

Minitrack Introduction: Decision Support for Smart Cities

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Abstract

This minitrack received 3 research papers and accepted 2 research papers. It covers some hot research topics in smart cities such as freight vehicle detection and marketing by using intelligent information technologies and decision support methods.

1. Introduction

Decision Support for Smart Cities Minitrack focuses on the application of artificial intelligence and big data analytics for smart cities. With massive applications of Internet of things (IoT), social media, and social network platforms, large amount of heterogeneous data are gathered and processed with advanced analytic tools to support the development of smart cities. Furthermore, decision support tools and various data mining techniques can be employed to speed up the whole process. To bring technical, behavioral, and managerial perspectives together, this minitrack provides new insights into decision support for smart cities.

2. An Overview of Abstracts

The forthcoming minitrack papers emphasize providing decision support by integrating theories,

sensor data processing techniques, and big data analytics. We summarized these leading studies in decision support for smart city and digital services as follows.

A freight activity grows within urban areas, accurately estimating their impact becomes crucial for effective planning and modelling of transport infrastructure. The first paper proposes a generative adversarial network-based domain adaptation approach for accurately detecting heavy vehicles from low-quality surveillance data under varying lighting conditions.

Large language models have brought unprecedented innovation opportunities to the marketing field. However, the practical applications of LLMs within the marketing landscape currently exhibit a fragmented and scattered nature. The second paper aims to aggregate these scattered literature to create a holistic view of LLM capabilities for marketing research, and discusses the new trends and challenges for LLMs in marketing.

3. Conclusions

The forthcoming papers provide perspectives in terms of main issues in smart cities, and the contributions to these areas are appreciated, and they bring new perspectives in both theory and technology.