

Call for Papers

ACM Transactions on Intelligent Systems and Technology ([ACM TIST](#)) Special Issue on Machine Learning for Business Applications (TIST-SI-MLB-2010)

Recent years have witnessed a dramatic increase in novel applications of machine learning to business applications. These applications cover a wide range of traditional as well as new business activities, ranging from intelligent customer segmentation for direct marketing to intelligent stock market analysis and to the analysis of the long tail in the new Web based economy. At the same time, novel machine learning techniques are being developed that make use of different aspects of newly emerged business data, from the massive customer feedback and behavior data to social network data. This ACM TIST special issue solicits some of the latest developments of machine learning in business applications, with topics include but are not limited to

- Customer segmentation and direct marketing
- Machine Learning in financial market
- Learning from user feedback data and Web log data
- User targeting, viral marketing and advertisement
- Machine learning in business intelligence
- Machine learning in business related social networking applications
- Customer ranking and cost sensitive learning in businesses
- Machine Learning systems in telecommunication, Internet, and other business domains

Submissions

On-Line Submission (available in January, 2010):

<http://mc.manuscriptcentral.com/tist> (please select TIST-SI-MLBA as the manuscript type)

Details of the journal and manuscript preparation are available on the website: <http://tist.acm.org/>

Each paper will be peer-reviewed by at least three reviewers.

Editors

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Important Dates

- Full Paper Submission Deadline: April 1, 2010
- Review Notification: May 2, 2010
- Final Manuscript: May 25, 2010
- Publication Date: Aug/Sept 2010