

WI-IAT 2024 Workshop/Special Session Proposal

1. Heading

a. Title of the workshop/special-session and acronym

9th International Workshop on Integrated Social CRM (iCRM 2024)

b. Proposed duration (half-day or full-day)

Half-day Slot (one or two 90-minute sessions)

c. Workshop/special session (co-)chair(s) name, affiliation and e-mail address

- Olaf Reinhold (**Contact person**)
Social CRM Research Center / University of Cooperative Education Saxony
Grimmaische Str. 12, 04109 Leipzig
olaf.reinhold@scrc-leipzig.de, +49 341-9733600
- Rainer Alt
Leipzig University / Social CRM Research Center
Grimmaische Str. 12, 04109 Leipzig, Germany
rainer.alt@uni-leipzig.de
- Fabio Lobato
Federal University of Western Para / Engineering and Geoscience Institute
Rua Vera Paz, s/n, Unidade Tapajós, Salé, 68040-255 Santarem, Brazil
fabio.lobato@ufopa.edu.br

d. Short CV of (co-)chair(s) including past experience in organizing workshops/special session and/or related events

- Rainer Alt is Full Professor for Application Systems at Leipzig University since 2006. From 1992 to 2006, he was project manager at the Institute for Information Management and an assistant professor at the University of St. Gallen. He received his PHD in 1997 and finished his postdoctoral thesis (habilitation) in 2005. His research interest is in the field of inter-organizational information systems, in particular customer and supply chain management and Fintech. He is a founding member of the Social CRM Research Center and Editor-in-Chief of Electronic Markets (EM).
- Olaf Reinhold (reinhold@wifa.uni-leipzig.de, +49 341-9733600) is a professor at the University of Cooperative Education Saxony and board member of the Social CRM Research Center. Previously, he worked as a project manager and consultant in industry and academia. He received his PhD in 2019 at Leipzig University and is guest lecturer at Leipzig University and CBS International Business School. His research interest is in the field of customer relationship management, with a particular emphasis on the impact of social media, application systems, and data analytics. He is a founding member of the Social CRM Research Center.
- Fábio Lobato is Lecturer at Federal University of Western Pará, where he is also coordinating the Applied Computing Research Group. He received his PhD in Applied Computing for Electric Engineering in 2016, with a collaborative period at the University of Kent, in the United Kingdom. His research interests are related to the areas of data mining for decision support systems, social networks, and Social CRM analytics.
- Experience in organizing workshops/special sessions and/or related events.

- All three workshop chairs have experience in organizing workshops at international conferences, such as HICSS, WebIntelligence, Business Information Systems.
- The iCRM2024 workshop will be the 9th installation of the iCRM workshop series organized by the workshop chairs.

2. Introduction

a. Abstract: one paragraph describing the workshop/special-session purpose (max. 200 words)

Social CRM links the domain of social media with customer relationship management (CRM). On the one hand, the social media platforms support various functionalities to interact with their followers from postings to marketplaces and analytics. On the other hand, application interfaces allow the integration of social media data with other analytical systems as well as business applications systems. Among the examples are recommendation systems, community management, social network analysis and social media monitoring as well as artificial intelligence (AI) and mining tools. They support CRM 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. The concept of Social CRM comprises the alignment of these systems with the CRM business process and the customer relationship strategies. It has been adopted in various industries (e.g. tourism, banking, energy, public sector, publishing, health, logistics, education) and the recent advances in AI, especially generative AI, provides new means of leveraging data, touch points and processes for Social CRM.

b. Scope and topics of the workshop/special session

The workshop aims to shed light on current research efforts targeting the development and implementation of future Social CRM application systems, methods and scenarios. It recognizes that integration of the various areas of Social CRM comprises multiple dimensions, i.e. information systems, distributed data sources, aligned processes and strategies as well as holistic methods including change management, generative AI or privacy management. We invite research on application scenarios, economic analyses, the role of culture, changing consumer behavior and expectations as well as potentially negative aspects of Social CRM that influence usage scenarios and system development. The workshop has been conducted since 2015 and invites international researchers as well as professionals to contribute research papers, case studies 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

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)

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

3. Motivation and Rationale

a. Why the workshop/special session is related to WI-IAT 2024

The workshop addresses the main topics from the Web Intelligence Conference and emphasizes novel technology, especially web intelligence, artificial intelligence, computational intelligence and their adoption in today's and future business scenarios with a special focus on CRM. It provides an opportunity for interdisciplinary exchange between researchers from the domain of Web technologies with researchers from the domain of economics to explore challenges and opportunities in the field of Customer Relationship Management. For this purpose, the workshop will especially encourage researchers to contribute cases that demonstrate the application of methods in real-world scenarios, that compare different methods from a technical and economical perspective and that present architectures for the building and improving the existing state-of-art in CRM.

b. Why the topic is timely and important

While research on social media and especially analysis technologies have evolved significantly over the last decade, the integration of multiple social media technologies with CRM systems, processes and strategies is still low in many industries. The rise of artificial intelligence applications holds a high, but currently untapped potential, for CRM. Among the reasons for the low adoption are a low understanding of the added value of related technologies for specific business processes across the different stakeholders in companies as well as uncertainties regarding the technical and regulatory limitations to name a few. For this reason, a close look at the technical potentials in face of the business scenarios seems necessary and are the base to a higher adoption and further advances of the technology.

c. Why the workshop/special session may attract a significant number of submissions of good quality

The international members of the PC cover the key areas of the workshops and will share the call within their networks and colleagues. Furthermore, the PC members are well connected with the relevant research community and will advertise as well as stimulate submissions from their network. Different types of accepted submissions will encourage senior as well as junior researchers to submit works.

d. Why the workshop/special session may attract a large number of attendees, in addition to the authors

The mixed and integrated scope on technological, business and managerial/societal aspects builds and enriches key themes of the conference and will provide attendees the opportunity for interdisciplinary discussions and relationship building. Our moderation will build on the expertise of the workshop chairs as well as the knowledge as editors of a well ranked journal and give advice on how to develop the research further and how to make direct it towards publishing in a major journal. The workshop chairs also plan a keynote of an international company or/and renowned research related to Social CRM. Altogether we hope this offers an attractive setup for attracting participants of the conference to the workshop.

e. Why the workshop/special session differs from others

The workshop has a dedicated focus on integrated and intelligent Social CRM. It links the areas of a) artificial intelligence, computational intelligence and application software systems with b) business strategies and processes in the field of CRM. With this focus on the application of analytical software in a dedicated field as well as special emphasizes on the effects and influencing factors on the use of these technologies, the workshop differs from other conference workshops.

f. Related workshops and conferences of similar topics

Social media related research plays an important role in major conferences, such as ICIS (e.g. Social Media and Digital Collaboration), ECIS (e.g. Social Media - Digital Work Digital Life) or HICSS (e.g. Social Information Systems). Emphasizing the integration and intelligence aspects in the field of Social CRM is far less addressed in past and current workshops and conferences. The iCRM workshop series established a platform for discussing this special fields and invites researchers that are interested in exchanging and connected their research with other domains.

4. Workshop /Special Session Details

a. Tentative committee lists (organizers, program committee, etc.)

- Alan Marcel Fernandes de Souza, Amazon University, Brazil
- Alireza Ansari, Leipzig University Leipzig, Germany and IORA Regional Center for Science and Technology Transfer, Iran
- Antônio Jacob Jr., State University of Maranhão, Brazil
- Chulmo Koo, Kyung Hee University, South Korea
- Costas Assimakopoulos, International Hellenic University, Greece
- Cristiana Fernandes De Muylder, FUMEC University, Brazil
- Dewi Tamara, Binus University, Indonesia
- Emílio Arruda, FUMEC University and University of Amazon, Brazil
- Fábio Lobato, Federal University of Western Pará, Brazil
- Flavius Frasinca, Erasmus University Rotterdam, The Netherlands
- Gary Frankwick, The University Of Texas at El Paso, USA
- Gültekin Cakir, Maynooth University, Ireland
- José Marcos de Carvalho Mesquita, The University of Connecticut, USA
- Julio Viana, Invia Flights Germany, Germany
- Kerstin Siakas, International Hellenic University, Greece
- Kwabena Obiri Yeboah, Catholic University College of Ghana, Ghana
- Luis Madureira, NOVA Information Management School (NOVA IMS), Universidade Nova de Lisboa, Portugal
- Nino Carvalho, Fundacao Getulio Vargas and European Institute of Management, Portugal
- Mattis Hartwig, University of Lübeck, Germany

- Omar Andres Carmona Cortes, Instituto Federal do Maranhão, Brazil
- Peri Akbar Manaf, Binus University, Indonesia
- Rabi Sidi Ali, Takoradi Technical University, Ghana
- Rafael Geraldeli Rossi, Universidade Federal do Mato Grosso do Sul, Brazil
- Renato Fileto, Federal University of Santa Catarina, Brazil
- Regine Vanheems, Laboratoire de Recherche en Management de La Sorbonne and Orange, France
- Somayeh Khaghighi, University of Amsterdam, Netherlands
- Thiago Henrique Silva, Federal University of Technology of Parana, Brazil
- Vicente Guerola-Navarro, Universitat Politècnica de València, Spain
- Winnie Ng Picoto, Technical University of Lisbon, Portugal

b. Expected number of participants and the expected number of submissions

We expect between 6-14 submissions (regular and short papers). For the workshop we plan to accept 3-6 papers (regular and short papers) for a half-day workshop with one or two slots (90 minutes sessions) plus an introduction/closing session.

c. A short list of potential authors that are expected to submit papers to the workshop/special session

The workshop organizers will build on their network and the network of PC members. Besides the workshop organizers, members of the PC are expected to submit own papers or joint papers with other researchers. Furthermore, they are well connected within the international and regional communities and will stimulate further submissions by peers. Exemplary potential authors are:

- Chulmo Koo, Kyung Hee University, South Korea
- Emilio Arruda, FUMEC University and University of Amazon, Brazil
- Kerstin Siakas, International Hellenic University, Greece

d. A draft call for papers (max 1 page)

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e. A description of the publicity and promotion plan

The planned workshop will make use of the most relevant communication channels including: (1) maintaining a dedicated website under iCRM2024, (2) sending the CFP to international and regional mailing lists and conference calendars, i.e., AISWorld, WI-List, ACM Calendar of Events, AIS Conference Page, (3) announcing the workshop in outlets of several research projects in Europe, Asia and Latin America (4) compiling an email group list of researchers and directly asking them to submit papers once the CFP is announced, (5) promoting the workshop by the PC members in their respective organizations and encouraging PhD students and post-doctoral researchers to consider the workshop and (6) reaching out to PhD candidates in our network to submit their current research work.

f. Workshop/special session format planned (keynote, expected number of presented papers, invited talks, panels, demonstrations, etc.)

Depending on the number of accepted papers the workshop schedule could be organized as follows.

- Keynote (30 minutes)
- 2-3 Presentations with discussion (90 minutes)
- 3-5 research in progress presentations with discussion (90 minutes)
- Panel about further research and publishing research about Social CRM in journals (30 minutes)

5. Tentative Internal and External Schedule (Except adjustments by the Chairs to align all workshop/special session schedules)

- a. Submission deadline: July 30, 2024
- b. Review deadline: September 10, 2024
- c. Acceptance notification: September 15, 2024
- d. Camera ready: October 01, 2024
- e. Workshop: December 09, 2024