

# Second International Conference on Fuzzy Management Methods

ICFMsquare 2017

September 28 - 29, University of Fribourg, Switzerland

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## Organizers

**UNI  
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UNIVERSITÉ DE FRIBOURG  
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Université  
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## Committees

### Conference Chair

- Andreas Meier, University of Fribourg, Switzerland.

### Conference Co-Chairs

- Edy Portmann, University of Bern, Switzerland.
- Kilian Stoffel, University of Neuchâtel, Switzerland

### Program Co-Chairs

- Luis Terán, University of Fribourg and Universidad de las Fuerzas Armadas (ESPE)
- Aigul Kaskina, University of Fribourg, Switzerland.



## About the ICFMsquare 2017

With today's information overload, it has become increasingly difficult to analyze the huge amounts of data and to generate appropriate management decisions. Furthermore, the data are often imprecise and will include both quantitative and qualitative elements. For these reasons it is important to extend traditional decision making processes by adding intuitive reasoning, human subjectivity and imprecision.

## Topics of Interest

The International Conference on Fuzzy Management Methods addresses the application of fuzzy logic to managerial decision making processes. Research papers as well as case studies are of interest in the following areas:

- Fuzzy-based Portfolio Analysis
- Reputation Management with Imprecision
- Web Analytics with Fuzzy Measures
- Fuzzy-based Business Analytics
- Inductive Fuzzy Classification
- Community Marketing with Fuzzy Methods
- Fuzzy-based Customer Equity
- Service Level Management with Vague Data
- Data Mining with Fuzziness
- Fuzzy-based Stakeholder Management
- Customer Relationship Management with Fuzzy Methods
- Fuzzy Cognitive Maps for Creativity and Knowledge Management
- Business (Process) Modelling with Words
- Sense-making with Vague (Web) Data
- and related topics

The scientific program consists of research papers, panels, and tutorials.

## Committees

The members of the scientific program committee are professors of universities and research labs from Asia, Australia, USA, and Europe:

- Monica Casabayo, ESADE-URL, Spain
- Elizabeth Chang, University of New South Wales, Australia
- Shyi-Ming Chen, National Taiwan University of Science and Technology, Taipei, Taiwan

- Adrian D. Cheok, City University London, UK
- Robert Fullér, Óbuda University, Hungary
- Miroslav Hudec, University of Economics in Bratislava, Slovakia
- Janusz Kacprzyk, Systems Research Institute, Polish Academy of Sciences, Warsaw, Poland
- Gerard de Melo, Tsinghua University, Beijing, China
- Jerry Mendel, University of Southern California, USA
- Vilém Novák, University of Ostrava, Czech Republic
- Elpiniki Papageorgiou, Technological Education Institute of Central Greece, Greece
- Witold Pedrycz, University of Alberta, Canada
- Olivier Pivert, ENSSAT Lannion Cedex, France
- Rudolf Seising, University of Jena, Germany
- Enric Trillas, European Center for Soft Computing, Spain
- Ronald R. Yager, Iona College, USA
- Jin Hee Yoon, Korean Institute of Intelligent Systems, South Korea

### Important Dates

Scientific papers (long papers, 12 pages) or case studies (short papers, 6 pages) must be original and not used for publication elsewhere.

Accepted papers will be published in the international research book series Fuzzy Management Methods by Springer and on the platform FMsquare.org. Authors are invited to submit their manuscripts by

**April 30, 2017 (extended)** on FMsquare.org. Notification of acceptance will be May 15, 2017; camera-ready due June 15, 2017.