

## Introduction to the Decision Analytics, Mobile and Service Science Track (DA/MS/SS)

Christer Carlsson  
IAMSR/Abo Akademi University  
[Christer.Carlsson@abo.fi](mailto:Christer.Carlsson@abo.fi)

Haluk Demirkan  
University of Washington - Tacoma  
[haluk@uw.edu](mailto:haluk@uw.edu)

The DA/MS/SS Track is concerned first and foremost with emerging managerial and organizational decision-making strategies, processes, tools, technologies, services and solutions in the Digital Age. This track has 4 interrelated themes. First theme, *Analytics*, focuses on decision making processes, tools and technologies. *Mobile services* focus on development and delivery of data, information and analysis results with mobile technology platforms. Challenges and issues of emerging service industries, and service orientation and –transformation of strategies, processes, organizations, systems and technologies are covered in *Service Science*. In this track, we also discuss about innovative approaches of decision making for/with *Critical and Emerging Solutions*.

For 2014 HICSS, the DA/MS/SS Track has grown to 16 mini-tracks from 14 in 2013. This year, the track contains the following mini-tracks:

- Analytics and Design-led Innovations & Management
- Big Data: Challenges, Opportunities and Realities
- Data, Text and Web Mining for Managerial Decision Support
- Decision Making in Production Processes
- Decision Support for Sustainability
- Information Filtering and Retrieval: Soft Computing Based Approaches
- Innovation, Design and Development of ICT Enabled Services
- Intelligent Decision Support for Logistics and Supply Chain Management
- Mobile Value Services
- Multi-criteria Decision Support

- Network DSS: Decision Support in Mobile Social and Sensor Networks
- New Economic Models of the Digital Economy
- Service Analytics
- Service Science, Management and Engineering
- Soft Computing and Intelligent Data Analysis
- Visualization and Analytics for Decision Support, Operational Management and Scientific Discovery

The mini-track chairs provide brief summaries of their mini-tracks and overviews of the papers in their sessions. Panels are organized to explore potential demand for new mini-tracks or re-orientation of existing mini-tracks to capture emerging trends in Analytics.

We wish to thank all of the people who have worked so diligently to develop this track; the MT chairs who have spent countless hours to get good quality papers, to get reviewers to accept work for HICSS and then to evaluate and judge the review results of the papers; the rigorously selected, high-quality collection of papers in the DA Track is a result of their efforts. Of course this conference cannot happen without help from the conference administrators. Thank you very much for your hard work.

We thank the authors for submitting their work and the reviewers for providing insightful comments to make this another engaging conference.

We look forward to the further development of the DA track and we welcome your participation at future HICSS conferences. Please contact us with your ideas for new mini-tracks or papers.

We hope you enjoy the papers and their presentation at the conference.

