The Fifth International Workshop on Business Applications of Social Network Analysis
(BASNA 2014)

Preface

It is our pleasure to welcome you all to the 5th International Workshop on Business Applications of Social Network Analysis (BASNA 2014) in conjunction with ICDM 2014, December 14-17, Shenzhen, China.

Today organizations operate in a network environment. Their success depends heavily on their ability to understand their relations or lack of relations to/and between customers, competitors, suppliers, employees etc (network) and exploit the vast amount of generated data within and outside the company for specific business purposes (business intelligence, big data).

Networks have always existed but the emergence of information and communication technologies has made them evident and traceable. Social network analysis (SNA) comprises one of the hottest topics nowadays for both research and academia. Recently, SNA has also emerged as one of the most innovative and successful fields of management research.

This workshop brings together researchers in the fields of social network analysis, data mining, Big Data and management studies and focuses on identifying the “grey” areas of collaboration among their respective disciplines and encouraging multidisciplinary discussions related to novel ideas and application geared towards analyzing social network and media data.

The workshop attracted papers from various domains related to business applications of social network analysis. After a thorough review process, 6 papers were selected for publication. We take the opportunity to thank all the authors of submitted papers, as well as the reviewers for their professionalism and valuable comments to the authors.

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Eirini Ntoutsi, Ludwig-Maximilians-University of Munich, Germany
Avik Sarkar, Accenture Analytics Innovation Center, Singapore
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