

<http://www.smc2014.org/>

## Special Session Call for Papers SMC2014 Special Session on Data Science for Big Data

### Special Session organizer

**Dr. Katsutoshi Yada**  
Professor doctor  
Kansai University  
Japan  
E-mail: yada@kansai-u.ac.jp

### Introduction/Call for Papers

This special session focuses on Data Science and Big Data which are two of the hottest research areas in computer science and business. Big Data is a resource which creates added value by using a data science approach leading to significant innovations. We want to attract researchers and business people whose expertise is related to Big Data and Data Science, and encourage the sharing of information.

### TOPICS

Technical issues include (but not limited to)

#### Design

- social and organizational design
- system design
- network design
- product design
- service design
- innovation and organizational change

#### Marketing

- marketing science
- consumer behavior
- retailing and pricing
- advertising
- customer relationship management
- brand management
- innovation

#### Data Mining

- machine learning algorithms and methods
- text and semi-structured data mining
- pattern recognition
- knowledge representation
- statistics and probability

### Important Dates

April 4, 2014: Deadline for submission of full-length papers.

May 25, 2014: Acceptance/Rejection notification.

July 9, 2014: Final Camera-ready papers due in electronic form.

### Submission

Special Sessions provide a focused discussion of new or innovative topics. Special session organizers collect at least five papers, download the special session proposal template from the SMC2014 website, and submit the completed proposal to the Special Sessions Chair.