CALL FOR PAPERS AND PARTICIPATION

2nd Annual Workshop on Analytics for Business, Consumer and Social Insights

School of Information Systems (SIS), Singapore Management University (SMU)

Saturday, August 3, 2013 – Sunday, August 4, 2013

Announcement. Singapore Management University and the School of Information Systems, in association with the Living Analytics Research Centre (LARC), is pleased to announce this call for original research papers and graduate student research proposals for presentation at the 2nd Annual Workshop on Analytics for Business, Consumer and Social Insights (BCSI 2013). This workshop was initiated in 2012 by the university as a venue for research presentations and interdisciplinary postgraduate research tutorials in the area of data analytics for business, consumer and social insights. It will be held at Singapore Management University in the downtown district of Singapore. In addition to research paper presentations, there will also be a set of interdisciplinary data analytics tutorials on current methods and research innovations for participating graduate students and other attendees. There will be a keynote speaker, and a cocktail party and dinner the evening of the first day. The workshop will begin at 9:00am on Saturday, August 3 and conclude by 3:00pm on Sunday, August 4. A one-half day optional visit to Singapore’s Agency for Science, Technology and Research (A*STAR) is planned also. Information on BCSI 2013 will be updated as appropriate at sis.smu.edu.sg.

Purpose. BCSI 2013 is intended to promote the presentation of new research and the sharing of new ideas on topics in the interdisciplinary space of Computer Science, Applied Economics, Marketing, Information Systems, Statistics and Social Science – as a way to showcase research directions in Computational Social Science. Submissions at the working paper stage of development are invited on topics in which data analytics and empirical research methods are the focus. These include: consumer behaviour in network environments; digital entertainment, information goods and media markets; electronic auctions and markets; Facebook and Twitter applications; and airlines, financial services and hospitality applications. They also include: innovative ‘big data’-based experimental designs; Internet search and pricing; intellectual property rights; location-based and mobile systems; online ads; prediction markets; social commerce and social networks; political and social sentiment analytics; and Statistics, Econometrics and Computer Science methods for big data.

A related purpose is provide a forum for learning targeted to post-graduate students from the Asia Pacific and South Asian areas. The workshop will showcase speakers who will present tutorials on experimental research design for big data contexts, data mining and visual analytics, and the use of innovative statistical methods to help them achieve successful outcomes in their research. Invited student participants will also be asked to present their research proposals so they can obtain input and comments from faculty mentors.

Attendance. Participation in BCSI 2013 is by ‘invitation only.’ This extends to: (1) authors of accepted research papers; (2) graduate students whose research proposals are accepted; and (3) members of the business, government, research and university community who express an interest to attend. We will cap attendance to maintain the intimacy and the interdisciplinarity of the ideas exchanged.

Participants will be offered financial support as follows. Authors of accepted papers may be faculty or students, and they will be eligible to receive between S$1,000 to S$2,000 in funding to support travel and expenses for workshop participation. Graduate students from Asia whose research proposals are accepted will have priority for scholarship funding of S$500 to S$1,000, although we will consider others from other foreign countries. BCSI will cover three nights of lodging expenses at designated hotels in the university area for selected participants. Singapore-based authors are ineligible for financial support or housing.
Submissions, reviewing and dates. Reviews for faculty and student research papers of no more than 32 pages and student research proposals of no more than 10 pages will occur during a three-week period in March and April 2013 with quick-turnaround notification of acceptance. Authors are requested to provide a professional title, an organisational affiliation, and an email address on the first page of their submissions. Post-graduate student research proposals should provide the following information in their proposals: analytics for business, consumer and social insights problem description and motivation; scientific research questions to be studied; theory or research perspective, as applicable; description of the data; research methods employed; preliminary findings; and a description of work in process. Students are encouraged to provide tables and graphical information to describe their results clearly. They should ensure that the referent literature is well defined.

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<th>Date</th>
<th>Event</th>
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<td>March 18, 2013</td>
<td>Paper submissions and grad student participation proposals should be sent to <a href="mailto:bcsi@smu.edu.sg">bcsi@smu.edu.sg</a>, which will become available in February 2013.</td>
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<td>April 8, 2013</td>
<td>Authors of papers and graduate students who submitted participation proposals will be notified of acceptance.</td>
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<td>July 22, 2013</td>
<td>Other who do not submit papers or research proposals are welcome to attend. They are requested to send an email to <a href="mailto:bcsi@smu.edu.sg">bcsi@smu.edu.sg</a> to obtain an invitation if additional space still is available.</td>
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Organisation. BCSI 2013 is organised through the School of Information Systems, and by:

- **Robert J. Kauffman**, Lee Kuan Yew Faculty Fellow for Research Excellence, Associate Dean (Research), Deputy Director of LARC, and Professor of IS and Mgmt. in the School of IS at Singapore Mgmt. Univ., rkauffman@smu.edu.sg (IS)
- **Shantanu Dutta**, Dave and Jeanne Tappan Chair in Marketing, and Professor of Marketing, Marshall School of Bus., Univ. of Southern California, sdutta@marshall.usc.edu (Marketing)
- **Pulak Ghosh**, Professor of Quantitative Methods and IS, Indian Institute of Mgmt., Bangalore; and LARC, Singapore Mgmt. Univ., pulak.ghosh@iimb.ernet.in (Statistics)
- **LAU Hoong Chuin**, Associate Professor of IS, School of IS, Singapore Mgmt. Univ., hclau@smu.edu.sg (Computer Science)
- **Alejandro Zentner**, Assistant Professor of Finance and Managerial Economics, Naveen Jindal School of Mgmt., U. Texas at Dallas, azentner@utdallas.edu (Economics)

Supporting Journal. Papers presented at BCSI 2013 will be posted for access by participants at an SMU-based website, and made available to others after the event. Papers will not be published in a conference proceedings. Authors who present at BCSI may flexibly submit to any publication outlet they believe best serves their interests after the workshop. We ask them to acknowledge SMU for hosting the presentation of their research and for financial support, if it is provided. The journal *Electronic Commerce Research and Applications* (ECRA) welcomes submissions of papers from BCSI 2013 on topics related to data analytics for business, consumer and social insights. Submission to ECRA is not required, just an option, and will be handled by the workshop co-chairs. ECRA’s submission link is ees.elsevier.com/ecra. Straight-to-the-journal submissions are welcome too.

Inquiries related to BCSI 2013 should be directed to any of the co-chairs.