



## Statistica Applicata – Italian Journal of Applied Statistics

### ***Call for Papers for Special Issue on Graphical Models of Consumer Behavior***

A special issue of the Italian Journal of Applied Statistics (<http://sa-ijas.stat.unipd.it>) will be devoted to advancements in the field of "*graphical models of consumer behavior*". Submissions are invited that advance the current state of the literature and/or promote the use of graphical models ranging from visualization methods including advanced Business Intelligence (BI) and analytics up to causality models such as Bayesian Networks. In particular, manuscripts that foster the transfer of research results into practice are encouraged. Topics of interest include, but are not limited to, the following:

- application of causality models to customer surveys and market research
- integration of models and data sources for increased information quality
- consumer behavior analysis
- social media marketing
- big data visualization through social network analysis
- graphical models for data analysis, exploration, and visualization
- impact of graphical methods on data interpretation

All submitted manuscripts will be peer reviewed and have to adhere to the standards of the journal. Authors are encouraged to follow the specifications described in "Instructions for Authors" available at <http://sa-ijas.stat.unipd.it/instruction.html>. Templates with the journal format in word or LaTeX are available at <http://sa-ijas.stat.unipd.it/submit.html>

The Special Issue Guest Editors are:

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Schedule:      Abstract submission – April 1<sup>st</sup>, 2015  
                    Feedback to authors based on abstract – May 1<sup>st</sup>, 2015  
                    Full paper submission – August 1<sup>st</sup>, 2015  
                    First review cycle – up to December 1<sup>st</sup>, 2015  
                    Tentative publication date – September 2016