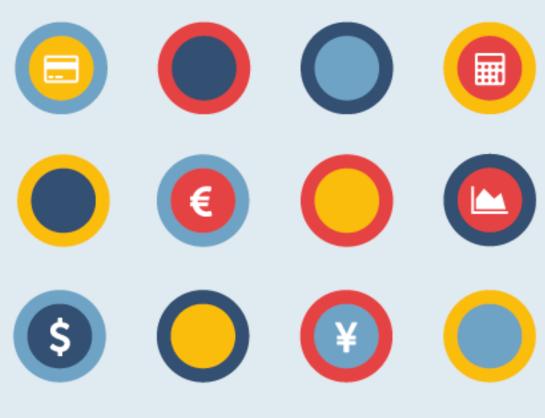
FINREC16

Proceedings of the

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



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Edited by

Giovanni Semeraro, Cataldo Musto, Mathias Bauer

Organized by



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Proceedings of the 2nd International Workshop on Personalization & Recommender Systems in Financial Services
June 16, 2016, Bari, Italy

Giovanni Semeraro, Cataldo Musto, Mathias Bauer, editors

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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, <u>A Technology that Comes Highly Recommended</u>, 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 <u>Bloomberg Business news</u> 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

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