7th International Workshop on Integrated Social CRM (iCRM 2022)

Social CRM links social media and customer relationship management (CRM). This comprises a variety of applications systems, from recommendation systems to community management and monitoring as well as artificial intelligence and mining tools. They are the basis for Social CRM applications that support daily tasks such as the prediction of consumer behavior, customer profiling, impact simulation, business network analysis, lead prediction, market trend prediction, competitor analysis, knowledge discovery, automated interactions in sales and service or process and workflow automation. Social CRM may be found in various industries (e.g. tourism, banking, energy, public sector, publishing, health, logistics, education), but reaping the potentials also means to (tightly or loosely) integrate application systems as well as business strategies and processes.

The workshop aims to advance research in the field of Social CRM that on the one hand recognizes the need for integrating information systems, processes and systems as well as the need to integrate various forms of intelligence in Social CRM solutions. This comprises technical and economic aspects with the development and implementation of innovative tools and methods for intelligent data analysis in Social CRM as well as redesigned processes and capabilities for Social CRM. The setup is interdisciplinary and invites researchers as well as professionals to contribute research papers, case studies or to present prototypes on relevant topics, both completed and ongoing. The workshop will take place in conjunction with the Annual Meeting of the German-Brazilian Partnerships for Social CRM. Topics of interest include, but are not restricted to:

Technical perspective:
- Requirements and current shortcomings of social analytics
- Novel data analysis algorithms and approaches for Social CRM
- Data integration and fusion in Social CRM
- Privacy-preserving analysis for Social CRM
- Innovative Social CRM application systems
- Novel interaction technologies (e.g. chatbots, decision support assistances)
- Interaction with personal IDs/self-sovereign identities in Social CRM
- Impact of specific technologies on Social CRM (e.g. AI, DLT, IoT)
- Technological architectures for integrated Social CRM

Managerial perspective:
- Innovative Social CRM processes and scenarios
- Alignment of business processes and Social CRM
- Implementation strategies for Social CRM
- Business value of Social CRM
- Social CRM maturity and readiness
- Out/In-Sourcing in Social CRM
- Privacy management in Social CRM
- Analysis of Social CRM capabilities in specific domains (e.g. city planning, touristic destination management or energy management)

Societal perspective:
- Customer expectations towards Social CRM
- Cultural influences on the perception and use of Social CRM
- Dark sides of Social CRM (e.g. shadow databases, extensive profiling and segmentation, discriminative analysis models, exclusion of non-social media users)
- Ethics and Social CRM

Expected type of submissions

- Type 1: <u>Full Paper Submissions</u>. Papers must be submitted electronically in standard IEEE Conference Proceedings format (max 8 pages, Article Templates at https://www.ieee.org/conferences/publishing/templates.html). Submitted papers will undergo a peer-review process, coordinated by the International Program Committee.
- Type 2: <u>Abstract Submissions</u>. Abstracts have a word limit of 500 words. Experimental research is particularly welcome.

Important dates

- Submission deadline: <u>August 14, 2022</u>
- Paper acceptance notification: September 5, 2022
- Camera ready: September 16, 2022

Organizers

- Olaf Reinhold, Social CRM Research Center / Leipzig University
- Rainer Alt, Leipzig University / Social CRM Research Center
- Fabio Lobato, Federal University of Western Para / Engineering and Geoscience Institute

Program committee

- Alan Marcel Fernandes de Souza, Amazon University, Brazil
- Alireza Ansari, Leipzig University Leipzig, Germany and IORA Regional Center for Science and Technology Transfer, Iran
- Antônio Jacob Jr., State University of Maranhão, Brazil
- Costas Assimakopoulos, International Hellenic University, Greece
- Cristiana Fernandes De Muylder, FUMEC University, Brazil
- Dewi Tamara, Binus University, Indonesia
- Emílio Arruda, FUMEC University and University of Amazon, Brazil
- Fábio Lobato, Federal University of Western Pará, Brazil
- Flavius Frasincar, Erasmus University Rotterdam, The Netherlands
- Gültekin Cakir, Maynooth University, Ireland
- Holger Kett, Fraunhofer IAO, Germany
- José Marcos de Carvalho Mesquita, The University of Connecticut, USA
- Julio Viana, Social CRM Research Center, Germany
- Kerstin Siakas, International Hellenic University, Greece
- Kwabena Obiri Yeboah, Catholic University College of Ghana, Ghana
- Luis Madureira, NOVA Information Management School (NOVA IMS), Universidade Nova de Lisboa, Portugal
- Nino Carvalho, Fundacao Getulio Vargas and European Institute of Management, Portugal
- Mattis Hartwig, University of Lübeck, Germany
- Omar Andres Carmona Cortes, Instituto Federal do Maranhão, Brazil
- Peri Akbar Manaf, Binus University, Indonesia
- Rabi Sidi Ali, Takoradi Technical University, Ghana
- Rafael Geraldeli Rossi, Universidade Federal do Mato Grosso do Sul, Brazil
- Renato Fileto, Federal University of Santa Catarina, Brazil
- Regine Vanheems, Laboratoire de Recherche en Management de La Sorbonne and Orange, France
- Thiago Henrique Silva, Federal University of Technology of Parana, Brazil
- Vicente Guerola-Navarro, Universitat Politècnica de València, Spain

- Winnie Ng Picoto, Technical University of Lisbon, Portugal