

# 2019 Winter Conference on Business Analytics (WCBA)

**March 7 – 9, 2019, Snowbird, Utah**

Held annually in Utah, the Winter Conference on Business Analytics (WCBA), previously Winter Conference on Business Intelligence (WCBI <http://gkmc.utah.edu/winter2015/>), provides a unique forum for exchanging high-quality big data or business analytics research via regular paper presentation sessions, posters, and breaks for optional winter sports. The conference focuses on the value-added predictive and prescriptive analytics for creating and enhancing business strategies and information systems or services.

**Conference topics** include but are not limited to the following:

- Big data analytics
- Knowledge discovery in social or complex networks
- Analysis of user-generated content
- Data, text, web or process mining methods
- Big data quality and management
- Visualization of business or big data analytics
- Active learning and imbalanced data handling
- Utility-based data mining
- Bio-medical, scientific, marketing, healthcare or engineering applications of business analytics
- Business analysis for mobile, cloud or multimedia applications
- Information privacy and security
- Recommendations
- Personalization
- Search engine marketing and optimization
- Customer segmentation or profiling
- Design strategies or issues for business or big data analytics
- Economic issues of business or big data analytics
- Impact, adoption, and diffusion of business or big data analytics

We would like to invite you and your co-authors to submit extended abstracts of papers for consideration for paper or poster presentation at our website: <http://2019.winterbaconf.org/submission-guideline/>

The deadline for submission of an extended abstract of a paper for consideration is extended to **Dec 10, 2018**.

An extended abstract of a paper (up to 1,000 words apart from abstract) should include:

- (1) motivation, research gap and research question(s)
- (2) research approach or method
- (3) initial or main findings
- (4) expected contributions and current status of the manuscript

Due to limited time and resource we have for paper selection, we will appreciate that if you can limit your abstract main text (references excluded) to 1000 words. Please do not submit a full manuscript.

The conference does not publish proceedings; participants will have authorized access to soft copies of papers, posters and presentation slides submitted by authors. WCBA's cozy and interactive settings are especially beneficial for authors of research papers in preparation for journal submission or re-submission. Upon acceptance of authors' extended abstracts, we would like to invite presenters to submit their full version papers for distribution among conference participants. We look forward to receiving your submissions and to hosting you at the 2019 Winter Conference on Business Analytics in Utah!

### **Important Dates**

Deadline for submission of extended abstract: [December 10, 2018](#)

Decision on paper selection: [December 23, 2018](#)

Preliminary program available: [December 30, 2018](#)

Registration opens: [December 18, 2018](#)

Early bird registration ends: [February 5, 2019](#)

Deadline for speakers to submitting final extended abstracts: [January 25, 2019](#)

Deadline for speakers' conference registrations: [January 25, 2019](#)

Deadline for submitting final papers, posters and poster slides: [March 5, 2019](#)

Deadline for submitting paper presentation slides: [March 7, 2019](#)

The conference will be held in the renowned Cliff Lodge and Spa at the Snowbird Ski Resort - <http://www.snowbird.com/lodging/thecliffodge/>. The location provides breathtaking views, unparalleled snow sports, and adventures on "the greatest snow on earth" at Snowbird and Alta mountains, and excellent dining and entertainment options. There will be ski-in ski-out facilities to Snowbird and easy shuttle-bus access to the slopes of Alta. Conference registration will cover some meals, and provide lunch vouchers on Friday and Saturday for use at the dining facilities at the Lodge. Participants will be responsible for lodging, travel and snow sports costs in addition to conference registration.

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