



Information and Communication Technologies  
in Organizations and Society  
*Smart Technologies for an inclusive world*  
Paris, October 1st and 2nd, 2020



## Track Proposal for ICTO2020

### TRACK: Data Analytics for a better Decision Making

#### TRACK co-CHAIRS

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#### OVERVIEW OF TRACK

We live in the age of digital data that is waiting to be transformed into valuable insights and information through analytics. As a multi-disciplinary field, analytics combines statistics, optimization, computer science, information technology, etc. to support organizational decision making. Mining complex and large datasets with analytics models help companies better plan, organize, and control their operations and managerial functions. Additionally, analytics is increasingly becoming one of the primary drivers of value generation and organizational performance.

This track invites research studies that make significant contributions to developing, applying, and adopting advanced analytical solutions for better decision-making.

#### INDICATIVE LIST OF TOPICS

The following topics are not intended to be exhaustive but are of interest to the analytics track.

- Improving Operations Using Business Analytics
- Business Analytics in Information Technology and Systems
- Individualized Marketing Through Analytics
- HR Analytics
- Analytics for Risk Management
- Healthcare Analytics
- Challenges of Adopting Analytics Solutions
- Data analytics for Good

- Analytics to reduce poverty
- Analytics to combat climate change
- Analytics to predict public health risks and pandemics

### **IMPORTANT DATES**

- Paper Submission Opens: **April 1<sup>st</sup>, 2020**
- Paper Submission Deadline: **June 15<sup>th</sup>, 2020**
- Authors Notification: **July 31<sup>st</sup>, 2020**
- Final Submission: **August 31<sup>st</sup>, 2020**
- Conference Dates: **October 1-2, 2020**

### **PAPER SUBMISSION GUIDELINES**

Authors should submit original, unpublished research papers. All accepted papers will be published in a volume of the Springer Scopus indexed LNISO. Submissions should not be under consideration for any other conference or journal outlet. Submission of papers in PDF format is via Easychair.

<https://easychair.org/conferences/?conf=icto2020>