Social Sensing and Enterprise Intelligence: Towards a Smart Enterprise Transformation (SSEI 2018) Chairs' Welcome

It is our great pleasure to welcome you to the *WWW 2018 First Workshop on Social Sensing and Enterprise Intelligence: Towards a Smart Enterprise Transformation (SSEI).* SSEI intends to provide an interactive and focused platform to bring together industry professionals and researchers working in the area of AI, Natural Language Processing (NLP), Machine-Learning, linguistics, social science, HCI, computer vision and those whose work concerns the intersection of these areas, together to provide a venue for a multidisciplinary discussion of how ubiquitous AI technologies can help in extracting social and enterprise intelligence for smart enterprise transformation while addressing its recent challenges. Focusing on research and study on challenges in Enterprise Intelligence and Social Sensing, SSEI aims to investigate novel research techniques, systems and tools to web scenarios and semantic computing. Therefore, SSEI contributes to discuss and compare suitable novel solutions based on intelligent techniques and applied in real-world applications.

The call for papers attracted submissions from United States, United Kingdom, Australia, Israel, China and India. Each of the submitted papers received three or four review reports from Program Committee members. We have evaluated them regarding relevance, quality, and novelty. Based on the recommendations of the reviewers, 5 full papers have been selected for publication and presentation at SSEI 2018. Prof. Dominik Slezak will be presenting the keynote titled *Toward Approximate Intelligence – Approximate Query Engines & Approximate Data Exploration.* We also took into account the coverage of the different areas related to WWW as well as the potential audience, to schedule them within a half-day with the minimal audience interest overlap.

When organizing a scientific conference, one always has to count on the efforts of many volunteers. We are grateful to the members of the Program Committee who devoted a considerable amount of their time in reviewing the submissions to SSEI 2018. We were glad and happy to work together with highly motivated people to arrange the Web Conference 2018 and to publish these proceedings. Special thanks to Prof. Eyhab Al-Masri and Prof. Marie-Christine Rousset for their support and help in managing the workshop organization.

We believe that the program provides a good balance between several trending topics such as reinforcement learning, social media analysis, sentiment analysis, text mining, etc. Hence we hope that you will find the workshop program interesting, providing you with a valuable opportunity to learn and share ideas with other researchers and practitioners from institutions around the world.

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Workshop Chair
Tata Consultancy Services Limited

Tirthankar Dasgupta
Workshop Co-Chair
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Priyanka Sinha
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Social Sensing and Enterprise Intelligence: Towards a Smart Enterprise Transformation (SSEI 2018) Organization

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