

SMC 2016

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Call for Papers

Special Session on **Information Systems for Design and Marketing**

IEEE International Conference on Systems, Man, and Cybernetics

<http://www.smc2016.org/>

Organizer:

Katsutoshi Yada
Faculty of Commerce
Kansai University
Osaka, Japan
yada@kansai-u.ac.jp

Co-organizer:

Yi Zuo
Institute of Innovation
for Future Society
Nagoya University
Nagoya, Japan
zuo@coi.nagoya-u.ac.jp

Introduction

In this special session, we discuss and study information systems for activating and integrating two business phases, i.e., design and marketing (D&M) to reinforce manufacturing or production teams. We highlight designers and marketers as the brains of enterprise creativity, living on information circulation. We aim to establish information system consisting of humans, computers, and their social environment, and stimulate dynamic streams of information and data. In order to find new horizons, we would like to encourage participations from various domains systems design, marketing science, knowledge and chance discovery, decision making, communication analysis, business sciences, and ideas beyond existing disciplines.

Topics

Technical issues include (but not limited to)

- **Design:** 1) social and organizational design; 2) system design; 3) network design; 4) product design.
- **Marketing:** 1) marketing science; 2) consumer behavior; 3) retailing and pricing; 4) advertising; 5) innovation.
- **Data Mining:** 1) machine learning; 2) pattern recognition; 3) knowledge representation; 4) statistics and probability.

Important Dates

April 15, 2016: Deadline for submission of full-length papers.

May 25, 2016: Acceptance/rejection notification.

July 9, 2016: Final camera-ready papers due in electronic form.

Submission

Manuscripts for the Special Session should NOT be submitted in duplication to any other regular or special sessions and should be submitted to SMC 2016 main conference online submission system on SMC 2016 conference website.