

Dear colleagues!

The St. Petersburg School of Economics and Management, National Research University Higher School of Economics invites you to participate in “**Advances in Business Analytics**” Track of Analytics for Management and Economics Conference.

We invite researchers, practitioners, and doctoral students to join our session on Wednesday, December 8<sup>th</sup>, at 15:00 (GMT+3). The conference will be held online via Zoom. Preliminary panel session schedule is available below. We kindly ask to register here: <https://amec.hse.ru/expresspolls/poll/399213199.html>

## Advances in Business Analytics December 8<sup>th</sup>, 2021

Time	Paper
15:00 – 17:30 (GMT+3)  Chairman: Kristof Coussement	<b><u>Keynote speech:</u></b> <b>Interpretable Data Science for Decision Making: The Case for Customer Retention Management</b> Kristof Coussement <i>IÉSEG School of Management, Université Catholique de Lille, France</i>
	<b>Pursuing Interpretability in Business Analytics with Spline-Rule Ensemble Models</b> Koen W. De Bock <i>Audencia Business School, France</i>
	<b>Using Deep Learning for Life Event Prediction in the Financial Industry</b> Stephanie Beyer Diaz*, Kristof Coussement, and Arno De Caigny <i>IÉSEG School of Management, Université Catholique de Lille, France; IÉSEG Center for Marketing Analytics (ICMA), France</i>
	<b>Can Google Trends Data Help in Estimating New Ventures’ Value? Insights from the B2C Food-Delivery Context</b> Maksim Malyy <sup>a*</sup> , Zeljko Tekic <sup>b</sup> , and Tatiana Podladchikova <sup>a</sup> <sup>a</sup> <i>Skolkovo Institute of Science and Technology, Moscow, Russia</i> <sup>b</sup> <i>HSE University, Graduate School of Business, Moscow, Russia</i>