

BAFI 2020

Santiago, Chile

6-8 January 2020

<http://baficonference.cl/20/default/inicio>

Service Analytics Panel Proposal

Abstract

With the increasing importance of services in the global economy, researchers have been advocating the development of a new discipline to address the challenges in understanding the fundamentals of business and public administration services and developing appropriate theories, techniques and tools.

The impact of the internet and the technological innovations in intelligent devices, IoT and related technologies have increased dramatically the amount of available data that are available about how services are produced, transferred and consumed. Whilst, in certain service areas the impact has been relatively small, there are a number of service activities and processes where the impact has been substantial.

The Service Analytics session will address the challenges of uncovering useful information from service-related data through the use of techniques from knowledge discovery areas such as data mining, text mining, web mining, online learning, data stream mining, and dynamic data mining etc.

We welcome papers with a strong link to industry and applications. Some topics of interest are:

- Churn Modelling and Management
- Customer Experience Management
- Customer Engagement
- Front and Backend Analytics
- Human Context Recognition
- Service Journey Mapping and Analytics
- Voice of Customer-Provider Analytics

We welcome papers using cutting edge methods, including:

- Dimensionality Reduction, Feature Extraction, and Feature Selection
- Deep Learning and Neural Network Research
- Supervised, Semi-Supervised, and Unsupervised Methods
- Statistical Learning Theory
- Online Learning, Data Stream Mining, and Dynamic Data Mining
- Spatial and Temporal Data Mining
- Large Scale Data Mining
- Uncertainty Modeling in Data Science
- Natural Language Processing

The Service Analytics panel will discuss empirical findings, methodological approaches, and theoretical and conceptual insights related to knowledge discovery in business and public administration services.

Interest for BAFI 2020

Service analytics is an area of interest to the wider business and management community both from a practise as well from a research perspective. BAFI members will be able to hear about the recent developments in this area, interesting case studies, open issues and the challenges that lay ahead. The session will have a global perspective and at the same time, include case studies and examples from the region.

Structure

The session will be organised as an 80-minute session.

It will include four research papers (20 minutes presentation each) followed by Q&A session to discuss and summarise the research agenda for service analytics based on the papers presented during the session but also, the wider literature.

Submission Guidelines

Authors are requested to submit a 600-word abstract in English using the platform available at the EasyChair system (<https://easychair.org/account/signin?l=qzmWrtC6nuSb8UQZQTc1hW>).

Please also send a copy by email to ddiaz@fen.uchile.cl

All accepted abstracts will be published in an ISSN-indexed conference proceeding that will be available at BAFI 2020. After the conference, authors of the best presentations will be invited to submit their original work to special issues of top-level academic journals.

Deadline

Session deadline for extended abstracts: August 31st, 2019