



RV Institute of Management®

A brief report on

International Conference on Business Intelligence and Data Analytics (BIDA 2025) organized by RV Institute of Management (RVIM), Bangalore, India.

Technically Sponsored by Soft Computing Research Society.

Date: 12th and 13^h April, 2025.

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 2025) 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 601 paper submissions across 08 countries namely, Bangladesh, Fiji, Finland, India, Serbia, Thailand, USA and Vietnam, out of which 80 papers were accepted and registered. We also received around 786 reviews. The Acceptance rate being 14%. The accepted papers will be published in Scopus Indexed Springer Book Series named "Smart Innovation, Systems and Technologies". The conference will have 16 Parallel sessions spread across in two days on various themes namely, Intelligent Technique, Business Intelligence, Data Science, Emerging Techniques, Image Processing and Computer Vision

Inauguration of the Conference was done in the presence of Dr. J. C. Bansal, General Secretary SCRS, Mr. Aninda Bose, Executive Editor, Springer Nature, Mrs. Padmavathi Swamy Rao, Founder & CEO, Maclogs Pvt Ltd, Prof. Dieu Hack-Polay, Crandall University, Canada, Mr. M.D. Kasturi Ranga, Trustee, RSST & Chairman, RVIM, Dr. Noor Firdoos Jahan, Professor, RVIM and General Chair BIDA 2025 and Dr. Purushottam Bung, Director, RVIM and General Chair BIDA 2025. 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. Aninda Bose Executive Editor - interdisciplinary Applied Sciences Springer Nature, UK who spoke about Ethics in publishing and also introduced many tools that can help authors in writing and publishing their papers followed by the 2nd Keynote talk by Dr. Kiran Veigas, VP & Head, Corporate Marketing, Branding & Communications, Happiest Minds

Technologies, Bangalore. He spoke about Artificial Narrow Intelligence, General Intelligence and Artificial super Intelligence. There were also Industry Invited Speakers sessions by Ms. Kenchen Bharwani, Fashion Consultant, Empire Apparel LLC - New York, USA, Mr. Supreeth Meka, Dell Technologies, Mr. Writuraj Sarma, Sr PM, Samsung, Mr. Srikanth Bellamkonda, Assistant Vice President | Connectivity Service Operations, Ms. DEEKSHA MISHRA, Data Science Manager at Meta Inc, Mr. Koushik Kumar Ganeeb, Principal Member of Technical Staff / Salesforce Inc, Mr. Murugan Lakshmanan, Fidelity Investments, Mr. Akaash Vishal Hazarika, Senior Member of Technical Staff, Salesforce, Ms. Padma Rama Divya Achanta, CDW, Mr. Vishnu Ramineni, Albertsons Companies and Mr. Prema Kumar Veerapaneni, Lead Data Engineer, Mphasis Corporation. Keynote Talk 4 was by Mr. Naveen Kumar Bhansali Co-founder - CTO & AI Head at BlitzAI | Adjunct Faculty at IIM Bangalore

Technical session consisted of 16 parallel sessions (Offline and Online). The chair persons for these sessions were 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. Mahesh Pavan Sathavalli ,Program Manager WPP India IT;; Dr.N.S.Narahari, Professor ,Department of Industrial Engineering & Management ,RV College of engineering, Bangalore; Prof. Mithun DJ, Co-ordinator, PGDBA, Bangalore, RVIM; 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; 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 coordinated by Dr. Noor Firdoos Jahan and other Faculty members and Non- Teaching staff at RVIM.

The Valedictory ceremony was held in the presence of Mr. Gokulram Krishnan, Manager of AI & Data in Technology Consulting, EY and Conference Chair, BIDA 2025, Chief Guest Mr. Raghavendra G S Chief Financial Officer, JUSPAY, Bengaluru Dr. Noor Firdoos Jahan, Professor, RVIM and General Chair BIDA 2024 and presided by Dr. Purushottam Bung, Director, RVIM and General Chair BIDA 2024. During Valedictory the best paper awards in each theme were awarded to these paper 's authors:

Track Name	Paper ID	Title	Authors
Business Intelligence	235	Bridging Job Demand and Student Employability: A Hybrid CNN-LSTM Framework for Real-Time Job-Skill Alignment and Career Recommendation	Chandresh Kanyal, Dania B Sam, Ananya Ga Ratan Priya Singh, Kalpana A V
Data Science	601	An Attention Mechanism based Deep Learning Model for Assessing Quality of the Produce	Nidhi Goyal, Sumit Kumar, Mukesh Saraswat
Emerging Techniques	410	Algorithmic Trading: A Statistical and Adaptive Anaalysis of Quadrant Strategies Enhancements	Aditya Saxena
Image Processing and Computer Vision	599	Benchmarking Tools and Methodologies for Cloud Performance	Pavan Srikanth SubbaRa Patchamatla

Intelligent
Technique

478

Edge-Based DDoS Mitigation in IoT Home
Automation using CNN-LSTM

Vedant Sonawane,
Harsh Shrivastava,
Varad Patil,
Swapnil Suryawanshi,
Jayashree Katti

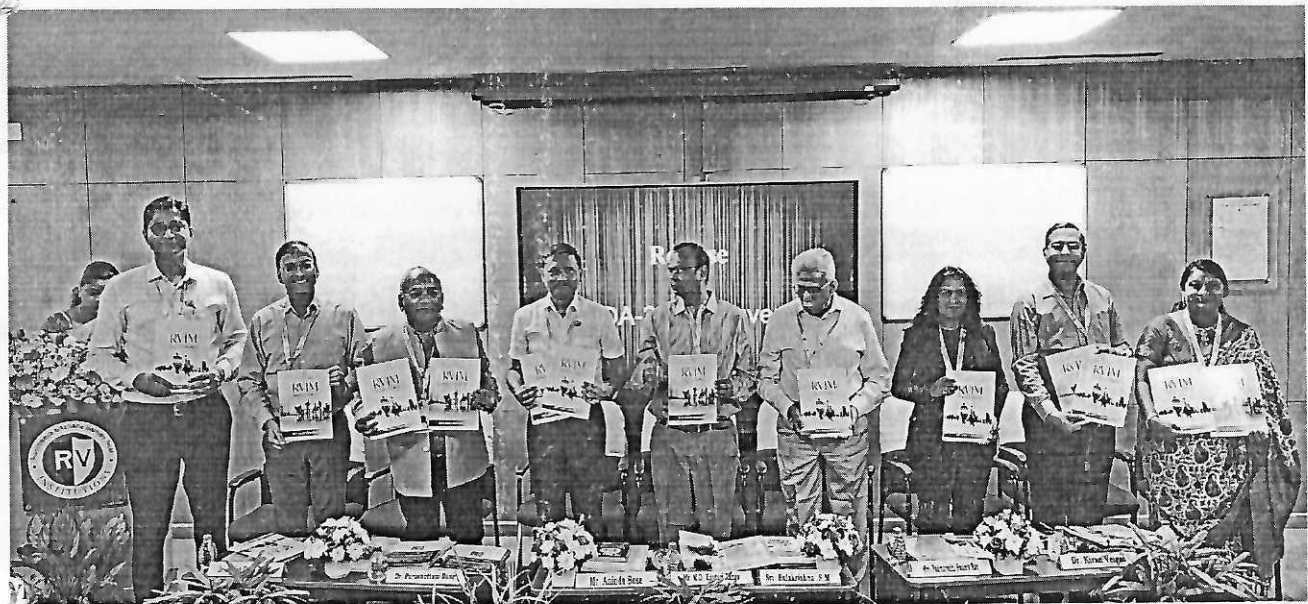
Dr. Noor Firdoos Jahan extended the Vote of Thanks and the ceremony ended with the National Anthem.

BIDA 2025 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 2025 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:










Event Coordinator




Director



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