



# The 23<sup>rd</sup> IEEE/WIC International Conference on Web Intelligence and Intelligent Agent Technology

9-12 December 2024 | Bangkok, Thailand

A Hybrid Conference with both Online and Offline Modes

## 9th International Workshop on Integrated Social CRM (iCRM 2024) at 23rd WI-IAT24 – Call for Papers

Social CRM links social media and customer relationship management (CRM). This involves a variety of applications systems, from recommendation systems to community management and monitoring as well as artificial intelligence and mining tools. They are the basis for Social CRM solutions that support daily tasks such as the prediction of consumer behavior, customer profiling, impact simulation, business network analysis, lead prediction, market trend prediction, competitor analysis, knowledge discovery, automated interactions in sales and service or process and workflow automation. Social CRM may be found in various industries (e.g., tourism, banking, energy, public sector, publishing, health, logistics, education), but reaping the potentials also means to (tightly or loosely) align application systems with business strategies and processes.

The iCRM workshop aims to advance research in the field of Social CRM that on the one hand recognizes the need for integrating information systems, processes and systems as well as the need to integrate various forms of intelligence in Social CRM solutions. This comprises technical and economic aspects with the development and implementation of innovative tools and methods for intelligent data analysis in Social CRM as well as redesigned processes and capabilities for Social CRM. The setup is interdisciplinary and invites researchers as well as professionals to contribute research papers, case studies and/or to present prototypes on relevant topics, both completed and ongoing.

### Topics of interest include, but are not restricted to:


#### **Technical perspective:**

- Use of generative AI in Social CRM
- Novel data analysis and mining approaches for Social CRM
- Data integration and fusion for Social CRM
- Privacy-preserving analytics and identity management (e.g., SSI) for Social CRM
- Innovative Social CRM application systems (e.g., in CRM systems)
- Impact of specific technologies on Social CRM (e.g., chatbots, AI, IoT, robotics)
- Social CRM in decentralized application systems (e.g., blockchain/DLT)
- Technological architectures for integrated Social CRM

#### **Societal perspective:**

- Customer expectations towards Social CRM
- Cultural influences on the perception and use of Social CRM
- Transparency and misinformation handling through Social CRM
- Dark sides of Social CRM (e.g., extensive profiling and segmentation, discriminative analysis models)
- Ethics and Social CRM

#### **Managerial perspective:**

- Business value of Social CRM
  - Innovative Social CRM processes and scenarios (e.g., link with Social Commerce)
  - User behavior understanding and customer journey management in Social CRM
  - Implementation strategies for Social CRM
  - Social CRM maturity and readiness
  - Out/Insourcing in Social CRM
  - Privacy management in Social CRM
  - Customer experience management with Social CRM
  - Social CRM in specific business domains (e.g., tourism, banking, healthcare)
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## Submission Guidelines

- Type of expected submissions**
- The workshop welcomes full research papers, experimental research, case studies and student research papers.
  - Papers must be submitted electronically in standard IEEE Conference Proceedings format (max 8 pages, Article Templates at <https://www.ieee.org/conferences/publishing/templates.html>).
  - Demo papers must specify “industry” or “demo” in their title, and they are limited to 4 pages including references.
  - Submitted papers will undergo a peer-review process, coordinated by the International Program Committee.
  - Submissions via <https://www.wi-iat.com/wi-iat2024/Participant-Submission.html>

## Important Dates

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|------------------------------|-------------------------------|
| • <b>August 15, 2024:</b>    | <b>Submission Deadline</b>    |
| • <b>September 15, 2024:</b> | Paper Acceptance Notification |
| • <b>October 01, 2024:</b>   | Camera Ready                  |
| • <b>December 09, 2024:</b>  | Workshop                      |

## Chairs

- **Rainer Alt**, Leipzig University/Social CRM Research Center, Germany
- **Olaf Reinhold**, University of Cooperative Education Saxony/Social CRM Research Center, Germany
- **Fabio Lobato**, Federal University of Western Pará, Brazil

## Program Committee

- **Alan Marcel Fernandes de Souza**, Federal Institute of Education, Science, and Technology of Pará, Brazil
- **Alireza Ansari**, Leipzig University, Germany and IORA Regional Center for Science and Technology Transfer, Iran
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- **Kerstin Siakas**, International Hellenic University, Greece
- **Kwabena Obiri Yeboah**, Catholic University College of Ghana, Ghana
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- **Rabi Sidi Ali**, Takoradi Technical University, Ghana
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- **Regine Vanheems**, Laboratoire de Recherche en Management de La Sorbonne and Orange, France
- **Renato Fileto**, Federal University of Santa Catarina, Brazil
- **Ricardo Limongi França Coelho**, Federal University of Goiás, Brazil
- **Ricardo Marcacini**, University of São Paulo (USP), Brazil
- **Thiago Henrique Silva**, Federal University of Technology of Parana, Brazil
- **Vitor MESAQUE**, Universidade Federal de Mato Grosso do Sul (UFMS), Brazil
- **Vicente Guerola-Navarro**, Universitat Politècnica de València, Spain
- **Winnie Ng Picoto**, Technical University of Lisbon, Portugal
- **Yerin Yee**, Kyung Hee University, South Korea

