

## Special Session

Code: jj8j3

### Title

*Information Systems for Design and Marketing*

### Proposer / Main Organizer

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### IEEE Member or SMC Society Member

*SMC Society Member*

### Category

– *Human-Machine Systems*

### Number of Expected Paper Submissions:

6

### Keywords

*Computational Intelligence, Expert and Knowledge-Based Systems, User Interface Design, Design Methods, Consumer and Industrial Applications*

### Brief Description and Justification (200-250 words):

*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 and 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.*