International Conference on Management and Data Analytics - ICOMDA 2022
19-20-21 October 2022
Rapporteurs Report

Summary of all events at ICOMDA2022 on 19, 20 and 21 October 2022

An international conference on Management and Data Analytics was held at CMR University, OMBR Campus, Bangalore on 19,20,21 October 2022, In association with

- Ariel University, Israel,
- ORSI-Operations Research Society of India, Bangalore Chapter and
- AMDISA-Association of Management Development Institutions of South Asia.

Pre-Conference Workshop on Data Analytics -19 October 2022

To set the tone for the conference, a pre-conference workshop on Data Analytics was held on 19 October 2022 and 50 participants registered and paid Rs.1200 for the workshop. The workshop was conducted by resource people from industry and IISc.
The Program Schedule of Workshop is detailed below:

Program Schedule

Rooms	Time	Duration	AV Hall
Registration	9:00-9:45	45	Registration
	9:45-10:15	30	Inauguration
	10:15-11:15	60	Introduction to Data Science by Dr.Om Prakash, CMR University & Tableau Tool by Prof.Arun Kumar
Break	11:15-11:30	15	
	11:30-12:30	60	Descriptive Analytics by Dr.Gokul Krishnan, GAT, Bangalore
Lunch	12:30-1:15	45	
	1:15-2:15	60	Predictive Analytics by Mr.Jayesh P, ISDC, Bangalore
	2:15-3:30	75	Prescriptive Analytics by Dr.Firoz Ahmed, IISc, Bangalore
Break	3:30-3:45	15	
	3:45-4:00	15	Q & A, Feedback
	4:00-4:30	30	Valedictory

Main Conference – 20th & 21st October 2022

The Main conference was inaugurated on 20th October 2022 by
Dr.Mamatha B.R. IAS, Inspector General of Registration and Commissioner of Stamps and Additional Director-SAKALA Mission. And was followed by Keynote speech by **Mr.Vibin Antony, Vice President, Wells Fargo**. Inauguration was presided by Dr.Suja Bennet, Dean-Academics, Dr.Sugant, Dean-SOM, Dr.Vivek Rajapadmanabhan, Director-SOM and Dr.Om Prakash.C, Convenor.

Conference Inauguration



Audience



Release of Conference Proceedings CD



Audience



Lighting of the Lamp





Dr.Vivek, Director-SOM delivering the Welcome Address



Dr.Sugant, Dean-SOM handing over a Memento to Keynote Speaker, Mr.Vibin Antony, Vice President, Wells Fargo.



Conference Program Chair, Dr.Om Prakash



Speech by Chief Guest, Dr.Mamatha, IAS



Chief Guest Dr.Mamatha, IAS being facilitated by Dr.Suja, Dean-Academics



The Two day Conference schedule is detailed below:

Thursday 20 October 2022:			Conference Day 1								
Rooms	Delhi Time	Duration	Auditorium	R202	R203	R404	R406	CG08	207	R206	R405
Registration	9:00-9:30	30					DUAL CONFIRMED			CONFIRMED	CONFIRMED
			Inauguration		x	X	x	x	x	x	x
			Inaugural speech - Dr Mamatha BR, IAS (Addl Dir Sakala Mission)								
	9:30-10:30	60	Keynote address - Mr Vibin Antony, VP HR Wells Fargo								
Break	10:30-11:00	30		HR	DA	MKTG+TECH	FIN+OPS	HR	DA	MKTG+TECH	FIN+OPS
Session Chair				Dr Anitha	Vinod Murthy	Dr Om Prakash	Dr. Vanishree M R	Dr Vrinda Nair	Dr Lavanya	Dr Arcot	Dr Satish
Rapporteur				Prof Gunajyoti Das	Dr Mini	Dr Divya	Dr. Pankaj	Dr Anjana K	Dr Sivakumar	Prof Bhavya	Prof Sharfunnisa
	11:00-12:30	90	x	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Online)	Parallel Session (Online)	Parallel Session (Online)	Parallel Session (Online)
Lunch	12:30-1:30	60		HR	DA	MKTG+TECH	FIN+OPS	HR	DA	MKTG+TECH	FIN+OPS
	1:30-2:15	45	Keynote- Dr Moti Zwilling, Ariel University, Israel								
	2:15-3:00	45	x	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Online)	Parallel Session (Online)	Parallel Session (Online)	Parallel Session (Online)
Break	3:00-3:30	30		HR	DA	MKTG+TECH	FIN+OPS	HR	DA	MKTG+TECH	FIN+OPS
	3:30-5:00	90	x	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Online)	Parallel Session (Online)	Parallel Session (Online)	Parallel Session (Online)

Friday 21 October 2022:	Conference Day 2										
Rooms	Delhi Time	Duration	Auditorium	202	203	404	406	CG08	207	206	405
Registration	9:45 - 10:00	15		HR	DA	MKTG+TECH	FIN+OPS	HR	DA	MKTG+TECH	FIN+OPS
Session Chair				Dr Anitha	Dr.Vinod Murthy	Dr Om Prakash	Dr. Vanishree M R	Dr Vrinda Nair	Dr Lavanya	Dr Arcot	Dr Satish
Rapporteur				Prof Gunajyoti Das	Dr Mini	Dr Divya	Dr. Pankaj	Dr Anjana K	Dr Sivakumar	Prof Bhavya	Prof Sharfunnisa
	10:00-11:30	90	x	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Online)	Parallel Session (Online)	Parallel Session (Online)	Parallel Session (Online)
Break	11:30-12:00	30		HR	DA	MKTG+TECH	FIN+OPS	HR	DA	MKTG+TECH	FIN+OPS
	12:00-12:45	45	x	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Offline)	Parallel Session (Online)	Parallel Session (Online)	Parallel Session (Online)	Parallel Session (Online)
Lunch	12:45-1:30	45									
	1:30-2:15	45	Best Papers, Feedback, Valedictory Dr.L.R.Manjunatha, VP-Direct Sales and Sustainability, JSW Cements Ltd.								
Break	2:15-3:00	45	Tea, Networking, Certificates distribution								

Paper presentations were scheduled in 8 rooms- 4 Offline and 4 Online rooms with Session chairs, Rapporteurs, paper presenters and students attending the sessions.

A total of 438 abstracts and full papers were submitted.

193 papers were issued acceptance letters in different tracks as detailed below:.

Marketing Track	29
Finance Track	41
Operations Track	14
HR Track	58
Technology Track	13
Data Analytics Track	38
Total	**193**

168 papers were presented in both offline and Online mode during the 2 conference days.
7 papers from Abroad.
2 papers from Corporate.
41 papers from Tamil Nādu – 31 papers from Bishop Heber College, Trichy.
68 papers from CMR University, research Scholars and UG/PG Students.

Breakup of research papers:

Walden Univ, Minneapolis, USA	1
Ariel Univ, Ariel, Israel	2
Daffodil Univ & BRAC Univ, Bangladesh	2
Lakehead Univ, Thunder Bay, Ontario	1
Mgmt Univ of Africa, Nairobi, Kenya /Univ of Maryland, Adelphi, USA	1
L&T Technology Services	1
Tata Consultancy Services	1
TN	41
AP	7

Maha	2
UP	2
WB	2
Kerala	2
Guj	1
Haryana	1
Tripura	1
Uttarkand	1
Karnataka & Bangalore	31
CMRU	68
Total	168

We had an online keynote speech by **Dr.Moti Zwiling, School of Economics and Management, Ariel University, Israel** at 2PM on 20th October 2022. The paper presentations continued till 5 PM on the first day the 20th Oct 2022

The Presentations continued in the morning on 21st October 2022 till lunch break. After Lunch we had the Valedictory ceremony where the best papers from each track were awarded.

6 Best Papers were awarded in each track as detailed below:

Track	Paper ID	Name
HR	421	Amith P
DA	619	Jolin Mary Mathew
MKTG	114	Amit Kishore
TECH	515	Shubha
OPS	305	Sree Kiran KR
FIN	205	Vyshnavi Loganathan

Valedictory ceremony started with a welcome address by Dr.Vivek, Director, SOM. Dr.Om Prakash, Convenor, delivered the Rapporteurs Conference Report. Dr.Sugant, Dean-SOEC & SOM introduced the chief guest **Dr. L. R. Manjunatha, Vice-President-Direct Sales and Sustainability, JSW Cements**. After the address by the chief guest the Best Paper Awards were distributed by the dignitaries followed by the vote of thanks by Dr.Sugant.

Certificates and Proceedings CD were distributed to all offline participants along with tea and snacks.

The proceedings of the conference were collated, edited and published online with ISBN no: 978-93-94757-02-8. Vol.1 November 2022, 897 pages.

* * * * *

ICOMDA Website Link - https://www.cmr.edu.in/ICOMDA2022/

ICOMDA 2022 - Brochure Link - https://drive.google.com/file/d/1hpBMKrOeipeRCK2oVmrT_dRuI1zWdbtj/view?usp=sharing

Conference Proceedings Book Link -ISBN no: 978-93-94757-02-8. Vol.1 Nov 2022, CMR University Press https://www.cmr.edu.in/ICOMDA2022/wp-content/uploads/2023/03/ICOMDA-Proceedings-Book1-ISBN-978-93-94757-02-8.pdf

CMR UNIVERSITY

Private University Established in Karnataka State by Act No. 45 of 2013

Driving Growth
Accelerating Performance

International Conference on Management & Data Analytics (ICOMDA 2022)

Organized by

School of Management, CMR University, Bengaluru.

In association with

Ariel University, Ariel, Israel,

ARIEL UNIVERSITY

AMDISA-Association of Management Development Institutions in South Asia

AMDISA

and

ORSI - Operational Research Society of India - Bengaluru Chapter

ORSI

19, 20 & 21 Oct 2022 @ CMR University, OMBR Campus, Bengaluru, Karnataka, India