



December 7-8, 2020 - Khemis Miliana, Algeria

*Web Analytics is an emerging concept which reflects the increasing significance of data, generated by the Web, in terms of its growing volumes, variety, and velocity. Web Analytics has been growing ever since the development of the World Wide Web. It has grown from a simple function of HTTP (Hypertext Transfer Protocol) traffic logging to a more comprehensive suite of usage data tracking, analysis, and reporting. In the business context, Web Analytics is used for different purposes, including traffic monitoring, e-commerce*

*optimization, marketing/advertising, web development, analyze and improve online customer experience and website profitability, information architecture, website performance improvement, web-based campaigns/programs, etc.*

## CALL FOR PAPERS

The International Conference on **Managing Business through Web Analytics** (ICMBWA 2020) aims to cover all aspects of Web Analytics in the business context. It focuses on methods, measures, and practices that connect Web Analytics applications to the business field.

The overall aim of this international conference is to collect state-of-the-art research findings on the latest development, up-to-date issues, and challenges in the field of Web Analytics for business. The conference looks for original papers, unpublished, and novel in-depth research that makes significant methodological or application contributions. ICMBWA 2020 provides a fantastic opportunity to network with regional and international professionals from different institutions.

*\*\* Awards will be given to the best papers in two categories: the best oral presentation and the best poster.*

## TOPICS OF INTEREST

Potential topics of interest are expanded below but the sub-topics list is not exhaustive. Unlisted but related sub-topics are also acceptable.

### Web data: Integration, Cleaning, Analysis, Visualization, and Security

- Ethical Issues in the Analysis of Web Data
- Important approaches to web measurement
- Information Diffusion on the Web
- Web Analytics features, benefits, and limitations
- Security, Privacy, Access Control, Sharing, and Trust of Web data

### Web Analytics Activities and Dynamics

- Machine Learning and Data Science for the Web Analytics
- Web traffic, data collection, and Log Data analysis
- Recommendation Algorithms and Recommender Systems
- Predictive Analytics over Web Datasets
- Web analytics tools (Google Analytics, etc.)

### Business Value Creation from Web analytics

- Economic Aspects of the Intelligent Web
- Behavioral Analytics
- The challenges for Web Analytics applications in the business context
- Key Performance Indicators (KPIs), page Tags and Cookies in Web Analytics

- Advances in search engine optimization and email marketing analytics
- Web Analytics process based on experiences businesses' best practices.

### Social Network Analysis and Graph Algorithms

- Social Media metrics in Business, Finance, Transportation, Retailing, Telecom
- Applications of Graph Mining in Economics
- Social Mining, Social Search, and Social Recommendation Systems
- Web Text Forms and Social Media Mining
- Social Reputation and Trust Management

### Web Analytics, Big Data and the Internet of Things

- Web analytics in the big data era: Analysis and Modeling of Web Data
- Normalization, Clustering, Classification, and Summarization of Web Text
- Machine Learning and Data Science for the Web Analytics
- Internet Economics, Monetization, and Online Markets
- Web of Things and big data: Applications and Practical Deployments in Industrial, Transportation, Building Automation, Urban Infrastructure, and Health Domains

## Paper Submission

Proposed papers must be written in good English and describe original research which has not been published nor is currently under review by other journals or conferences.

Papers should be submitted electronically through: <https://easychair.org/conferences/?conf=icmbwa2020>

Papers will be evaluated based on their originality, presentation, relevance, and contribution to research and development of Web Analytics for business, as well as their suitability and quality in terms of both technical contributions and written presentation.

## Posters Session

ICMBWA 2020 attendees are welcome to submit posters to the Poster Session, especially students. The poster session offers the opportunity for presenters to share and present their research work in progress to experts in the field and receive valuable feedback. Submitted posters will be judged based on their originality, methodological quality and obtained preliminary results.

## Important Dates

- Full-Text Paper Submission Deadline: August 15, 2020
- Notification of acceptance: October 04, 2020
- Camera-ready submission: October 18, 2020.
- Author registration: November 01, 2020
- Conference date: December 7-8, 2020
- Poster submission deadline: September 10, 2020
- Poster author notification: September 25, 2020
- Poster session: Monday afternoon, December 7, 2020

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Conference submission website: <https://easychair.org/conferences/?conf=icmbwa2020>