



# CALL FOR PAPERS

**ICDMA 2023**  
**Jul 19-20, 2023**  
**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 2023 : 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