



**RV Institute of Management®**

**A brief report on**

**International Conference on Business Intelligence and Data Analytics (BIDA 2024) Organized by RV Institute of Management (RVIM), Bangalore, India.**

**Technically Sponsored by Soft Computing Research Society.**

**Date: 6<sup>th</sup> and 7<sup>th</sup> April, 2024.**

**Venue: Conference Hall, RVIM, Bangalore.**

**Time: 9.30 am to 5.30 pm**

**Event : International Conference**

**Event Coordinators: Dr. Noor Firdoos Jahan**

The International Conference on Business Intelligence and Data Analytics (BIDA 2024) was organized by RV Institute of Management (RVIM), Bangalore, India and Technically Sponsored by Soft Computing Research Society. It is a prestigious event that brings together professionals, researchers, academics, and industry experts from around the world to discuss and exchange ideas on the latest advancements and innovations in the fields of business intelligence (BI) and data analytics. It provides a platform for networking, collaboration, and learning, enabling participants to stay abreast of emerging trends and best practices in leveraging data for strategic decision-making and business growth.

The conference was well attended by eminent academicians from reputed educational institutions and research scholars from different parts of the country. we received 491 paper submissions across 12 countries namely, Cambodia, Ecuador, Fiji, India, Morocco, Nigeria, Philippines, Russia, Serbia, Sri Lanka, USA, Vietnam, out of which 58 papers were accepted and registered. We also received around 557 reviews. The Acceptance rate being 12%.

Therefore, 58 selected papers were presented in the conference in 11 technical sessions across the 2 days of the conference. The key themes included Advanced Analytics and Machine Learning, Business Intelligence Applications, Big Data Management and Processing, Business Intelligence Applications, Data Governance and Privacy, Industry 4.0 and IoT Analytics, Visual Analytics and Data Visualization and Business Strategy and Data-driven Decision Making

Inauguration of the Conference was done in the presence of Dr. J. C. Bansal, General Secretary SCRS, Dr Srinidhi S, Founder & CEO, Sainik Cars Mobility Innovations Pvt Ltd, Bangalore who was the chief guest, Guest of Honor, Prof. Bholanath Dutta, Founder & President- MTC Global, Prof. Dieu Hack-Polay, Professor in Management, Crandall University, Canada & the University of Lincoln (UK). The Inaugural function was presided by Dr. Dwarka Prasad Uniyal, Pro Vice Chancellor, RV University, Dr. Noor Firdoos Jahan, Professor, RVIM and General Chair BIDA 2024 and Dr. Purushottam Bung, Director, RVIM and General Chair BIDA 2024. The dignitaries spoke about the role of AI and Analytics in Business development and brought out importance of innovations and sustainability in running today's business with many practical examples brought out

the importance of innovations and productivity in various fields of business and how innovations can be adopted using common sense approach.

There was Keynote address by Mr. Akilur Rahman, Chief Technology Officer - Hitachi Energy India Limited who spoke about Industry 4.0 and VUCA in Business followed by the 2nd Keynote talk by Dr. Sergio Ribeiro, who is a professor of Management at Crandall University Canada. He spoke about Artificial Narrow Intelligence, General Intelligence and Artificial super Intelligence. The 3rd Keynote address was delivered by Prof. U Dinesh Kumar, IIM, Bangalore, who spoke about “Demystifying AI with use cases from India”. Sir talked about the value of data where he gave the example of Amazon's revenue earned through their recommendation system and the Applications of AI in innovation, automation, insights and intelligence.

Technical session consisted of 11 parallel sessions (Offline and Online). The chair persons for these sessions were Prof. Dr. D. Narasimha Murthy, Dean - Marketing and Research, S.P.Mandali's We School, Bangalore; Prof. Sandeep Kumar, Professor, Department of Computer Science and Engineering, Christ (Deemed to be University), Bangalore, ;Dr.Andhe Dharani, Professor and Diector, Department of MCA, RVCE; Dr. Shampa Nandi, Professor of Analytics and Marketing,Principal, PGDM, ISME, Bengaluru; Dr. Mahesh Pavan Sathavalli ,Program Manager WPP India IT; Dr. Veena A. Associate Professor, RV University, Bangalore; Dr.N.S.Narahari, Professor ,Department of Industrial Engineering & Management ,RV College of engineering, Bangalore; Dr Elangovan N, Professor & PhD Coordinator, School of Business and Management, CHRIST(Deemed to be University), Bangalore, Dr.Anupama K Malagi, Professor, RVIM, Bangalore; Dr.N.S.Narahari; Prof. Mithun DJ, Co-ordinator, PGDBA, Bangalore,RVIM; Dr.L.Vijayashree,Professor & Head ED Cell Dept. of Management Studies, BNMIT, Bangalore; Dr. Padmalini Singh, Associate Professor, RVIM; Dr. Madhumita Guha Majumder,Professor & Program Head, Research & Business Analytics S.P.Mandali's We School, Bangalore; Dr.Santhosh M, Associate Professor, RVIM; Prof. Dr. Azhar Kazmi ,Former Visiting Professor ,Department of Management & Marketing, KFUPM Business School, Dhahran(Saudi Arabia); Dr. Vinay KS, Assistant Professor, RVIM; Dr. Bhavani M R, Director - Student Affairs,Associate Professor, School of Commerce and Management, Chanakya University, Bangalore; Dr.Jahnavi M, Associate Professor, RVIM; Prof. Iqbal Thonse Hawaldar, Professor, Department of Accounting & Finance, College of Business Administration & Director, Accreditation & Quality Assurance Centre, Kingdom University, Bahrain; Prof. Sandeep Kumar and Dr.Tamizharasi D, Professor, RVIM. All the themes were discussed and deliberated upon at great length by the delegates and added value to existing knowledge base. The entire conference was co-ordinated by Dr. Noor Firdoos Jahan and other Faculty members and Non- Teaching staff at RVIM.

The Valedictory ceremony was held in the presence of Dr. Avnish Kshatriya, Chief Digital & Information Officer (CDIO) at Trilegal; Dr.N.S.Narahari, Professor in the Department of Industrial Engineering & Management at the prestigious RV College of engineering Bengaluru and Prof. Sandeep Kumar, Professor, Department of Computer Science and Engineering, Christ (Deemed to be University), Bangalore; Dr. Noor Firdoos Jahan, Professor, RVIM and General Chair BIDA 2024 and Dr. Purushottam Bung, Director, RVIM and General Chair BIDA 2024.

The best paper awards in each track were awarded to Chidhananda R S, Apurva Kulkarni who wrote a paper titled “MIR in Music Business Analytics: Exploring the Relationship between Audio Frequencies and Listenership Impact”; Aleksandra Bozovic, Luka Jovanovic, Aleksandra Nastasic, Milos Antonijevic, Nebojsa Bacanin, Miodrag Zivkovic who wrote a paper titled “Job Satisfaction Analysis: Optimizing extreme Gradient Boosting with Natural Language Processing through Modified Metaheuristic”; Subha R, Rekha Radhakrishnan, Selvadass M who wrote a paper titled “Deep Learning Based Estimation of Remaining Useful Life of Bearing Using Time Frequency Spectrogram”; Aaron Probha, Pawanjeet Singh Thind, Amarthya Dutta Gupta, Boppuru Rudra Prathap, Kukatlapalli Kumar, paper title being “Real Time Stress Monitoring Using IoT Wearable Sensors and Machine Learning” and Thayumanan T, Viswabharathi K A, Rithick K R, Nalinadevi Kadiresan, their paper titled “Transliteration Framework for Tamil-English Code-Mixed Text”. Dr. Noor Firdoos Jahan extended the Vote of Thanks and the ceremony ended with the National Anthem.

BIDA 2024 was a landmark event, showcasing cutting-edge research, industry case studies, and practical applications in the rapidly evolving landscape of BI and data analytics. BIDA 2024 has successfully helped explore how organizations can harness the power of data to gain insights, drive innovation, and achieve competitive advantage in today's dynamic business environment.

#### PHOTO GALLERY:





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**RV Institute of  
Management®**

CA 17, 36th Cross Rd, 26th Main,  
4th T Block East, Jayanagar,  
Bengaluru - 560041, Karnataka, India

080 42540300  
080 26547048

[www.rvim.edu.in](http://www.rvim.edu.in)



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