One Day Workshop Proposal:
The 1st International Workshop on
Artificial Intelligence Applications for E-services (AIAE'09)

1. Background

Service-Oriented age is coming. User could achieve more and more emerging e-service applications and service via various digital carriers, such as: mobile phone, personal digital assistor (PDA) evens the GPS of vehicle. To realize user behaviours 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 this year 4th International Conference on Innovative Computing, Information and Control Conference.

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

3. Workshop Advertising

This workshop will be advertised to researchers who are working on artificial intelligence applications and related areas. First, we will register information about the workshop in some popular conference databases as well as call for paper information will be mailed to some computer science departments and artificial intelligence research groups. Furthermore, the call for paper information will also be sent individually to researchers who are active in this research area.

4. The registration and plan of the Workshop

This workshop will be an open workshop, and welcomes for not only the authors but also anyone who interests in this topic to register. Including the authors, we expect that about minimum 15 and maximum 40 participants will attend this event.

The format of the workshop will be organized as follows
(1) There will be 4 themed 80-minute sessions, each of which consists of three 20-minute presentations with 20 minutes of discussion led by assigned discussants.
(2) There will then be a final discussion session that will identify themes that have emerged during the day and plan for further collaboration.
(3) In the evening, and informal meal will be organized to give the participants the opportunity to network and facilitate future cooperation.

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

Deng-Yiv Chiu (Department of Information Management, Chung Hua University): Dr. Chiu is now the chair of Dept. of Information Management, Chung Hua University. He received M.S. in Computer Science from University of Maryland, USA in 1990. He received the PhD in Computer Science from Illinois Institute of Technology, USA in 1994. After working as an assistant professor in the Dept. of Math and Computer Science, Chicago State University, USA, he has been an associate professor at Chung Hua University, HsinChu, Taiwan since 1996. His research interests include machine learning, information retrieval, and their applications to knowledge management and finance.

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Co-Chair

Chen-Shu Wang (Department of Information Management, Chung Hua University): Dr. Wang, who is an associate professor at Department of Information Management, Chung Hua University Taiwan. Her research interests focus on AI Technologies integration and application, Simulation optimal and organization strategic. She used to be the session chair of special session AIMCUS 2008 (Korea) and program committee of ICCIT 2008, ICSSSM'08, WMEE 2008 &2007.

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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.

9.   Workshop Duration

The workshop will be a one day workshop, and expected to be held during the period of main conference. The duration of the workshop is from 9:30 AM to 17:00 PM (6 hours in total).