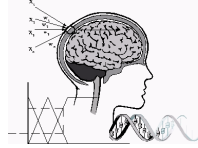




# International

*Innovation in Knowledge Based and Intelligent  
Engineering Systems*



## INVITED SESSION SUMMARY

**Title of Session:**

**Enterprise and Business Applications in Big Data Scale**

**Name, Title and Affiliation of Chair:**

**Neel Mani**, ADAPT Centre, School of Computing, Dublin City University, Dublin, Ireland,

**Pankaj Deshwal**, Division of Management, Netaji Subhas Institute of Technology, University of Delhi, India

**Shastri L Nimmagadda**, School of Information Systems, Curtin Business School, Curtin University, Perth, Australia

**Junzo Watada, Prof.** Department of Computer & Information Sciences, Universiti Teknologi PETRONAS, Malaysia

**Details of Session (including aim and scope):**

The use and reuse of big data application in new emerging systems and paradigms are challenging including in the enterprise and business systems, cloud computing, smart services, social media, security, and other open source entities. We welcome the researchers to connect with the topics that help develop big data associated digital ecosystems and technologies, in particular in a domain-specific environment for the future!

This session focuses on some common application research cases where machine learning and reuse techniques have delivered valuable results. The unstructured data in these applications poses integration challenges. We are sure; the most pressing issues will be evaluated in the adaptation of complex analytics solution implementations in both the services and industry sectors. It is an opportunity to connect various researchers and equip with a wealth of knowledge from big data business cases.

We introduce a broad range of research areas in the proposed session, and the topics may not necessarily be limited to any business application.

The session aims at addressing such issues from practical and theoretical perspectives.

- Business process models and application
- Enterprise architecture
- Software process and workflow
- Service-oriented architectures
- Reengineering of application, model and algorithms reuse
- Economic models of reuse
- Cloud computing
- Microservices, container and docker applications
- Software evolution and reuse
- Mobile and ubiquitous applications
- Big data analytics, development, applications
- Big data and its role in ecosystems' analysis
- Big-data analytics and business intelligence
- Data modelling methodologies
- Data integration and warehousing – big data focus
- Data mining, visualization and interpretation – big-data focused
- Knowledge mapping and adding values to projects and services
- Customisable and configurable language
- Data mining/warehousing reuse process

- Exploratory/ knowledge based data analysis
- Big data analysis and application in service marketing
  - (a) Digital Media Marketing
  - (b) Viral Marketing & Mobile Marketing
  - (c) Social Media Marketing for Brand awareness
  - (d) Brand Building & Communication
  - (e) Business Marketing & Corporate Branding
  - (f) Logistics & Supply Chain Management
  - (g) Services Marketing
  - (h) Mobile e-gaming
  - (i) Security aspects in mobile communications/environment
  - (j) Smartphones and tablets in education
  - (k) E-commerce
- Social engineering
- Domain Application in Intelligent and Smart system
  - (a) Smart City
  - (b) Energy Systems
  - (c) Green Information Systems
  - (d) Sustainability Research
  - (e) Healthcare System
- Cognitive and ambient intelligence

**Main Contributing Researchers / Research Centres (tentative, if known at this stage):**

As a Big Data expert, we apply reuse, machine learning and data mining techniques to multidimensional data to classify, extract and organize information from a variety of sources. We intend to conduct research on Enterprise and business applications for various architectural, service, ecosystem and marketing. We aim at implementing the large-scale case studies and domain-specific applications in service and industry sectors.

**Website URL of Call for Papers (if any):**

**Email & Contact Details:**

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