

IEEE VIS 2015 Workshop Call for Papers

business|vis|15

<http://entsci.gatech.edu/businessvis15>

Companies of all sizes (startups to incumbents), shapes (public, private, non-profit), and across all industries (e.g., manufacturing, energy, healthcare, finance, technology, education, tourism) are inundated by an accelerating tsunami of relevant business data. This data may be generated by various business functions – operations, supply chains, finance, marketing, strategy, etc. – or by other stakeholders, such as customers, suppliers, and partners. Converting these data first into actionable insights, and then into better business outcomes is a pressing and strategic challenge for many managers, decision makers, and executives. Despite the potential of visualization, existing applications are often limited to corporate dashboards. The real value is still untapped. With the growing prevalence of business analytics, what is the future of visualization in an increasingly data-driven business environment? How can visualizations be used to drive and augment business decisions? How do we bridge the gap between visualization research and practice?

While business analytics has been a topic of interest to the enterprise domain, information visualization and visual analytics is only emerging as an important tool to business users. Commercial software offerings such as Spotfire and Tableau have greatly increased the popularity of using visualizations in the executive toolkit. Libraries like D3 have spurred a growing range of visualizations for advanced web visualizations, also in the business context.

However, complex structures and relationships in business data frequently necessitate techniques and tools that leverage domain knowledge. Furthermore, these complex structures require visualization and visual analytics techniques beyond what is currently available as the typical visualization repertoire in business analytics tools. Tasks and scales can range from micro (solving a business problem) to macro (understanding an industry). At the same time there is a broad range of stakeholders, with different needs, interests, and skills– from executives interested in visual reporting to data scientists analyzing big data repositories. Furthermore, any new visual technique has to be integrated with the currently used IT environment to effectively transform and enhance business processes.

This workshop will bring together researchers and practitioners interested in taking a step beyond what the market currently offers for presenting, exploring, and understanding business data through visualization and visual analytics. The workshop will include an invited talk, short individual presentations and a panel session to stimulate discussion at the workshop.

We welcome submissions on a variety of topics, including:

- Real-world business experiences with designing, building, deploying and evaluating new information visualization and visual analytic systems;
- Case studies describing success (and failure) of applying visualization to business contexts;
- Domain-specific applications of visualization and visual analytics (i.e. healthcare, manufacturing, energy, media, transportation, tourism, finance, etc.)
- Function-specific applications of visualization and visual analytics (i.e. supply chain, finance, marketing, IT, strategy, etc.)
- Collaboration of teams using visualization and visual analytics
- Enterprise transformation through visualization and visual analytics
- Review and evaluative papers discussing or comparing current tools and toolchains
- Integration with other enterprise support tools (e.g. modeling, simulation, etc.)
- Opportunities and challenges for business visualization

Paper Submission and Format Guidelines

We encourage a diverse set of submissions from academia and industry that addresses any of the topics listed above. Submissions may include live & interactive demonstrations:

- Long papers (max. 8 pages)
- Short papers (max. 4 pages)

All submissions will be peer-reviewed and judged on the basis of originality, contribution to the field, and relevance to the workshop. Accepted submissions will be published in the online workshop proceedings. **Select papers of the workshop may be invited for a special issue on Visualization in Business to the *Journal of Enterprise Transformation* (Taylor-Francis).**

Please format your submission using the TVCG template (VIS template: http://www.cs.sfu.ca/~vis/Tasks/camera_tvsg.html).

Submit your paper here: <http://entsci.gatech.edu/businessvis15>

Important Dates

- Deadline for Submission: August 15
- Notification for Acceptance: August 30
- Camera-ready papers due: September 15
- business|vis|15 workshop: October 25

Workshop Organizers

- Rahul C. Basole, Georgia Institute of Technology, USA (basole@gatech.edu)
- Steven Drucker, Microsoft Research, USA (sdrucker@microsoft.com)
- Jörn Kohlhammer, Fraunhofer IGD, Germany (joern.kohlhammer@igd.fraunhofer.de)
- Jarke J. van Wijk, Eindhoven University of Technology, Netherlands (j.j.v.wijk@tue.nl)

Program Committee

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- Jessica Hullman, University of Washington
- Daniel Keim, University of Konstanz

- Robert Kosara, Tableau Software
- Helmut Krcmar, TU Munich
- Erik-Jan van der Linden, MagnaView
- Juergen Pfeffer, Carnegie Mellon University
- Sam Ransbotham, Boston College
- Bernice Rogowitz, Visual Perspectives
- Paul Rosenthal, TU Chemnitz
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