Analytics for Management and Economics Conference 2020

6th November 2020

Dear colleagues!

The St. Petersburg School of Economics and Management, National Research University Higher School of Economics, and IESEG Center for Marketing Analysis (ICMA), invite you to participate in **«Advances in Business Analytics»** session of **Analytics for Management and Economics Conference.**

Given the recent advances in technology, many companies do collect large sets of various types of data sources. The main challenge nowadays is how to convert that data into information, and how to create knowledge from that data to further advance business. Therefore, business analytics has become an important asset for organizations to build up a competitive advantage. The field of data science has naturally attracted interest from both researchers and business managers. This session is devoted to the studies of business analytics. We kindly invite researchers, practitioners, and doctoral students to join our session on Friday, November 6th, at 15:00 Moscow time / 12:00 Greenwich Mean Time (GMT) / 13:00 UTC time

The COVID-19 pandemic has made the changes to the usual conference format; this year conference will be held online via Zoom. We kindly ask to register here.

If you have any questions or concerns, please, contact us at amec@hse.ru.

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Preliminary Schedule

Advances in Business Analytics
November 6th, 2020

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Time	Paper
15:00 – 17:00 (GMT+3) Session chair: Prof. Kristof Coussement	**Incorporating Textual Website Content in Business Failure Prediction Models** Philippe Borchert1*, Kristof Coussement1*, Jochen De Weerdt2, Arno De Caigny1* 1 IESEG School of Management, 3 Rue de la Digue, F-59000, Lille, France * LEM-CNRS 9221, 3 Rue de la Digue, F-59000, Lille, France 2 KU Leuven, Naamsestraat 69, B-3000 Belgium
	Risk Dynamics Analysis in Russian Innovative Companies Anton Sobolev Management Consultant, Russia
	Improving Student Dropout Prediction By Integrating Feedback Textual Data Minh Phan1*, Kristof Coussement1*, Arno De Caigny1* 1 IESEG School of Management, 3 Rue de la Digue, F-59000, Lille, France * LEM-CNRS 9221, 3 Rue de la Digue, F-59000, Lille, France
	Application of the Larger-the -better optimization model to the portfolio optimization Vasilisa Makarovaa* *National Research University Higher School of Economics, Russia

Incorporating Tweets into LSTM for Oil Price Prediction

Stephanie Beyer Diaz[1*], Kristof Coussement[1*], Arno De Caigny[1*], Luiz Perez Armas[1*], Stefan Creemers[1*]

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