International Workshop on Social Big Data Analytics

in conjunction with The 12th International Conference on. Multimedia and Ubiquitous Engineering (MUE2018), April 23-25, 2018, Salerno, Italy.

http://www.mue-conference.org/2018

Nowadays, social media have become the most used platforms in daily life. Every day people create, share, and exchange millions of post on these platforms. From social media data, much can be learned about individual users and more broadly networks of users. So to define intelligent analytics services to turn social media data into actionable knowledge is a really hot topic.

The power of social media along with the emerging big data technology offers abundant opportunities for achieving business growth addressing marketing strategies, profiling people tastes, targeting advertisements, and so forth.

Furthermore, the fake news and the spread of misinformation on social media is an issue worldwide and is a major concern for consumers and traders, as well as social spam, brought to the attention by the legal circle in recent years.

The purpose of this workshop is to meet and share cutting-edge development in the field, to collect recent advances in social big data stream analysis.

Topics of Interests: Authors are solicited to contribute to this conference by submitting articles that illustrate research results, projects, surveying works, industrial experiences, and creative ideas that describe significant advances in the following areas, but are not limited to:

- Context-aware social media recommender systems
- Context-aware social media information retrieval
- Cross-relating algorithms for heterogeneous social media data streams
- Opinion mining and sentiment analysis from social media
- Social network analysis
- Social media analytics
- Natural language processing and conceptual data analysis from social media
- Mining and analysing social data for decision support
- Big data algorithms, technologies and architectures
- Topic and event detection and tracking
- Business and marketing intelligence methodologies
- Misinformation and qualitative filtering of social media data stream
- Fake news and spread of Misinformation
- Big Data Analytics to support decision making
- Big Data Adoption and Service-dominant Logic
- Service Science Foundation and Big Data
- Value Co-creation and Big Data
- Customization and Prevention through Big Data
- Operations Management through Big Data
- Adaptation and Risk Management through Big Data
- Services Innovation and Big Data Analytics
- Big Data and Supply Chain Management
- Big Data and Customer Relationship Management
- Big Data Analysis Outsourcing
- Open Innovation Management and Big Data Adoption

Conference Venue:
University of Salerno, Via Giovanni Paolo II, 132, 84084 Fisciano SA, Italy

Workshop Chairs:
De Maio Carmen (University of Salerno, Italy)

Workshop Co-Chairs:
Zhi-Qiang LIU (City University of Hong Kong, Hong Kong)
Luigi Troiano (Università degli Studi del Sannio, Benevento, Italy)

Committees:
Luca Greco (University of Salerno, Italy)
Stefania Boffa (University of Insubria, Varese, Italy)
Elena Mejuto Villa (University of Sannio)
Wei Feng (Tianjin University)
Gennaro Maione (University of Salerno, Italy)
Raffaele D'alessio (University of Salerno, Italy)

Important dates:
- Paper Submission Due: Feb 21, 2018
- Author Notification: Feb 26, 2018
- Registration Due: March 2, 2018
- Camera Ready Due: March 9, 2018
- Conference Date: April 23-25, 2018

Paper Submission and Publication:
All Accepted papers will be published by Springer as Lecture Notes in Electrical Engineering (LNEE) Post-Proceedings (indexed by EI and SCOPUS).

High quality papers will be recommended special issue of SCI(E) Journal. Authors should submit a paper with 5~6 pages in length, including all figures, tables, and references. If you want to submit more than page limitation, you can add up to 2 extra pages (total MAX. 8 pages) with the extra page charges (100 USD per page).

Please visit the submission instruction page for details: http://www.mue-conference.org/2018. Authors MUST select topic as "**SBDA 2018**" at the submission system.