The 5th International Workshop on Artificial Intelligence Applications for E-services (AIAE 2012)

1. Background

Service-Oriented age is coming. User could achieve more and more emerging eservice applications and service via various digital carriers, such as: mobile phone, personal digital assistor (PDA) evens the GPS of vehicle. To realize user behaviors of service-oriented age is becoming an important issue. A lot of researches had been successfully applied to artificial intelligence (AI) techniques in related research area, such as recommender system, search engine, information retrieve, etc. Thus, we completely accept that drawing attention to applied AI on the topic of e-service is an area that shows great research potential. It could be an important time to shift the research focus to the application area.

Therefore, the committee decided to hold the workshop concentrating on the research topics about AI applications for E-services. The workshop aims at promoting the exchange of ideas in this research area. It is thus valuable to include a workshop about this topic in ICGEC12: the 6th International Conference on Genetic and Evolutionary Computing..

2. Preliminary breakdown of topics

This workshop invites papers the following topics, but never exclusive:
- AI applications for E-commerce Customer Behaviour Analysis & Prediction
- AI applications for M-commerce
- AI applications for Digital Content Design
- AI applications for Learning Behaviour Analysis
- AI applications for E-learning
- AI applications for E-banking
- AI applications for Fraud and Misuse Detection
- AI applications for Search Engine
- AI applications for Knowledge Management
- AI applications for Blog Analysis
- AI applications for Personalization and Recommendation System
- Hybrid AI approaches applications
- Case Study of E-Service applications Practices
- Business Model for E-Service Applications

Important Date：

- Conference Dates: **August 25-28, 2012**
- Paper Submission: **May 31, 2012**
- Notification of Paper Acceptance: **June 30, 2012**
- Registration/Camera-ready of Accepted Papers: **July 15, 2012**

4. The previous AIAE workshop

AIAE 2009 indeed received a lot of attention although AIAE 2009 is the first (and only) workshop of ICICIC 2009. There are totally 22 manuscripts submitted to AIAE 2009 and the accept rate is about 30% which is a tough conference. The 2nd and 3rd AIAE workshops are conjunction with NCM conference in 6th and 7th NCM conference (International Conference on Computing and Advanced Information Management) in Korea. Recently, the 4th AIAE workshop is conjunction with the 16th NASNIT conference (2011 16th North-East Asia Symposium on Nano, Information Technology and Reliability) in Macao. AIAE workshop receives much attentions and success. The committees of 4th workshop finally accepted 21 papers and all authors represented their works in Macao.

5. Participants and selection criteria

Previous experience of organizing workshop suggests that 10-12 is the right number of paper acceptance. Submission will be refereed by at least two referees from the program committee. The main criteria for selection are that the author has an original and relevant contribution to make in terms of theory, method, application or case study, and how the paper will contribute to make the workshop, provocative, diverse, coherent, and non-repetitive. The workshop co-chairs will make the final decision about paper acceptance.

6. Workshop Organizers

Chair

Chen-Shu Wang (Graduate institute of information and logistics management, National Taipei University of technology): Dr. Wang, who is an assistant professor of National Taipei University of technology in Taiwan. She used to be organizer of AIMCMS session (Korea), 1st (Kaohsiung), 2nd AIAE2010 (Korea) and

3rd AIAE 2011(Korea) workshops and SNADSS2010 (Taiyuan). Also, she is the co-organizer of NISS 2009 workshop (Beijing 2009) and ETICS 2009 (Seoul) session. Furthermore, she in charged of two special issues of Journal of software (JSW) and Journal of convergence information technology (JCIT). Her research interest is information technology innovation applications, including: business intelligence application, AI application for business strategy discovery and management, KDD and knowledge engineer, supply chain management and reverse logistical.

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7. Potential Program Committee (To be extended)

This workshop will invite experts and researches who are working on web mining to be included in the workshop program committee. Some potential program committee members are listed as follows:

- Dr. Bettina Berendt, Katholieke University Leuven, Belgium
- Dr. Chi-Chung Lee, Chung Hua University, Taiwan
- Mohamed Medhat Gaber, Monash University, Australia
- Dr. Yuan-Chu, Hwang, National United University, Taiwan
- Dr. Sarabjot S. Anand , University of Warwick, UK
- Dr. Wen-Chih Chang, Chung Hua University, Taiwan
- Dr. Ming-Hsiung, Ying, Chung Hua University, Taiwan
- Dr. Ioannis Hatzilygeroudis, University of Patras, Greece
- Dr. Wei-Lun Chang, Tamkang University, Taiwan
- Dr. I-Hsien Ting, National University of Kaohsiung, Taiwan

8. Publication

Once the workshop has been accepted, we will start to communicate with major publisher about the publication of workshop proceeding by IEEE press.