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#### **Introduction**

For decades, diffusion processes have received considerable attention by both scientists and practitioners. More recently, agent-based simulations have come into play because they allow the explicit modeling of interactions between heterogeneous agents and, thus, to overcome simplifying assumptions of existing analytical models. This workshop brings together scientists from several contributing fields (e.g., management science, economics, sociology, psychology, computer science) in order to discuss current developments and challenges in agent-based modeling of various diffusion processes.

Areas of interest comprise, but are not limited to, *applications*, e.g., in

- diffusion/adoption of innovations
- knowledge diffusion
- epidemic modeling

as well as *technical/methodological aspects* such as

- modeling agent behavior (e.g., communication processes, learning)
- modeling proper social networks
- implementation issues

and/or more *general questions* regarding, e.g.,

- means for parameterization of agent-based simulations
- validation of these simulations.

#### **Workshop location**

The workshop's venue is at University of Vienna's Faculty of Business, Economics and Statistics. Vienna offers impressive sights, a variety of charming restaurants, and numerous great opportunities for cultural experiences – in summary, a city that is definitely worth a visit. Recommendations for hotel booking can be found on the workshop website.

#### **Registration fee**

The full registration fee is €160 for early registration (late registration: €180). The student fee is €100 for early registration (late registration: €120). The fee covers admittance to presentations, lunch meals, coffee breaks as well as a reception probably at the Vienna City Hall and a sightseeing tour to the Klosterneuburg Monastery.

#### **Abstract submission**

Extended abstracts should use *Springer's LaTeX macro package* or *Springer's Word template* that are both available for download at the workshop website. The abstract should have no more than 2 pages including figures, tables, and references. Submit the abstract in PDF format by e-mail: [abs-diffusion@univie.ac.at](mailto:abs-diffusion@univie.ac.at).

#### **Special issue**

Within the scope of the workshop, a special issue of the SSCI-ranked Central European Journal of Operations Research (CEJOR) will be published. Authors will be invited to submit a full paper that will be considered for publication in CEJOR.

#### **Deadlines**

Abstract submission deadline: December 15, 2009

Authors' notification: January 15, 2010

Early registration deadline: February 25, 2010

Registration deadline: March 25, 2010

Optional full paper deadline (CEJOR): June 30, 2010

Publication of special issue scheduled for mid of 2011

#### **Further information**

Further information can be found at the website: <http://abs-diffusion.univie.ac.at>.

If you have any specific questions, please contact us: [abs-diffusion@univie.ac.at](mailto:abs-diffusion@univie.ac.at).