



IEEE International Workshop on Data Mining for Design and Marketing 2006 (DMDM 2006)
-- CALL FOR PAPERS --
DECEMBER 18th 2006, IN HONG KONG, CHINA

Website <http://www2.ipcku.kansai-u.ac.jp/~vada/conf/dmdm06/>

SUBMISSION DEADLINE: JULY 30th, 2006

IEEE/WIC/ACM International Workshop on Data Mining for Design and Marketing 2006 (DMDM2006) held in conjunction with The 2006 IEEE International Conference on Data Mining (ICDM'06) Hong Kong Convention and Exhibition Centre, Hong Kong, China, 18-22 December 2006.

Recently the environment that enterprises face has become more and more competitive. It is necessary for them to change themselves to achieve sustainable competitive advantages. Therefore, they must understand consumer behavior in detail, actualize consumer needs, create goods or services corresponding to these needs, and give consumers information about their goods or services so that they continue to be a going concern. However, it has become more and more difficult for enterprises to do this completely because of the diversification of consumer needs, acceleration of product lifecycles, and information flood due to Internet diffusion. So enterprises must re-think their foundations such as business processes and visions. Information technology such as data mining plays an extremely important role in these changes. The aim of this workshop is to discuss information systems to create new value from the viewpoint of design and marketing in business.

TOPICS OF INTEREST: The workshop is aimed at bringing together researchers from the areas of design, marketing, and data mining. We expect to encourage an exchange of ideas and perceptions through the workshop to focus on design and marketing. Possible fundamental problems include, but are not limited to:

- * Information systems for design and marketing to understand consumer behavior
- * Information systems to integrate design and marketing
- * New data mining application and new insights for design and marketing
- * Case studies of data mining application for design and marketing

We are interested in the emergence of new business systems in the real business world, and encouraging new application of data mining. Therefore submitted papers will be evaluated from the perspectives of traditional criteria such as technical originality and prediction accuracy while also going beyond to consider creativity and applicability. Case studies that include successes and failures in designing and marketing are also welcome.

Technical issues include (but not limited to),

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| *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 | *Data Mining -machine learning -text and semi-structured data mining -pattern recognition -knowledge representation -statistics and probability |
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SUBMISSION & PUBLICATION: Paper submissions should be limited to a maximum of 12 pages in the IEEE 2-column format (please download the styles file for paper submissions at <http://www.comp.hkbu.edu.hk/~wii06/icdm/?index=download>). Please submit your manuscript through the Conference workshop paper submission system at ICDM'06 website (<http://www.comp.hkbu.edu.hk/~wii06/icdm/>). Papers will be reviewed by at least two independent experts for their originality, significance, creativity and applicability. The Workshop proceedings will be published by IEEE Computer Society Press, to be indexed by EI. All accepted papers must be presented by one of the authors who must register and pay fees.

IMPORTANT DATE:

Submissions due: July 30, 2006
 Notifications of Acceptance: September 8, 2006
 Camera-ready paper due: September 29, 2006
 Workshop day: December 18, 2006

WORKSHOP ORGANIZERS:

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