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Proceedings of the International Conference on Emerging Trends in Business & Management (ICETBM 2023) Sudarsan Jayasingh

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this is an open access book the international conference on emerging trends in business management icetbm2023 aims to bring together leading academicians practitioners researchers and students to exchange their views knowledge experience and insights on the emerging trends in business and management the conference theme for year 2023 is business intelligence and analytics as drivers for digital transformation organizations are adopting a data driven approach to identify new business opportunities serve customers better increase sales improve the efficiency of operations and more the amount of data generated captured copied and consumed worldwide is growing rapidly due to increased use of the internet mobile phone and social media in today s modern corporate environment business intelligence and analytics have emerged as indispensable tools for improving decision making facilitating the execution of major initiatives and guiding the overall company strategies business intelligence and analytics enables organizations to develop new innovative business models and approaches in the era of digital transformation the role of analytics in solving business problems has increased manifold in recent years researchers academics and practitioners are paying more attention because of the increasing benefits achieved using business analytics the conference will be held in ssn school of management sri sivasubramaniya nadar college of engineering kalavakkam chennai india on 24th 25th february 2023 and will be a hybrid event this conference will offer invited talks by experts and paper presentations from leading academicians and industry speakers to share new ideas research insights recent innovations trends and challenges faced in the field of business and management

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