

# ICETAO<sup>2024</sup>

International Conference  
on  
Emerging Technologies, Analytics and Operations

**“UNLOCKING THE POTENTIAL OF EMERGING TECHNOLOGIES:  
HARNESSING THE DATA REVOLUTION”**



**Conference Dates**  
March 22-23, 2024

**Venue**  
ICFAI Business School (IBS)  
Hyderabad Campus





## About IFHE Hyderabad

The ICFAI Foundation for Higher Education is a deemed-to-be-University established under section 3 of UGC Act, 1956. Prof. C. Rangarajan, the former Governor of Reserve Bank of India, is the Chancellor of the University. The IFHE is accredited with A++ grade by the National Assessment and Accreditation Council (NAAC). IFHE's student-centric learning approach provides relevant knowledge, imparts practical skills and inculcates a positive attitude among the students. IFHE has been permitted by the Ministry of Education, Government of India, to start an Off-Campus Centre at Bangalore, Karnataka.

IFHE is an esteemed member of Association of Indian Universities (AIU) and Association of Commonwealth Universities (ACU). IFHE has put in place world class processes for governance, academic excellence, industry-academia interface and student centricity. Some of the best minds in the country are closely associated with the running and oversight of IFHE. The university focuses in offering students the best and updated curriculum and train them for rewarding careers. It also promotes the culture of research that advances knowledge in the field of management, social sciences, technology, architecture and law.

## About ICFAI Business School, Hyderabad

IBS Hyderabad is a constituent of the ICFAI Foundation for Higher Education. Established in the year 1995, IBS Hyderabad offers high-quality programs in different areas of management to a variety of students, executives and professionals across India. The institute has a reputation for innovative program design and delivery, quality courseware, personalized instruction, strong industry interface, research, consultancy and publications. It is the only institute in India to get the coveted AACSB accreditation for BBA, MBA and Ph.D. programs. IBS Hyderabad is one of the consistently top ranked business schools in India which has been re-accredited by South Asian Quality Standards (SAQS), rated A\*\* by CRISIL, EB2 IN by ICRA and 40th rank by NIRF in 2023. The institute has more than 200 experienced regular, visiting and guest faculties having national and international exposure from varied organizations. It also has a dedicated research and development center which offers its premier case collections under the brands IBS Center for management Research (ICMR) and IBS Case Development Center (IBSCDC).

Since its establishment, IBS Hyderabad has grown impressively and achieved widespread recognition from business and industry, academic circles, and professional bodies. The institute seeks to provide a high quality learning experience in an adaptive environment with a focus on relevance, rigor and research. The mission of IBS Hyderabad is to develop bright and ethically-grounded professional managers who can add value to the organizations and communities to which they belong.

## About the Department of Operations and IT

The Department of Operations and Information Technology came into existence in 1995. The department is a part of IBS Hyderabad, the Faculty of Management of the University. The department has two major areas of focus - Operations and Information Technology. The department has forty four faculty members involved in teaching, research and administration. Apart from offering various courses in the BBA, MBA and Ph.D. programs, the department also academically contributes to the Workshops and FDPs/MDPs of the Centre for Management Development of the University. The major thrust areas in which research activities are being pursued are Business Analytics, Information Technology, Project Management, Information Security, Supply Chain Management, Healthcare Management and Decision Support Systems. Faculty members of the department have been regularly publishing research papers in ABDC, Scopus and UGC Care journals of high repute. The department has also been organizing international conferences on a regular basis.

## About the Conference

The business fraternity is ever-evolving and shaping into a primary pillar of infrastructural development, with the help of emerging technologies. With every passing year, the impact of these technologies keeps intensifying, from accelerating productivity to improving efficiency, the benefits of technological advancements on businesses cannot be simply gauged. International Conference on Emerging Technologies, Analytics and Operations (ICETAO) is being organized by the Department of Operations and IT, IBS Hyderabad on March 22-23, 2024 to provide a global platform for academicians, doctoral scholars, research professionals, students and industry practitioners to put forth their ideas about the applications of emerging technologies in the fields of analytics and operations. This conference is designed to disseminate the latest advancements and research work to stay tuned with the emerging technologies, expand horizons of budding researchers and learning from experts.

The papers for this conference can fall under the following broad categories:

- Conceptual Papers/ Empirical Papers/ Theoretical Papers
- Case Studies/White Papers/Practice Papers

### Conference Theme:

The theme of the conference is **“Unlocking the Potential of Emerging Technologies: Harnessing the Data Revolution”** involving the following, but not limited to, subthemes:

- Industry 5.0
- Disruptive Technologies
- Generative AI
- AI & ML
- VR & AR

- Augmented Analytics
- Internet of Things
- Datafication
- Blockchain Technology
- Big Data Analytics
- Healthcare Analytics
- Natural Language Processing
- Embedded Analytics
- Ethical Data Governance
- Sustainable Green Technologies
- Digital Transformation
- Green & Agile Operations
- Interdisciplinary research studies in the areas of Finance, Marketing, HR, Economics, Psychology, Sports, Science and Technology

## Paper Submission Guidelines

All the submissions received as per the guidelines will be double-blind reviewed. The full papers must contain an abstract of maximum 300 words, which should include: Purpose of the research, Motivation, Methodology, Main results, and Practical Implications. However, for practice papers, authors may include business context, analytical problem, proposed solution & insights. The authors should clearly indicate the theme under which they want their paper to be considered. Conceptual Papers/ Empirical Papers/ Theoretical Papers should be between 4000-9000 words long while Case Studies/ White Papers/ Practice Papers may be of 1500-3000 words.

The papers should be in font Times New Roman and 12 points in MS-Word, with 1.5 line spacing. The Title/Cover Page shall contain the details of Paper Title, Author(s), Affiliation(s), Contact Details (e-mail ID & phone No.). The authors should clearly mention whether they are full time faculty members or research scholars or practitioners in their affiliation. Authors shall pay the registration fee only after receiving the confirmation of acceptance of their full paper for the conference.

Authors are requested to submit their abstracts or full papers by using the Google form link

<https://forms.gle/VPssoLScUiVBn2Rq8> or by email to [icetao2024@ibsindia.org](mailto:icetao2024@ibsindia.org)

or scan >>



## Registration Process:

To encourage wider participation, the conference will be charging a nominal registration fee. For Registration fee please refer to the following table:

Category:	Early Bird Registration	Regular Registration
	INR / USD	INR / USD
Academicians/Practitioners	3,000 / 50	3,500 / 60
Scholars	1,200 / 25	1,500 / 30
* The above conference fee is inclusive of GST @ 18 percent.		
* There would be a group discount of 20% for registrations of three or more members from the same institute.		
* Based on request hostel accommodation will be provided subject to additional charge of Rs. 1000 per day.		
* Please note that at least one of the authors have to register for the conference and present the paper.		

## Highlights of the Conference:

### Best Paper Award

There will be categories of Best Paper Awards, involving a Certificate and Cash prize to be awarded as shown below:

Award Category	Details of the Award
<b>Best Paper Award</b>	A certificate of recognition and a cash prize of ₹10,000
<b>Best Case/ White Paper Award</b>	A certificate of recognition and a cash prize of ₹ 5,000
<b>Best Thesis/ Proposal Award</b>	A certificate of recognition and a cash prize of ₹5,000

### Publication Opportunities

ICETAO 2024 intends to provide an opportunity to the conference participants to get their papers considered for publication in journals of international repute.

Selected papers will be first evaluated to check the suitability and will be further processed for fast-track review to ABDC (B & C categories), Scopus and UGC Care listed journals of high repute. The article processing charges, if any, have to be borne by the authors. These papers must mention in the cover letter (and also in the acknowledgement section usually before the References section in the paper) that the paper was presented in the International Conference on Emerging Technologies, Analytics and Operations (ICETAO 2024). Also, the

papers must adhere to the guidelines of the respective journals in which they will be selected for evaluation and possible publication.

### Workshop on Emerging Technologies

A workshop has been organized to acquaint the participants with the emerging technologies being practiced in the industry. The resource person is an industry expert and has a vast experience in training and development, particularly in the field of AI & ML. The workshop aims to help the academicians, researchers and professionals grow in their career path. This complementary workshop has been specially designed only for the registered participants of ICETAO 2024.

### Important Dates

Abstract submission deadline	<b>February 20, 2024</b>
Intimation of acceptance by	<b>February 28, 2024</b>
Full paper submission deadline	<b>March 08, 2024</b>
Early bird Registration deadline	<b>March 08, 2024</b>
Regular Registration deadline	<b>March 15, 2024</b>

All your queries regarding submission, registration, publication, workshop etc. should be mailed to

[icetao2024@ibsindia.org](mailto:icetao2024@ibsindia.org)

You can also call us at

**(+91)-9336902571 / 9993416091 / 9433811358**

## Conference Committees

### Advisory Committee

**Prof. L.S.Ganesh**

(Vice Chancellor, IFHE Hyderabad)

**Prof. S. Vijayalakshmi**

(Registrar, IFHE Hyderabad)

**Prof. P. Sashikala**

(Controller of Examinations, IFHE Hyderabad)

**Prof. K. S.Venu Gopal Rao**

(Director, IBS Hyderabad)

**Prof. Sindhuja P. N.**

(Dean, Academics, IBS Hyderabad)

**Prof. Sanjay Fuloria**

(Director, CDOE, IFHE Hyderabad)

**Prof. D. Saravanan**

(Area Head, Operations and IT, IBS Hyderabad)

**Prof. Abhilasha Singh**

(American University in the Emirates, Dubai)

**Prof. S. P. Sarmah**

(Indian Institute of Technology Kharagpur, India)

**Prof. Rohit Kapoor**

(Indian Institute of Management Indore, India)

**Dr. Arijit De**

(The University of Manchester, UK)

**Dr. Tahir Masood**

(Hamdan Bin Mohammed Smart University, Dubai)

**Dr. Ramesh K. T.**

(BMS College of Engineering, Bengaluru, India)

**Dr. Bhavin Shah**

(Indian Institute of Management Indore, India)

**Mr. Ananda Banerjee**

(Human Capital Fund, Sydney, Australia)

**Mr. Tarak Nath Gorai**

(MavensWood Investment Ltd., London, UK)

### Organising Committee

#### Conveners

Dr. Shubhagata Roy

Dr. Santosh Kumar Yadav

Dr. Sayan Chakraborty

#### Coordinators

Dr. Shankha Sengupta

Dr. Nishit Kumar Srivastava

Dr. Vaibhav Mishra

Dr. Jaipal Dhobale

Dr. Bijeta Shaw

Dr. Hasanuzzaman

Dr. Rishabh Rathore

Dr. Md. Tanweer Ahmad

Dr. Ramesh Kandela

### Technical Committee

Prof. Nasina Jigeeesh

Prof. Nikhat Afshan

Dr. C. Lakshmi Devasena

Prof. N. Siva Prasad

Dr. Dennis Joseph

Dr. Anusha Sreeram

Dr. J. Prince Vijai

Dr. Shubhangi Urkude

Dr. Nitesh Kumar Singh

Dr. Suchismita Swain

Prof. Vishal Mishra

Dr. K. Venkateswara Rao

Dr. Venkata Siva Gabbita

Prof. A. Sandeep

Dr. K.V.S.S.N.N. Murty

Dr. Shailja Tripathi

Dr. Sumant Kumar Tewari

Dr. Manish Kumar

Dr. Rajan Kumar Gangadhari

**IBS®**

ICFAI BUSINESS SCHOOL

Donthanapalli, Shankarapalli Road, Rangareddy District,  
Hyderabad - 501203, Telangana, India.

[icetao2024@ibsindia.org](mailto:icetao2024@ibsindia.org)