

FINREC16

Proceedings of the
2nd International Workshop on Personalization &
Recommender Systems in Financial Services



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Proceedings of the 2nd International Workshop on Personalization & Recommender
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Preface

Personalization and recommendation technologies provide the basis for applications tailored to the needs of individual users. These technologies play an increasingly important role for financial service providers, in addition to several firms of the digital economy.

According to a recent paper (N. Leavitt, [A Technology that Comes Highly Recommended](#), IEEE Computing now, April 8, 2013), recommender systems technology “is used by shopping websites such as Amazon, which receives about 35 percent of its revenue via product recommendations.

It is also used by coupon sites like Groupon; by travel sites to suggest flights, hotels, and rental cars; by social-networking sites such as LinkedIn; by video sites like Netflix to recommend movies and TV shows, and by music, news, and food sites to suggest songs, news stories, and restaurants, respectively.

Even financial-services firms recently began using recommender systems to provide alerts for investors about key market events in which they might be interested”.

According to a [Bloomberg Business news](#) appeared on March 2015, funds run by robots account for 400 Billion Dollars.

The aim of this workshop was to bring together researchers and practitioners working in financial services related areas in order to: (1) understand and discuss open research challenges, (2) provide an overview of existing technologies, and (3) provide a basis for information exchange between industry and academia.

Giovanni Semeraro, Mathias Bauer

Content

<i>Paper</i>	<i>Page</i>
A cognitive business is a business that thinks Pietro Leo, invited talk	1-2
Recommender Systems meet Finance: A literature review Dàvid Zibriczky	3-10
Forecasting out-of-the-ordinary financial events Marco Brambilla, Davide Greco, Sara Marchesini, Luca Marconi, Mirjana Mazuran, Martina Morlacchi Bonfanti, Alessandro Negrini and Letizia Tanca	11-15
Online User Behavioural Modeling with Applications to Price Steering Van Tien Hoang, Vittoria Cozza, Marinella Petrocchi and Rocco De Nicola	16-21
Application of Constraint-based Technologies in Financial Services Recommendation Alexander Felfernig, invited talk	22-23
The Art of Spending and Recommendations in Personal Finance Leonid Ivonin, Mark Perry and Sriram Subramanian	24-28
NormaSearch: a Big Data application for financial services Ylenia Maruccia, Giovanni Pansini, Gloria Polimeno and Felice Vitulano	29-32
A Smart Financial Advisory System exploiting Case-Based Reasoning Luigi Portinale, Giorgio Leonardi, Paolo Artusio and Marco Valsania	33-40