



1TH International Workshop on Enterprise Decision-Making Applying Artificial Intelligence Techniques (WEDMAIT 2020)

August 20th & 21th, 2020
CEIPA Business School
Sabaneta, Antioquia, Colombia



Call for Papers

Artificial Intelligence (AI) techniques cover the automation of cognitive and physical tasks. These techniques help people perform tasks faster and better and make better decisions. It enables the automation of decision making without human intervention. AI techniques can enhance automation thus reducing intensive human labor and tedious tasks. There are many more ways in which Artificial Intelligence is making a difference for enterprises in marketing decision-making, Customer Relationship Management, Recommender Systems, Problem Solving, Opinion Mining, Augmented Analytics, to mention but a few.

In marketing, it is necessary to understand customer needs and desires and aligning products to those needs and desires. A handle on changing customer behavior is vital to make the best marketing decisions. AI simulation and modeling techniques provide reliable insight into the consumers' persona. This will help predict consumers' behavior. Through real-time data gathering, trend analysis and forecasting, an AI system can help businesses make insightful marketing decisions. Furthermore, organizations can identify a consumer's lifetime value with the help of AI's buyer persona modeling. It can help organizations manage multiple inputs. During a complex decision-making process, AI can efficiently manage and control different factors at the same point in time. It can source and process large amounts of data within minutes while providing valuable business-based insights. While we humans face decision fatigue, algorithms do not have such limitations, which make AI-based decisions faster and better. Also, AI techniques have provided businesses invaluable insight about consumers, which helps them enhance their communication with the consumers. It also helps retailers predict product demand and respond to it quickly. To that end, opinion mining helps businesses understand why people feel the way they feel. Most often a single customer's concerns might be common among others. When sufficient opinions are gathered and analyzed correctly, the information gleaned will help organizations gauge and predict the concerns of the silent majority. AI has improved this mining process through automation, which is quicker and more reliable, helping organizations in making critical business decisions.

In e-commerce, an AI system learns a consumer's preference based on 'explicit' or 'implicit' feedbacks. This kind of systems are called recommender systems. A recommender system can provide information helping the organization to reduce bounce rate and craft better customer-specific targeted content. Wise business decisions are made when business executives and decision-makers have reliable data and recommendations. AI not only improves the performance of both the individual members of the team but also the competitive edge of the business.

The aim of this Workshop is to investigate and disseminate trends among innovative and high-quality research regarding the implementation of conceptual frameworks, strategies, techniques, methodologies, informatics platforms and models about Enterprise Decision-Making Applying Artificial Intelligence Techniques. The list of topics includes, but is not limited to:

- Expert systems for Optimization Process
- Application of Knowledge-Based Methods
- Software Tools for Knowledge-Based Systems construction
- Artificial Intelligence Applying In Supply Chain
- Artificial Intelligence and Block Chain Technology in Logistics and Supply Chain Management
- Inventory Control, Production Planning and Scheduling Applying Artificial Intelligence
- Decision-Support mechanisms
- Knowledge Acquisition & Representation
- Business Intelligence
- Knowledge-Based Implementation techniques and System Architectures
- Decision Support Systems
- Intelligent Systems for E-commerce and Electronic Business
- Internet of Things (IoT) in Logistics and Supply Chain Management
- Case-Based Reasoning
- Big Data and Data Mining in Logistics and Supply Chain Management
- Fintech or Financial Technology
- Context-aware/context-sensitive mobile applications
- Machine Learning-based Applications
- Neural Networks and Deep Learning Applications
- Sentiment Analysis and Opinion Mining in social media
- Natural Language Processing Techniques
- Simulation in Logistics and Supply Chain

Important Dates

Paper submission deadline: **April 15th, 2020**

Notification of acceptance: **June 1th, 2020**

Camera-Ready papers due: **June 15th, 2020**

Workshop Celebration: **August 20th & 21th, 2020**

Submission Guidelines

Interested parties are invited to submit a technical paper written in English in T1-book Springer style, not exceeding 12 pages. The details of the format can be found at Studies in Computational Intelligence website: Information for Authors. The submissions must not contain authors' names or affiliations. They must not include either any information that may reveal the authors' identities. Submissions failing to meet these requirements will be rejected without revision.

In order to submit a paper electronically, authors must send an e-mail with the subject: "WEDMAIT20 Submission" to Julian Andres Zapata-Cortes (julian.zapata@ceipa.edu.co), Giner Alor-Hernandez (galor@ito-depi.edu.mx) and Cuauhtémoc Sanchez-Ramirez (csanchezr@ito-depi.edu.mx) (see below for corresponding email addresses) with the paper attached in PDF format and the body of the message should contain the following data:

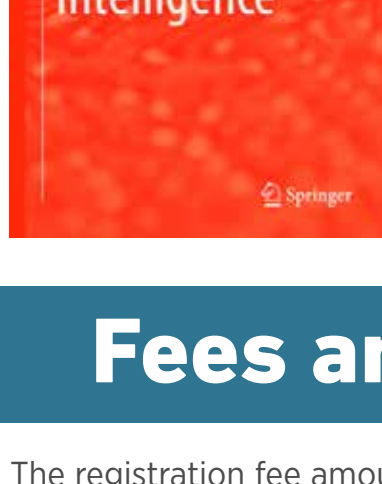
- 1 Paper title.
- 2 Authors' names and affiliations.
- 3 Postal address, e-mail address and phone number of the contact authors.
- 4 The abstract of the paper.
- 5 Up to five keywords.

Please contact any of the workshop organizers in case you have any doubt or problem with electronic submissions.

Review process

WEDMAIT2020 welcomes the submission of application papers with preference to the topics listed in the call for papers. All submitted papers will undergo a thorough review process; each paper will be refereed by at least three experts in the field based on relevance, originality, significance, quality and clarity. The papers must consist of original, relevant and previously unpublished sound research results related to any of the topics of the Workshop.

Publication



Accepted papers will be included in WEDMAIT2020 Proceedings. At least one of the authors will be required to register and attend the workshop to present the paper in order to include the paper in the WEDMAIT2020 proceedings. Accepted papers will be published as a book chapter by Springer Verlag in the Studies in Computational Intelligence series (<https://www.springer.com/series/7092>) ISSN: 1860-949X.

The books of this series are submitted to indexing to Web of Science, EI-Compendex, DBLP, SCOPUS, Google Scholar and Springerlink.

Fees and charges

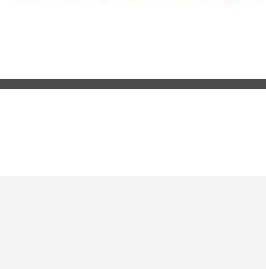
The registration fee for authors is USD 250 or its correspondence in Colombian Pesos. This includes one paper only. If one author has more than one accepted paper, the fee must be paid for each of them independently to be published. This amount do not include bank fees or other transaction charges, so the amount to pay may be higher.

This fee includes publication of one paper (up to the page limit) in the in WEDMAIT Proceedings, access to a digital copy of the pre-print versions of all accepted papers (unless copyright holders prevent us from distributing such copies) and workshop material.

Venue

WEDMAIT2020 will be held in CEIPA Business School facilities in Sabaneta, Antioquia, Colombia, as part of the 2th Research and innovation week organized by CEIPA in August 17 to 21 of 2020.

More information



Organizers

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