Preface to Data Mining for Services Workshop

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Abstract—The workshop is aimed at bringing together researchers from the areas of the service sector and data mining. We expect to encourage an exchange of ideas and perceptions through the workshop, which is focused on service and data mining.

Keywords-data mining, service, service science, innovation

I. INTRODUCTION

In the midst of service applications in engineering and the increasing importance of the service sector in the global economy, services are being scientifically researched and much attention is being focused on service science as a means of improving productivity. Since services are amorphous (they have no shape) and have the special characteristic of simultaneously causing both production and consumption, it has been difficult to research services in a scientific way. However, due to the spread of the Internet and technical innovations in sensor networks, recently huge amounts of data related to all kinds of service activities and processes are being collected, and a new frontier of service research is starting to appear. Given this background, data mining, which can uncover useful knowledge from such mass amounts of data, is expected to play an important role in the development of service science. The focus of this workshop is on empirical findings, methodological papers, and theoretical and conceptual insights related to data mining in the field of various service application areas.

The workshop is aimed at bringing together researchers from the areas of the service sector and data mining. We expect to encourage an exchange of ideas and perceptions through the workshop, which is focused on service and data mining. Actually all of the accepted papers for this workshop are interdisciplinary studies. Their authors have a diverse array of backgrounds, including marketing, computer science, management information systems, and more. The invited speaker for the workshop, Professor Makoto Abe from the University of Tokyo, has achieved remarkable results concerning research on marketing models through a mathematical approach. He is the top researcher for marketing studies in the Asia-Pacific area [Louis et al. 2003]. It is our ardent hope that these research papers, invited talk, and interactions with the audience will serve as a catalyst for future innovation.