The 24 th Scientific Conference for

Information Systems and Computer Technology

On «Big Data and Analytics» for Business

Cairo: 26-27 April 2017

Data Analytics is becoming critical to modern businesses. As the small data transforms into 'Big' data, traditional mechanisms and IT infrastructure used to support, analyze, and make meaningful interpretations become ill suited. For example IT expects have the responsibility to map organization-wide data by breaking down organizational silos and building an enterprise –wide IT infrastructure for data analytics purposes.

This is in fact requires next generation analytical tools and techniques and brings up new challenges related to issues such as smart data distribution, quick response in the event of grid failure, etc.

Recent advances and innovation in the area of business analytics and big data management have compelled the businesses to integrate analytics into their core strategy. Newer programming paradigm, transaction data management, social media management, and huge quantity of data in addition to velocity and veracity generated at the quick pace have great value for the decision makers. Whether one wants to arrive at some marketing decisions or fine-tune new product launch strategy, data analytics approaches can be a key to several business and societal problems. Also, the threats being faced by the corporate due privacy, frequent transfer of data over LAN and Internet (specially Cloud) addressed, while the availability, management and new approaches for big data analytics have opened dimensions for better decision-making, it has also added new challenges to programmers and databases administrators to ensure the se-

curity and continuous availability of data.

The conference aims to be an extraordinary event, reaching out not only academics circle, but more important to prominent practitioners, innovators and business managers in this big data and analytics. Therefore, the conference is directed to provide an opportunity to discuss and delineate the latest advances in the areas of Big Data and Analytics for Business focusing on the development and use of innovative solutions for businesses.

Conference Objectives:

The conference aims to fulfill the following objectives:

- To create a platform and facilitate knowledge sharing on the rising phenomena of big data and analytics for academicians, practitioners, innovators and business managers.

- To become a venue to review insights and novel business applications of tools and techniques of advanced data analysis, business analytics and business intelligence among academicians, practitioners, researchers, managers, and decision makers.

- To provide an opportunity to discuss and delineate the latest advancements in Data Analytics and Big Data focusing on the development and use of innovative solutions for businesses.

Themes of the Conference Topics:

Researchers and practitioners are welcome to submit complete manuscripts or proposal for poster presentations to the conference. We will cover the four different perspectives under the conference theme: (a) Business Perspective, (b) Policy Perspective, (c) Technological Perspective, and (d) Societal Perspective. The contributions on application scenarios, use cases, and best practices; research with an empirical focus; as well as the inter-disciplinary work are especially encouraged. Submission could include, but are not limited to:

1. Data Revolution and Big Data

2. Analytics of Big Data (Social Media Analytics, etc.)

3. Business intelligence and Analytics

4. Data Science

5. Data Mining

6. Applications of Big Data and Analytics (for e-business, e-retail enterprises, environment, banking and insurance companies, e-government, CRM, ERP, etc.)

7. Cloud Computing and Big Data

8. Tools and Technologies of Big Data

9. Etc.

Therefore the conference organizers invite and welcome papers from academicians, practitioners and research on the listed conference topics and related areas.

 Papers Submissions:

Contributions will be selected based on peer review by the Program Committee consisting of reputed academics, well-known practitioners and subject experts. Contributions should contain a clear problem statement; an outline; methodology and consistent rigor. Accepted papers will be made available to all conference attendees in the form of conference proceedings. An edited book volume will be published in the Annals of Information Systems series by Springer. This will consist of the selected papers from the conference submissions.

Therefore, papers' submissions for the 24th. Scientific Conference are to be made in the following categories:

• Full-length submissions: Interested experts and researchers may submit a full-length original and previously unpublished conceptual or empirical research manuscript for review and decision. Accepted papers will be published in the conference proceedings.

• Research-in-progress submissions: Interested individual researchers who are engaged in postgraduate studies or occupied in research projects for certain enterprises are urged to submit their research plans or projects in progress outcomes.

• Abstracts: All the above submitters of papers should provide and present abstracts of their papers of no more than 100 words indicating the key words to be utilized in the intended papers.

• Paper manuscript Guidelines:

- Manuscripts of full length and in-progress papers should not exceed 15 pages, around 10000 - 15000 wwords.

- Papers must be accompanied by a separate cover letter with every

 author (s) names, address, phone and fax numbers, e-mail, full

 affiliation, the track or theme to which it is submitted. All

 correspondences will be sent to the first author unless

otherwise

specified.

- Submitters must provide their e-mail address where the

 acknowledgement will be forwarded.

- The paper manuscript must contain, in its first page, the paper title,

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