

## INTERNATIONAL CONFERENCE ON BUSINESS INTELLIGENCE AND DATA ANALYTICS (BIDA 2024) ORGANISED RVIM, BANGALORE

The International Conference on Business Intelligence and Data Analytics (BIDA 2024) was organised by RV Institute of Management (RVIM), Bangalore, India and Technically Sponsored by the 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 491 paper submissions across 12 countries namely, Cambodia, Ecuador, Fiji, India, Morocco, Nigeria, Philippines, Russia, Serbia, Sri Lanka, USA, and Vietnam, out of which 58 papers were accepted and registered. We also received around 557 reviews. The Acceptance rate being 12%.

Therefore, 58 selected papers were presented in the conference in 11 technical sessions across the 2 days of the conference.

Inauguration of the Conference was held in the presence of Dr J. C. Bansal, General Secretary SCRS, Chief Guest, Dr Srinidhi S, Founder & CEO, Sainik Cars Mobility Innovations Pvt Ltd, Guest of Honor, Prof Bholanath Dutta, Founder & President- MTC Global, Prof Dieu Hack-Polay, Professor in Management, Crandall University, Canada & the University of Lincoln (UK). The Inaugural was presided over by Dr Dwarika Prasad Uniyal, Pro Vice Chancellor, RV University, Dr Noor Firdoos Jahan, Professor, RVIM and General Chair BIDA 2024 and Dr

Purushottam Bung, Director, RVIM and General Chair BIDA 2024.

Keynote addresses were delivered by Mr Akilur Rahman, Chief Technology Officer, Hitachi Energy India Limited, Dr Sergio Ribeiro, Professor of Management at Crandall University Canada and Prof U Dinesh Kumar, IIM, Bangalore.

The technical session consisted of 11 parallel sessions (Offline and Online). All the themes were discussed and deliberated upon at great length by the delegates and added value to the existing knowledge base. The entire conference was coordinated by Dr Noor Firdoos Jahan and other Faculty members and non-teaching staff at RVIM.

BIDA 2024 was a landmark event, showcasing cutting-edge research, industry case studies, and practical applications in the rapidly evolving landscape of BI and data analytics

