

DMBI 2016

Data Mining for Business Intelligence
4th Annual International Conference

Thursday, May 19, 2016

Ben-Gurion University of the Negev, Beer-Sheva, Israel
Yosef Ben David Ohayon Auditorium of Psychology and Behavioral Sciences
at the Abraham B.D. Ohayon Behavioral Sciences Complex
(Building 98, Auditorium 01)

Program

09:15-09:45 - Registration and Refreshments

09:45-10:00 - Greetings

Prof. Joseph Kost, Dean of the Faculty of Engineering Sciences,
Ben-Gurion University of the Negev

Prof. Bracha Shapira, Head of the Department of Information
Systems Engineering, Ben-Gurion University of the Negev

Session 1 - Machine Learning for Cyber Security & Privacy - Chair - Prof. Mark Last

10:00-10:40 Prof. V.S Subrahmanian, University of Maryland- Keynote Speaker

Forecasting Malware Spread in Networks

10:40-11:00 Prof. Assaf Schuster, Technion - Israel Institute of Technology

Monitoring Big, Distributed, Streaming Data

11:00-11:20 Mr. Zohar Duchin, RSA

Fighting Cyber Threats with Crowdsourced Intelligence

11:20-11:45 **Coffee-break**

Session 2 - User Profiling & Recommender Systems - Chair - Prof. Lior Rokach

11:45-12:05 Dr. Rani Nelken, Outbrain

Dynamic Online Profiling of Users' Content Consumption Preferences

12:05-12:25 Dr. Oren Somekh, Yahoo! Research

Item Cold-Start Handling in Collaborative Filtering Recommenders

12:25-12:45 Dr. Seppie vanden Broucke, Katholieke Universiteit Leuven

**Your Customers are not a Static Picture: A Dynamic Understanding of Customer Behavior Processes
Based on Self-Organizing Maps and Sequence Mining**

12:45-13:15 **Poster Teasers**

13:15-14:10 **Lunch Break and Poster Session**

Session 3 - Big Data Analytics - Chair - Dr. Guy Shani

14:10-14:30 Prof. Maytal Saar-Tsachansky, The University of Texas at Austin

More for less: Adaptive Labeling Cost Policy for Online Labor Markets

14:30-14:50 Dr. Rami Puzis, Ben-Gurion University of the Negev

Organization Mining Using Online Social Networks

14:50-15:10 Dr. Haggai Roitman, IBM

From Diversity-based Prediction to Better Ontology & Schema Matching

Session 4 - Mining Complex Data - Chair - Dr. Robert Moskovitch

15:10-15:30 Dr. Ronen Meiri, DMWay Analytics

The Automation of the Feature Selection Process

15:30-15:50 Prof. Moshe Koppel, Bar-Ilan University

What Can We Know About an Anonymous Writer?

15:50 - 16:10 Ms. Nufar Gaspar, Intel

Cutting Intel Products Time to Market using Big Data & Machine Learning

16:10-16:25 - Closing Remarks - Prof. Lior Rokach

Conference Co-Chairs:

Prof. Bracha Shapira, Prof. Mark Last, Prof. Lior Rokach - Ben-Gurion University of the Negev