

# Conferences: ICITBM-2013

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## Conference on 5th International Conference on Information Technology & Business Intelligence (ITBI-2013)

**December 13-15, 2013**

The competitive forces prevailing in the world of commerce today require firms to operate as efficiently and productively as possible in order to maintain and enhance market share, profitability and shareholder value. An essential element to achieving success involves the continuous enhancement of knowledge and understanding of the business environment by employees at all levels. This can be accomplished by implementing processes which augment the accessibility and communication of value added information throughout the organization. As a result there has been an increased demand for cutting-edge information technology by businesses in all industries. So, to fulfill our present and future requirements and ambitions in all respect of life, it is essential to enhance our expertise to link the power of today's information technology with the tools of economic theory and business strategy.

With this perspective Dept. of Humanities & Social Sciences, Jaypee University of Engineering & Technology, Guna has organized the 5th Technology & Business Intelligence with the collaboration of Institute of Management & Technology, Nagpur during December 13-14, 2013 at Jaypee University of Engineering and Technology, Raghogarh, Guna. The Conference was attended by 34 professionals from India and abroad. Major thrust of the conference was to brainstorm the current research trends in concept and application of various techniques in different area of information technology and business management.

The theme was classified in five major tracks as:

- Trends in Information Technology and ICT
- Application of ICT Tools in changing dimensions of Business
- Business Management - Case Studies
- Trends in Business Management
- Socio Economic perspective in Business Intelligence & Information Technology

Selected papers were published in the special issue of International Journal of Innovative Research in Science and Technology (IJIRST) ISSN: 2229- 3116, which was duly released by the dignitaries during the inaugural ceremony. The keynote speakers of the conference were ; Mr. Dilip Pithadia - Chairman, Pithadia Foundation, USA , Prof Vijay Paul Sharma – Indian Institute of Management Ahmedabad , Dr. Carsten Mueller , Fraunhofer Institute for Telecommunications - Germany , Prof. N.J.Rao , Vice Chnacellor - JUET , Guna & Prof .D.S.Hooda , Dean (Research) – JUET, Guna.

A musical evening & gala dinner was organized for the participants, on the roof top banquet of Hotel Varun, Guna.

The conference was financially supported by M.P. Council of Science & Technology (MPCST), Council of scientific & industrial research (CSIR) & Indian council of Social Science Research.

**Dr.Rajeev Srivastava**

Department of HSS, Co Convener

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