



CALL FOR PAPERS

ICDMA 2022
Jul 19-20, 2022
Toronto, Canada

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations.

ICDMA 2022 : International Conference on Database Marketing Applications is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Database Marketing Applications. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Topics of interest for submission include, but are not limited to:

Database marketing
Database marketing techniques and models
Statistical modeling and analysis for database marketing
Database marketing for marketing decision-making
Marketing analytics and information science
Database marketing management
Customer strategy management
Multichannel customer management
Social media and database marketing
Customer privacy and database marketing
Customer lifetime value

Sources of data and data management
Test design and analysis
The predictive modeling process
Statistical issues in predictive modeling
Market basket analysis
Collaborative filtering
Discrete dependent variables and duration models
Cluster analysis
Decision trees
Artificial neural networks
Machine learning