

FINREC 15

Proceedings of the
1st International Workshop on Personalization &
Recommender Systems in Financial Services



APRIL 16, 2015 | GRAZ, AUSTRIA

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Organized by



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Alexander Felfernig, Juha Tiihonen, and Paul Blazek, Editors
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Financial Services
April 16, 2015, Graz, Austria

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Preface

Personalization and recommendation technologies provide the basis for applications that are tailored to the needs of individual users. These technologies play an increasingly important role for financial service providers. The selection of papers of this year's workshop demonstrates the wide range of techniques including contributions on knowledge-based recommender systems, case-based reasoning, knowledge interchange, psychological aspects of recommender systems in financial services, MediaWiki-based recommendation technologies, smart data analysis and big data, and campaign customization.

The workshop is of interest for both, researchers working in the various fields of personalization and recommender systems as well as for industry representatives. It provides a forum for the exchange of ideas, evaluations, and experiences. As such, this year's workshop on "Personalization & Recommender Systems in Financial Services" aims at providing a stimulating environment for knowledge-exchange among academia and industry and thus building a solid basis for further developments in the field.

Alexander Felfernig, Juha Tiihonen, and Paul Blazek

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