



Sunset over Tallinn by Ilya Khamushkin (CC BY-SA 2.0)

## Call for Papers

### **1<sup>st</sup> International Workshop on Business Data Analytics: Techniques and Applications (BDA)**

co-located with the 30th International Conference on Advanced Information Systems Engineering (CAiSE)

June 11/12, 2018, Tallinn, Estonia

<https://hu.berlin/bda2018>

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#### **Objectives**

Data analytics currently represents a revolution that cannot be missed. It is significantly transforming and changing various aspects of our modern life including the way we live, socialize, think, work, and do business. There is increasing interest in the application of data analytics in many industries (e.g., retail, manufacturing, finance) and business functions (e.g. marketing, customer relationship management, supply chain management). In fact, data is becoming a key ingredient for informing every step and element of modern business.

The aim of this workshop is to discuss opportunities and challenges of applying data analytics in business. The workshop targets researchers interested in all aspects of developing effective data analytics solutions and evaluating applications in different business domains. The workshop invites original research contributions as well as reports on prototype systems from research communities and industry, dealing with different theoretical and applied aspects of business data analytics. Submitted papers will be evaluated on the basis of significance, originality, technical quality, and exposition. Papers should clearly establish the research contribution, and relation to previous research.

The workshop is open for a broad range of subjects. Possible topics include, but are not limited to:

- Models and methods for storing, managing and querying massive and heterogeneous business data.
- Models and methods for integrating and analyzing heterogeneous business data.
- Models and methods for continuous analysis of business data.
- Methods for deriving actionable insights from business data.
- Models and methods for exploiting big data systems on developing effective business data analytics.
- Methods for developing usable tools for business data analytics.
- Advanced applications and tools for business data analytics in different domains.

#### **Submissions**

BDA 2018 calls for research paper submissions of up to 15 pages. All accepted submissions will be published in the LNBIP volume of the CAiSE 2018 workshop proceedings. Please consult <https://hu.berlin/bda2018> for formatting and submission instructions.

#### **Important Dates**

Submission of papers: March 4, 2018  
Notification of acceptance: April 6, 2018  
Final paper version: April 13, 2018

#### **Organizers**

Oliver Müller, IT University of Copenhagen  
Sherif Sakr, King Saud bin Abdulaziz University for Health Sciences  
Matthias Weidlich, Humboldt University of Berlin