

# The 23<sup>rd</sup> IEEE/WIC International Conference on Web Intelligence and Intelligent Agent Technology

9-12 December 2024 | Bangkok, Thailand

A Hybrid Conference with both Online and Offline Modes

## Call for Papers

### 9th International Workshop on Integrated Social CRM (iCRM 2024)

The workshop aims to shed light on the development and implementation of social customer relationship management (Social CRM). It recognizes social media as a powerful instrument to sustain and transform relationships with customers and consumers. To achieve this, Social CRM solutions require a close alignment of information systems, business and customer processes and business strategies. Following a tradition since 2016, the workshop invites research that advances aspects of Social CRM, which include topics from a technological, managerial and societal perspective. The workshop setup is interdisciplinary and invites researchers as well as professionals to contribute research papers, case studies and/or to present prototypes on relevant topics, both completed and ongoing.

### Topics of interest include, but are not restricted to:

#### **Technical perspective**

- Use of generative AI in Social CRM
- Novel data analysis and mining approaches for Social CRM
- Data integration and fusion for Social CRM
- Privacy-preserving analytics and identity management (e.g., SSI) for Social CRM
- Innovative Social CRM application systems (e.g., in CRM systems)
- Impact of specific technologies on Social CRM (e.g., chatbots, AI, IoT, robotics)
- Social CRM in decentralized application systems (e.g., blockchain/DLT)
- Technological architectures for integrated Social CRM

#### **Managerial perspective**

- Business value of Social CRM
- Innovative Social CRM processes and scenarios (e.g., link with Social Commerce)
- User behavior understanding and customer journey management in Social CRM
- Implementation strategies for Social CRM
- Social CRM maturity and readiness
- Out/Insourcing in Social CRM
- Privacy management in Social CRM
- Customer experience management with Social CRM
- Social CRM in specific business domains (e.g., tourism, banking, healthcare)

#### **Societal perspective**

- Customer expectations towards Social CRM
- Cultural influences on the perception and use of Social CRM
- Transparency and misinformation handling through Social CRM
- Dark sides of Social CRM (e.g., extensive profiling and segmentation, discriminative analysis models)
- Ethics and Social CRM

### Important Dates

**August 01, 2024** - Submission Deadline | **December 09, 2024** – Workshop (Hybrid)

### Chairs

- **Rainer Alt**, Leipzig University/Social CRM Research Center, Germany
- **Olaf Reinhold**, University of Cooperative Education Saxony/Social CRM Research Center, Germany
- **Fabio Lobato**, Federal University of Western Pará, Brazil

Further information <https://www.wi-iat.com/wi-iat2024/> and <http://www.icrm2024.org>