

The 18th Scientific Conference for Information Systems and Computer Technology “Developing Intelligent Systems’ Applications for Business Intelligence

Cairo: 15 – 17 February 2011

**UNDER THE AUSPIECES of
Prof. Dr. Ahmed M. Youssef
President of Sadat Academy for Management Sciences**

**Brochure
Location of the Conference
Sadat Academy for Management Sciences
(14 Ramses St., Downtown: Cairo, ARE)**

I. INTRODUCTION:

For over thirty years, Intelligent Systems have been identified, created and grown early stage technology focused research endeavors. Researchers and software developers conduct operations principally through wholly and majority owned subsidiaries or minority owned affiliates to which we devote extensive management resources. Depending upon the needs of each business enterprise or organization, we may undertake a variety of roles including day-to-day management of operations related to board of directors decision making participation, planning, financing, market planning, strategic contract negotiations, personnel and administrative roles, and similar functions.

That recent challenges that face business enterprises are related to the following issues: multiple complex issues; increasing rate of change; employment fulfillment; and business enterprises have become value Web members, and part of an extended ones. To cope with these challenges present solutions should be implemented in connection with: more command and control, change initiatives, facing competitive world, buy and sell competencies, and electronic integration.

These solutions cannot be executed with traditional information systems. Therefore, the development of intelligent or smart systems is considered the cornerstone towards achieving the growing goals of the business intelligence environment through intelligent integration of activities and functions to maximize stakeholders' value and confronting the principles with surviving change. This is utilized by benefiting from artificial intelligence which is considered a set of powerful tools and methodologies that can solve difficult business problems with objectives to:

- Perform meaningful operations,
- Interpret information,
- Comprehend the relations between the phenomena or objects,
- Apply the acquired information and knowledge to new conditions,- Etc.

Therefore, this conference on “Developing Intelligent Systems’ Applications for Business Intelligence” aims to bring together academic scientists, leading engineers, industry researchers and scholar students to exchange and share their experiences and research results about highlighting the importance of developing

intelligent systems' applications to help our enterprises and organization in confronting the present days challenges facing their survival in the era of severe competitions.

II. CONFERENCE GOALS and Objectives:

The conference is aimed to act as a forum for sharing views, information, analyses and opportunities related to harnessing the development of intelligent systems applications for business intelligence, i.e., work as a platform from which we can promote modernization of the Egyptian business environment to face the recent societal changes and the severe competition within the world globalization phenomenon.

III. THEMES OF THE CONFERENCE:

The conference is to study and discuss the following themes:

- Knowledge Discovery and Intelligent Systems
 - o Mining methods and algorithms
 - o Machine learning
 - o Data and knowledge representation
 - o Mining of structured, textual and multimedia data
 - o Data and knowledge visualization
 - o Spatial and temporal data mining
 - o Web mining
 - o Complexity, efficiency and scalability issues in data mining
- DATABASES AND INTELLIGENT SYSTEMS
 - o Database integration
 - o Database query languages
 - o Database semantics
 - o Mobile databases
 - o Multimedia database systems
 - o Spatial databases
 - o Statistical databases
- KNOWLEDGE ENGINEERING AND INTELLIGENT SYSTEMS
 - o Case-based reasoning
 - o Constraint satisfaction
 - o Decision support
 - o Evolutionary computing
 - o Expert systems
 - o Heuristics design
 - o Inference engines
 - o Knowledge management

- o Knowledge-based systems
- o Knowledge representation
- o Ontologies
- o Search engines
- o Uncertainty processing
- o Semantic Web
- COMPUTATIONAL PLATFORMS FOR INTELLIGENT SYSTEMS
 - o Agent architectures and systems
 - o Distributed and parallel systems
 - o High performance computing systems
 - o Hybrid computing
 - o Mobile systems
- INTELLIGENT SYSTEMS APPLICATIONS
 - o Health science and medical systems
 - o Bioinformatics
 - o Business intelligence
 - o Digital libraries
 - o Streams and sensor databases
 - o Web data management
 - o Web services

IV. RESEARCH REPORTS AND PAPERS SUBMISSION:

The papers submissions for the 18th Scientific Conference are to be in the following categories:

- Full-length submissions: Interested experts and researchers may submit a full-length original and previously un-published conceptual or empirical research manuscript for review and decision. Accepted papers will be published in the conference proceedings.
- Research-in-progress submissions: Interested individual researchers who are engaged in post graduate studies or occupied in research projects for certain enterprises are urged to submit their research plans or projects in progress outcomes.
- Abstracts: All the above submitters of papers should provide and present abstracts of their papers of no more than 100 words indicating the key words to be utilized in the intended papers.
- Paper manuscript Guidelines:
 - Manuscripts of full length and in-progress papers should not exceed 15 A4 pages, with a maximum of five figures / tables.

- Papers must be accompanied by a separate cover letter with every author (s) names, address, phone and fax numbers, e-mail, full affiliation, the track or theme to which it is submitted. All correspondences will be sent to the first author unless otherwise specified.
- Submitters must provide their e-mail address where the acknowledgement will be forwarded.
- The paper manuscript must contain, in its first page, the paper title, the author (names, an abstract and a list of keywords).

V. FORMAT FOR PROPOSAL AND FULL PAPER:

- Paper A4 size.
- Margins must be 1 inch.
- Font Face must be "times New Roman" for the Papers written in English, and must be "Simplified Arabic" for the Papers written in Arabic language.
- Font size must be 14 point (Except Paper Title is 18 point and bold).
- Text must be single spaced.
- Subheadings must be 16 points and bold.
- Must include an ABSTRACT (80 - 150 words in length).
- Submission all proposals and papers must be submitted to the following e-mail address of the organizer of the conference.
- All submitted papers must be electronically in MS Word and submitted electronically.
- The submitted papers must be carefully checked for correct grammar, and spelling.
- Submitters should use the Conference President e-mail addresses

[melhadi@yalla.com],[esisact_08@yahoo.com]and [melhadi@sadatacademy.edu.eg].

- All submissions will undergo a double-blind peer review by at least three external scholars' reviewers.

VI. ASTRACT AND PAPER SUBMISSION TIME DEADLINES:

- The deadline of the abstract for paper and / or presentation submission will be at the 5 December 2010..
- Full papers and presentations will be at 20 of January 2011.
- Full papers and presentations will be referred and evaluated by members of the scientific conference and

their recommendations will be directed to their presenters for modification or acceptance.

VII. PAPER PRESENTATION:

- The presentation last 15/20 minutes including 5 minutes discussion.
- The presentation format is PowerPoint.
- The projector will be available in the Conference Room.

VIII. CONFERENCE PARTICIPANTS and FEES:

All conference participants, including presenters and attendees must register for the conference, and are urged to pay the appropriate voluntary registration fee as follows:

- o Interested individuals 100 Egyptian pounds for each Egyptian participant and 300 US\$ for non-Egyptian citizens.
- o Faculty staff and trainers 20 Egyptian pounds for each person.
- o ESISACT and other Egyptian non-governmental organization members 20 Egyptian pounds for each.
- o University and higher institution students 50 Egyptian pounds each.
- o Presenters and submitters of research papers and presentation reports 300 Egyptian pounds for each paper or report for Egyptians, and 300 US \$ for foreigners.
- o Organizations, institutions, companies and banks membership for 3 persons 300 Egyptian pounds for each organization.
- o Organizations, institutions, companies and banks sponsoring the Conference at least 1500 Egyptian pounds for each.

IX. CONTACTS:

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Open: Saturday, Monday, and Wednesday Each week from 6-9 PM