



## Call for Papers

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

IEEE International Conference on Systems, Man, and Cybernetics

<http://www2.kansai-u.ac.jp/dslab/workshop/2017/SMC2017>

#### 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

##### **Hao Wang**

Institute of Software  
Chinese Academy of  
Sciences  
Beijing, China  
wanghao@iscas.ac.cn

### 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 7, 2017: Deadline for submission of full-length papers.

May 25, 2017: Acceptance/rejection notification.

July 9, 2017: 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 2017 main conference online submission system on SMC 2017 conference website.

Information For Authors: <http://www.smc2017.org/?q=authors>