Call for Contributions for

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

Special track
DAPSeD: Data Analytics in Profiling and Service Design

Chair and Organizer
Asst Prof. Dr. Dimitris K. Kardaras, Athens University of Economics and Business
kardaras@aueb.gr

along with

DATA ANALYTICS 2018, The Seventh International Conference on Data Analytics
http://www.iaria.org/conferences2018/DATAANALYTICS18.html
November 18 - 22, 2018 - Athens, Greece

Recent studies indicate that data creation is expected to increase by 10 times reaching a volume of approximately 160 zettabytes by 2025. Customers are increasingly using digital media to communicate and interact with companies. Most of such interactions take place on the Web, thus generating vast amounts of data, which analysis reveals valuable insights pertaining to customer preferences, behaviour patterns, etc. As a result, companies have already started showing interest in data analytics, in order to understand customers' behaviour, preferences, and improve their experience by designing innovative services. This data may refer to issues pertaining individuals or larger groups of people, companies, countries and large geographical areas. The focus of profiling may spread from data driven marketing at a company level such as customer preferences, service design, data protection, to country level such as environmental informatics and policy making.

DAPSeD is an interdisciplinary track that invites submissions that contribute significantly to profiling and service design from a theoretical or a practical perspective. The aim of this special track is to bring together academics and industrial practitioners to exchange and discuss the most recent innovations and applications of data analytics in profiling and data-driven service design.

The topics of interest include, but are not limited to:

- Methods and Methodologies in profiling and data driven service design
  - Sentiment and user reviews analysis
  - Fuzzy Logic
  - Data Mining
  - Statistical algorithms
- State of the Art and literature reviews
- Case studies
- Recommender systems
- Data-driven marketing
- Profiling in financial services
- Patient profiling in eHealth
- Data analytics in Environmental Informatics
- Internet of Things (IoT) in profiling and service design
- Data Protection challenges in profiling
- Applications of Profiling and Data-driven Service Design in Industry

Important Datelines
Inform the Chair: As soon as you decided to contribute
Submission; October 5
Notification: October 20
Registration: October 30
Camera-ready: October 30
Note: These deadlines are somewhat flexible, providing arrangements are made ahead of time with the chair.

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]

Paper Format
- See: http://www.iaria.org/format.html [both LaTex and .doc templates]
- Before submission, please check and comply with the editorial rules: http://www.iaria.org/editorialrules.html
- More information on camera ready preparations will be posted after the paper notifications are sent out.

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
https://www.iariasubmit.org/conferences/submit/newcontribution.php?event=DATA+ANALYTICS+2018+Special
Please select Track Preference as **DAPSeD**

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

Contacts
Dimitris K. Kardaras: kardaras@aueb.gr
DATA ANALYTICS Logistics: steve@iaria.org