SCHOOL OF
COMMERCE & MANAGEMENT STUDIES

ANALYTICS CONCLAVE

FUTURE OF WORK

Nov 16th,17th, & 20th 2023

DSU Innovation Campus Kudlu Gate,Hosur Road Gallery 2 & Gallery 3

THE FUTURE OF WORK - DISCUSSIONS

Day 1- 16/11/2023 - Business analytics, Financial Analytics , Retail Analytics , Marketing Analytics

Day 2- 17/11/2023 - Data Science , ML, AI applications , Large language models , Chat GPT

Day 3- 20/11/2023 - Cybersecurity , Latest developments in analytics

About the University

Dayananda Sagar Group of Institutions has been in existence for more than 60 years.DSU was established in the year 2014 with a focus on fostering comprehensive student development. We take pride in providing outstanding sports facilities and comfortable hostel services to accommodate both local and international students. Beginning in the academic year 2015–16, DSU has diversified its academic offerings to include a wide range of courses across various disciplines.

About School of Commerce & Management Studies

MBA program offered by the School of Commerce & Management Studies, DSU goes beyond traditional pedagogical methods. Our MBA program is meticulously tailored to provide students with a solid foundation and a panoramic view of the business landscape. Offering a diverse range of eight specializations, our two-year full-time MBA program is designed to meet the evolving demands of various industries.

INTRODUCTION

The Global Business Environment is dynamic with highly volatile markets, increased competition, and rapid technological innovations, necessitating new tools to embrace in this changing world for success. In this context, the adoption of new technology tools by incorporating advances in Business Data Analytics and Data Science models will lead to sustainable competitive advantages for these companies to aggrandize market shares and financial profitability. In this context, firms need to be equipped with new technologies for creating and delivering value to the end consumers, making quick/rapid decisions, de-risk management solutions, and what is expected of the workforce to adopt such shifts in work. Decision-making will be based on insights derived from Business Analytics and Data Science to make firms cost-effective, lowering cost-price squeeze pressures and have an effective impact on consumers through value delivery. To meet this changing requirement, firms need to address new methodologies, new techniques, and new technologies to specialize in implementing these emerging tools that will transform organizations. The workforce needs to add customer value created through high-quality products, and cost-efficient processes, and create competitive solutions, for the end users. For organisations to address all these evolving demands and successfully navigate this competitive environment through process automation, the ability to harness high-volume data is needed to make quick decisions with lower managerial risks. The first day of the conclave will address current operations, future data requirements, and the use of Business Analytics in the fields of financial management analytics, human resources analytics, retail operations analytics, supply chain analytics, and marketing analytics. The second day & Third day will cover Data Science models in the above functional areas such as Artificial Intelligence, Machine Learning, Blockchain Analytics, and Deep Learning models. CHATGPT, large language models, NLP, e-CRM, LinkedIn analytics, and cyber security needs. The SCMS College of Dayananda Sagar University endeavours to transform the way we deliver valuable education to our students by knowing these challenges and imbibing new technologies in our curriculum.

SPEAKERS

Day 1 - 16th Nov 2023

DR. ASHWIN ARAVINDAKSHAN

Associate Professor @ U of California Davis
Chief Guest of honour

Dr.Ashwin specialises in advertising allocation models, direct-to-consumer marketing, dynamics of customer behaviour and loyalty, time series analysis in marketing, dynamic advertising models, and spatiotemporal models.He is an Associate Professor. Ashwin Aravindakshan's research interests center on learning how brands can better allocate their advertising resources (e.g., budgets, creatives, etc.) across different regions and/or multiple media over time. In addition to studying such dynamic advertising models, his research also investigates the dynamics of customer behavior and loyalty to help managers devise better communication and targeting policies in order to optimize their marketing mix at the individual level.

His research has been published in multiple journals including Marketing Science, Operations Research, Management Science, Journal of Marketing Research, and Marketing Letters. He teaches courses in Customer Relationship Management and New Product Development.

He received his Ph.D. in business administration with a specialization in marketing from the Robert H. Smith School of Business at the University of Maryland in 2007, and a BTech in aerospace engineering from the Indian Institute of Technology in 2001.

SPEAKERS

Day 1 - 16th Nov 2023

DR. K N AMARNATH

CRO at AmberTAG Analytics
Moderator

He is an accomplished data science professional with impressive career credentials of over three decades across various sectors. Versatile, making noteworthy recommendations for strategic decision-making. Senior Research Analyst with deep insight into market trends and business scenarios driving effective market positioning strategies. Key contributor for several product launches. Advisor providing crucial inputs across industry segments. The distinction of imparting sound counsel with strong functional domain expertise. Peak customer service orientation imparting holistic solutions. Collaborative team leader integrating cross-functional teams toward customer service excellence

Education: CMR University Ph.D. (Management) 2023 M.Phil. (Statistics), M.Sc. B.Sc. (Statistics), Bangalore University

MS. MAMTA KHEMCHANDANI

V.P Citibank

Ms.Mamta's speciality lies in Econometrics and Statistical techniques like logistic regression, Cluster Analysis, GARCH Modelling, and Co-integration. Also, Optimization theory, Fixed Income Markets, Risk Metrics, and Machine Learning.

Prior Work Experience: Have 14+ years of experience in Marketing Analytics within Consumer Banking (worked previously with Barclays and RBS)

Academics: Masters in Operational Research

Passionate about numbers, thrill of uncovering hidden gems to transforming business decisions and strategy, led multiple solutions within marketing analytics space.

SPEAKERS

Day 1 - 16th Nov 2023

MR. KRISHNA KUMAR

**Chief Analytics Officer & Director
RainMan Consulting Pvt Ltd**

Mr.Krishna Kumar (KK) has over 30 years of experience in marketing and retail analytics. He is currently the Chief Analytics Officer and Director of RainMan Consulting. He is also a director at two tech companies - Crigloo Inc and Redintegro. Previously he had worked at companies such as Reliance ADAG, Computer Sciences Corporation, Ogilvy & Mather, Wunderman Cato Johnson, and Indo-American Hybrid Seeds & Span Corporation.

MR. NAVEEN BANDI

VP Analytics at JP Morgan

Mr.Naveen is a Strategic and results-oriented product owner with over 10 years of combined experience in product management, data analytics, and cross-functional collaboration. A strong communicator, capable of bridging the gap between technical teams and non-technical stakeholders, and adept at translating complex concepts into actionable strategies that help achieve sustainable growth/profitability. Naveen holds a B. Tech degree from Golgatia University-Delhi and an MBA from BITS, Pilani

SPEAKERS

Day 2 - 17th Nov 2023

DR. SRINIVAS PADMANABHUNI

Co-Founder Citymandi.com
Moderator

Dr.Srinivas Padmanabhuni is a Ph.D. in Artificial Intelligence.He holds a PhD from University of Alberta & M.Tech from IIT-Bombay. His company CityMandi.com is a next-generation AI-enabled smart B2B start-up in Agri Tech focused on farm-to-fork. He is a guest faculty in CS at IIT Tirupati. He has been the past president of ACM India, the top professional organization of computing professionals. He is the .an AI consulting and training company. He specializes in areas of software engineering, AI, and Machine Learning.

MR. RAMASUBRAMANIAN N.V

V.P Citibank

Mr.Ramasubramanian has 15+ years in Decision Science / Analytics, enabling data-driven strategies to achieve business outcomes in various domains. Diverse leadership experience in building high-performance teams and stakeholder management in complex environments.
Prior Work Experience: 17+ years of experience in Marketing Analytics, Digital Analytics within Consumer Banking and Hospitality (worked previously with HSBC, Absolutdata)
Academics: Masters in Engineering from IIT Madras
Passionate about story-telling as a way to understand the world around us, to understand all types of intelligence - both natural and artificial. A firm believer in the words: "The more you understand yourself, the more your understand the world"

SPEAKERS

Day 2 - 17th Nov 2023

DR. NAGENDRA PRATAP SINGH

CTO at Eagle Robot Lab

Mr.Nagendra comes with over 14+ years of leadership, R&D, technology, and techno-commercial experience.He is a seasoned chief technology officer and technology strategist with a passion for developing cutting-edge solutions that create value and impact. He has a strong background in product management, project management, agile methodology, and scrum, as well as certifications in business acumen, healthcare projects, and scrum master (CSM).

MR.SOUDHAKAR ELUMALAI

Head - Global Analytics at Heineken

As the Head of Global Analytics at HEINEKEN, Mr.Soudhakar leads a team of data scientists and analysts who deliver innovative and impactful AI solutions for the world's leading beer company. With an MBA from IIT Madras and over 14 years of experience in data science and analytics, he has a proven track record of solving complex business problems with data-driven insights and recommendations.His core competencies include building high-performance products and teams, finding and executing low-hanging opportunities, and scaling AI solutions across different markets and domains.

SPEAKERS

Day 3 - 20th Nov 2023

MR. RAGU RAGHUNATHAN

Cybersecurity consultant

Mr.Ragu's expertise includes consulting, executive management, information technology solutions architecture, business process reengineering, and cybersecurity program management, as well as positions in the U.S. federal government, insurance, banking, physical distribution, and Fortune 500 financial services organizations.

Industry segments supported include Physical Distribution and supply chain Logistics, Retail Banking, Mortgage Banking, Global Economic Development Banking, Insurance, and Computer manufacturing. Founding member and advisor to the non-profit organization Adventure in Science India, inspiring young minds at underprivileged schools through hands-on science and technology sessions.

MR. SOUVIK DUTTA

Lead data Scientist R.P. Sanjeev Goenka Group

Mr.Souvik is a MS in Quantitative Economics from Indian Statistical Institute having over 21 years of experience in Data Analytics in Retail, BFSI and Healthcare domain. He has a team of freelancers and work on Business Consulting, Retail Merchandising, Supply Chain Management, Data Analytics, Statistical Analysis, Marketing and Market Research projects.

He also consults a few retail companies on their Data Analytics, Dynamic Automated Reporting Tool, CRM programme and Digital Marketing.

EVENT HOST &COORDINATORS

Host:
Capt.A.Nagaraj Subbarao,PhD
Dean -SCMS

Capt. Nagaraj Rao, PhD is a Master Mariner and specialized in Navigation and Ocean Engineering. He has a Ph.D. in Organizational Behaviour and an advanced specialization in Strategic Leadership from the University of Illinois, Urbana Champaign, USA. He consults in the area of talent management and has served as Director of Human Resources in the IT industry and at a major university.

Event Coordinators
Prof.Vasudevan S,PhD - 9538919857/Prof.Sai Ganesh,PhD-9994780365

Zoom link for online Speakers
https://dsuedu.in/embat3

THANK YOU, AND WE LOOK FORWARD TO INTERACTING WITH YOU