

Proposal for Special Session in

“World Congress on Nature and Biological Inspired Computing (NaBIC’09), Coimbatore”

Title of the proposed special session : **Biologically inspired techniques for Marketing and Financial Forecasting**

Call for papers :

Forecasting is a key element of marketing and managerial decision making. The data pertaining to finance and sales of products present challenging and complex problems to understand and forecast. The main purpose of forecasting is to reduce the risk of decision making that is important for manufacturing organizations and financial institutions. The common marketing and finance time series are complex, nonlinear, non-stationary and noisy. Accurate forecasting of such complex time series is of immense interest to manufacturers, common customers, businessmen, investors and speculators.

The recently developed bio-inspired techniques such as PSO, BFO, AIS are potential candidates for developing intelligent prediction models for forecasting real-world sales and finance data such as stock market, exchange rate, interest rate, sales of commodities etc.

This special session will attempt to bring together researchers and practitioners to a common platform and will create a forum to discuss the latest development in this application. Prospective authors are invited to submit their original research work to this special session.

The topics to be covered but not limited to :

- Forecasting of stock market
- Forecasting of oil price, interest rate and exchange rate
- Forecasting of sales data
- Development of prediction models
- Robust prediction
- Consumer behavior classification
- Portfolio management

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Maximum number of papers : 07