Conference Schedule

Day 1 (29/04/2016)
Session I : 10 a.m.- 12.30 p.m.
Session II : 2 p.m.- 4.30 p.m.

Day 2 (30/04/2016)
Session III : 10 a.m.- 12.30 p.m.
Session IV : 2 p.m.- 4.30 p.m.

Keynote Speakers:
1. Dr. S. John Manohar, Professor, BMS College of Engineering, Bangalore.
2. Dr. Hari Sundar G.Ram, Associate Professor, Sree Narayana Gurukulam, College of Engineering, Kerala.

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DST SERB & PSNA Sponsored
National Conference
BEAT 2016
on
Big Data & Analytics for Business
Apr 29-30, 2016
Department of Management Studies
PSNA College of Engg. & Tech.
Dindigul

Registration Form
1. Author Name :
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5. Contact address :
6. Email :
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8. Title of the paper :
9. Registration fee details
   Bank Name :
   DD Number :
   Date :
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Signature & Name of the Participant
( Photo copies of this form can be used for Registration)
PSNACET and Management Education

PSNACET is offering the Post Graduate Management programme since 1994. Management Studies of PSNACET is certified 'A' grade in Business India B-School Survey. We are committed to enhance the managerial competence of the professionals. As a facet of the strategy to achieve that commitment, we are conducting the conference every year to create a forum for exchange of ideas and share the knowledge. The research studies give the lead to the management practitioners for defining and redefining the challenges from various spectrums and for updating the changes and trends. We work closely with the business houses in the sharing of managerial knowledge and information.

Objective of the Conference

BEAT conference has been conducted every year to update the latest business practices, advancements, challenges and trends in the Indian scenario. Many Indian companies have started paying attention to the Big Data Analytics realizing the importance of understanding their stakeholders. They adopt this latest technique to gain competitive advantage that can create the distinction among the competitors and guarantee the sustainability in the market, reputation and image among the customers.

BEAT 2016 is focused to update the recent practices in Big Data and Analytics for business. The conference aims to be the platform for the sharing of knowledge among the research scholars, academicians and industry.

Theme of the Conference

The focus of the conference BEAT 2016 is to discuss about the business, technology, and societal outlook of Big Data & Analytics. The research paper may be discussing issues relating to any of the following areas:

- Business Analytics
- Strategic Marketing
- HR Analytics
- Financial Risk Analytics
- Supply Chain
- e-Business and e-Retailing
- Enterprise Resource Planning
- Social Media Analytics
- Data Mining
- Big Data management
- Big Data Infrastructure
- Decision Support Systems & Expert Systems
- Cloud Computing
- Telecommunication Networks and Technologies
- Healthcare Analytics
- Environmental Analytics
- Analytics for Sustainability

Guidelines for paper submission

The participants can present their research papers in the conference. The research papers need to be the original work of the authors. Plagiarism should be strictly avoided.

The research paper typed in double column in MS Word with Times New Roman style and Font Size 12 should not exceed 20 pages.

The soft copy of the full paper with abstract must be emailed to beat@psnacet.edu.in before Apr 15, 2016 and the hard copy of the full paper, registration form and the demand draft must be sent to the address mentioned in the registration form on or before Apr 15, 2016.

The selected research papers will be published in our ‘Journal of Business & System (ISSN: 2319 – 2909)’ and the first author will be intimated later regarding the required modifications.

Registration

Registration fee for the conference includes certificate, lunch and tea during the conference. Papers selected will have an additional advantage of publication in our Journal of Business & System.

Registration Fees per paper

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty/ Research Scholars/Students</td>
<td>Rs. 500</td>
</tr>
<tr>
<td>Corporate/Others</td>
<td>Rs. 1000</td>
</tr>
<tr>
<td>Papers In-absentia</td>
<td>Rs. 1000</td>
</tr>
</tbody>
</table>

Accommodation will be arranged on need basis and will be charged Rs.1000 per head extra.

Demand draft must be drawn in favour of “PSNA College of Engineering & Technology” payable at Dindigul for the payment of Registration fees.

Last date of Registration: Apr 15, 2016

For further information, please contact:
Dr. S.Manimaran, Mobile: 98439 58099
Dr.M.Parveen Roja, Mobile: 98943 50854

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