



Special Track on

Applications of Artificial Intelligence in Business Applications

A culture-aware AI system can be defined as an AI system where culture-related information is modeled and used to design its human-machine interface or intervenes in the task carried out by this system, reasoning, simulation or any other task involving cultural knowledge. Such systems can be classified in the following way: (1) Culture-aware intelligent tutoring systems as cultures have a strong impact on people's learning. (2) Culture-aware educational systems that teach intercultural skills to people who need to interact with foreigners in various contexts or just want to discover distant cultures. (3) Cross-cultural decision-making (CCDM) support systems that focus on the intersections between psychosocial theory and methods of computational modeling.

The purpose of this track is to bring new insights in the design of the different types of culture-aware systems: Culture-aware intelligent tutoring systems, culture-aware educational systems, cross-cultural decision-making support systems. This track is a forum for researchers working in the various fields that are interested in defining, modeling and using culture components including AI, educational software, social cognition, social psychology, and related areas.

- Rachel Green (Onyx Point, USA)
- Chayan Chakrabart (University of New Mexico, USA)
- Philip McCarthy (Decooda Inc., USA)