Call for Contributions
1. Inform the Chair: with the Title of your Contribution
2. Submission URL:
https://www.iariasubmit.org/conferences/submit/newcontribution.php?event=BUSTECH+2018+Special
Please select Track Preference as **DA4I**

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Special track

DA4I: Data Analytics for Product, Service and Business Model Innovation

Chairs and Coordinators:

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along with

BUSTECH 2018, The Eighth International Conference on Business Intelligence and Technology
http://www.iaria.org/conferences2018/BUSTECH18.html

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In recent years, Big Data has challenged existing business models and provided new opportunities for new profit growth. Companies capture large volume and variety of transactional data, which contains information about their customers, suppliers, and operations. Using advanced data analysis techniques, scientists and machines can detect patterns and trends, predict events and user behaviors from such large datasets. Patterns and predictions are often used to automate decisions, e.g., in fraud detection, insurance underwriting or marketing. For instance, consumer's buying habits are hugely exploited for targeting them with tailored offers and thus increasing traffic and conversion rates in e-commerce.

On the other hand, companies need to constantly innovate and adapt their product and service portfolios and often even business models to the fast changing needs of their customers. Innovation is a very creative process: current frameworks (e.g., Google's Design Thinking or Beckman and Berry's "Innovation as a Learning Process") suggest that ideas for new solutions should be developed out of a thorough understanding of consumers' needs. Traditionally, such understanding is mostly gained by observation in the real world.

Nowadays, where much of the relevant consumer behavior happens online, there is no possibility to observe behavior directly, but there is the chance of analyzing the electronic traces of it... By applying data analysis algorithms, the relevant data patterns are extracted from such digital traces. Human intervention and analysis is needed to extract knowledge from these data patterns. According to recent studies, the main challenge faced by companies is the proper utilization of this knowledge to create meaningful innovations.

Moreover, such data from the digital interactions might include personal data of consumer for example browsing and behavioral habits and location data etc. Use of this data for commercial use might raise issues related to data privacy and ethics.

This special track invites original research papers that address approaches and technologies related to both analyzing patterns in customer behavior based on (big data) analytics and helping humans to distill actual knowledge about consumer needs from such analyses to support innovation processes. We encourage submissions related to a broad range of possible innovations: they can be innovations of products and product features, innovations regarding the design and delivery of services (including services in the area of education and public administration) and innovations regarding new business models.

Technical Program Committee
Hans Friedrich Witschel, University of Applied Sciences and Arts Northwestern Switzerland, Switzerland
Prajakta Diwanji, University of Applied Sciences and Arts Northwestern Switzerland, Switzerland
Knut Hinkelmann, University of Applied Sciences and Arts Northwestern Switzerland, Switzerland
Alta van der Merwe, University of Pretoria, South Africa

Topics include, but not limited to:
- Social media analytics and text mining for consumer insight
- Data analytics and digital transformation
- Data analysis and visualization techniques for analyzing behavior patterns in the context of innovation
- Combination of data mining and knowledge engineering/semantics to leverage human knowledge
- Linkage between pattern recognition and human analysis
- Human-computer interaction paradigms for innovation processes
- Linkage between known innovation frameworks and data analysis
- New frameworks for innovation and innovation processes, making use of data analytics
- Tools , systems assisting in innovation from Big data
- Case studies of successful innovations from big data from various domains/sectors
- Incorporating ethics into innovation from Big Data
- Opportunities and Challenges for innovating from Big data

Contribution Types
- Regular papers [in the proceedings, digital library]
- Short papers (work in progress) [in the proceedings, digital library]
- Posters: two pages [in the proceedings, digital library]
- Posters: slide only [slide-deck posted on www.iaria.org]
- Presentations: slide only [slide-deck posted on www.iaria.org]
- Demos: two pages [posted on www.iaria.org]

Important Datelines
- Inform the Chair: As soon as you decided to contribute
- Submission: Nov 3, 2017
- Notification: Dec 3, 2017
- Registration: Dec 17, 2017
- Camera ready: Jan 15, 2018

Paper Format
- See: http://www.iaria.org/format.html
- Before submission, please check and comply with the editorial rules: http://www.iaria.org/editorialrules.html

Publications
- Extended versions of selected papers will be published in IARIA Journals: http://www.iariajournals.org
- Print proceedings will be available via Curran Associates, Inc.: http://www.proceedings.com/9769.html
- Articles will be archived in the free access ThinkMind Digital Library: http://www.thinkmind.org

Paper Submission
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Registration
- Each accepted paper needs at least one full registration, before the camera-ready manuscript can be included in the proceedings.

- Registration fees are available at http://www.iaria.org/registration.html

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