

Americas Conference on Information Systems (2021) – Social Computing Track

Mini-Track Call for Papers

Social Media Analytics in Organizational Knowledge Management

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Social media analytics (SMA) is concerned with developing and evaluating informatics tools and frameworks to collect, monitor, analyze, summarize, and visualize social media (SM) data [3]. The past decade has witnessed dramatic growth of SMA research and its application in different domains. Despite technological and theoretical relevance, the impact of SMA on organizational knowledge management is not entirely clear [2].

Recent advances in deep learning, artificial intelligence, and network science present exciting opportunities to enrich SMA for organizational knowledge creation and management [1]. Much research is needed to elevate the impact of SMA on organizations. This call for papers solicits innovative research papers on the development and application of social media analytics in organizational knowledge management (KM). Topics of interests include (but are not limited to):

- Innovations of deep learning approaches in SMA for organizational KM
- SM-based environment monitoring, social listening, and situational awareness
- Innovative extraction of knowledge and intelligence from SM content using natural language processing in SMA
- Analysis of SM networks for organizational knowledge creation
- Intelligent summarization and visualization of SM content and usage
- Time-aware SMA for organizational sensing and knowledge creation
- Application of social and psychological theories to SMA development
- Domain-specific use of SMA for organizational KM (e.g., finance, marketing, human resources, public administration, public health)

Details about the conference are available at <https://amcis2021.aisconferences.org/>.

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References

1. Chung, W., Mustaine, E.E. and Zeng, D. A Computational Framework for Social-Media-based Business Analytics and Knowledge Creation: Empirical Studies of CyTraSS. *Enterprise Information Systems*, (in press). 2020.
2. Kane, G.C., Alavi, M., Labianca, G.J. and Borgatti, S.P. What's different about social media networks? A framework and research agenda. *MIS Quarterly*, 38 (1). 2014, 275-304.
3. Zeng, D., Chen, H., Lusch, R. and Li, S.-H. Social Media Analytics and Intelligence. *IEEE Intelligent Systems*, 25 (6). 2010, 13-16.