanding user needs in Business Analytics
- Technological challenges associated with integrating data from multiple sources
- Successful applications of Business Analytics for identifying and retaining valuable customers
- New analytical models for reducing 'shopping cart' abandonment in e-marketing
- Case studies on successful application of Business Analytics by banks for managing credit cards, housing loans and insurance
- Innovative applications of Online Analytics Processing (OLAP)
- Case studies on successful applications of Business Analytics in Supply Chain Management.

In line with the objectives of the journal, IIMB Management Review encourages contributions that could advance the practice of management and provide readers with conceptual clarity. Prospective authors are requested to refer to a recent issue of IIMB Management Review or visit <http://www.iimb.ernet.in/review> for submission guidelines.

All submissions marked 'Business Analytics in India – Opportunities and Challenges' are to be made to:

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or
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