SPECIAL SESSION ON SOCIAL NETWORK ANALYSIS AND DIGITAL ECONOMY

ICDEc 2024

Chairs: Mouna Chebbah[1], Haifa Nakouri[1]

1. ESEN, University of Manouba, Tunisia

AIMS AND SCOPE

The Special Session on Social Network Analysis and Digital Economy at ICDEC 2024 aims to bring together researchers, practitioners, and experts in the fields of social network analysis and digital economics to explore the intersection of social network analysis and the digital economy and to prospect the evolving landscape of digital interactions, their impact on the economy, and the methods and tools used for analysis.

RELEVANCE TO THE MAIN CONFERENCE TRACKS AND TOPICS

Social media/networks platforms are powerful tools that can help organizations to gather user preferences and build profiles of consumers. These platforms add value to business activities, including market research, co-creation, new product development, and brand and customer management. Personal, social, and commercial activity on various digital platforms leaves digital footprints that may be used to gather massive volumes of data, preprocess them and analyze them. In the last decade, the emergence of social media measurement tools has made this feasible for marketing professionals to have unprecedented access to critical and useable data about clients' demographics, purchasing behaviours, and so much more.

LIST OF ORGANIZERS

Dr. Mouna Chebbah serves as an Assistant Professor in Business Computing at the Higher School of Digital Economy, University of Manouba, Tunisia. She earned her Business Computing diploma, M.Sc., and Ph.D. degrees from the Higher Institute of Management, University of Tunis, Tunisia, in 2008, 2010, and 2014, respectively. Dr. Chebbah is currently affiliated with the LARODEC laboratory, where her research encompasses diverse areas such as belief functions theory, uncertain databases, machine learning, and social network analysis. Active in academia, she participates in various technical program committees for esteemed international conferences. Dr. Chebbah has contributed to approximately seventeen articles and papers published in peer-reviewed journals and presented at international conferences.

Dr. Haïfa Nakouri is an Assistant Professor in Business Computing at the Higher School of Digital Economy, University of Manouba, Tunisia. She holds a Business computing diploma, a M.Sc. and PhD degrees from the Higher Institute of Management, University of Tunis, Tunisia in respectively 2007, 2009 and 2016. She is currently a member of the LARODEC laboratory and has worked on several research topics related to image enhancement and recognition, social media analytics and Explainable AI. She is a member of several technical program committees of reputable international conferences. She is involved in several international research projects and collaborations. She is the author of around twenty articles and papers in peer-reviewed journals and international conferences.

TOPICS OF INTEREST

The special session for ICDEc 2024 call for papers invites contributions on topics including but not restricted to the following themes:

1. Social Network Analysis in Online Communities
2. Influence and Information Diffusion in Social Networks
3. Network-based Marketing and Recommendation Systems
4. Trust and Reputation in Online Social Networks
5. Economic Models and Theories in the Digital Age
6. Blockchain and its Impact on Economic Systems
7. Platform Economics and Ecosystems
8. Digital Entrepreneurship and Innovation Networks
9. Data mining and machine learning for social network analysis
10. Data Analytics and Business Intelligence in the Digital Economy
11. Social Capital and Network Effects in Digital Platforms
12. Ethical considerations in social network data collection and analysis

POTENTIAL COMMITTEE MEMBERS

- Haifa Nakouri, ESEN, University of Manouba
- Mouna Chebbah, ESEN, University of Manouba
- Gaith Manita, ESEN, University of Manouba
- Imen Boukhris, ENSI, University of Manouba
- Raouia Ayachi, ESSECT, University of Tunis
- Rimah Amami, Imam AbdulRahman bin Faisal University, Dammam, KSA
- Abir Smiti, ESSECT, University of Tunis

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