

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=IMMM+2021+Special>

Please select Track Preference as **DASB**

3. Note: *For 2021, all events will be held in a hybrid mode: on site or virtual choices (live, prerecorded videos, voiced presentation slides, and .pdf slides). We hope for better times allowing us to return to the traditional on site scientific events. However, we are ready to adapt any which way the conditions dictate.*

Special track

DASB: Data-driven Approaches to Support Smart Business Decisions

Chair

Dr. Guang Yang Walmart, USA

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along with

IMMM 2021: The Eleventh International Conference on Advances in Information Mining and Management

<https://www.iaria.org/conferences2021/IMMM21.html>

May 30/June 3, 2021 Valencia, Spain

With the growth of data collected through daily operations, using data-driven approaches to reveal the insight and improve operation efficiency becomes an indispensable part to continuously develop a healthy business.

This section aims to promote the awareness and value of the creative and unique application of data science methods and mindset in providing insight and business value. It recognizes applicants with the innovative and smart application of data science methods in new business areas and/or improving business efficiency.

The proposals should define the uniqueness of the problem, discuss how one or more original analytical methods are applied and what insight and business value are obtained.

The special track is focused on innovative analytical solutions and/or innovative applications of a solution. We understand and respect for masking sensitive business information.

Topics include, but not limited to:

- Operation efficiency
- Value awareness
- Methods and mindset for business value
- New business areas
- Solution implementation
- Data as a business value
- Smart business decisions
- Drawback evaluation

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.iaia.org]
- Demos: two pages [posted on www.iaia.org]

Important Datelines

Inform the Chair or Coordinator: As soon as you decide to contribute

Submission: April 16, 2021

Notification: May 3, 2021

Registration: May 13, 2021

Camera ready: May 13, 2021

Note: The submission deadline is somewhat flexible, providing arrangements are made ahead of time with the chair.

Paper Format

- See: <http://www.iaia.org/format.html>

- Before submission, please check and comply with the editorial rules: <http://www.iaia.org/editorialrules.html>

Publications

- Extended versions of selected papers will be published in IARIA Journals: <http://www.iaiajournals.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.iaiasubmit.org/conferences/submit/newcontribution.php?event=IMMM+2021+Special>

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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.iaia.org/registration.html>

Contact

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