

## **KM Conference 2016**

**22 - 25 June 2016, Lisbon, Portugal**

**Themes: Knowledge Management, Learning, Information Technology**

<http://www.iiakm.org/conference/>

### **1<sup>st</sup> Day - Opening Keynote Lecture**

## **Text Mining for Process Improvement: The Case of Six Sigma**

**Looking at analytic structure and variabilities of our customers' message**

**Professor Jose Luis Guerrero Cusumano**

Associate Professor of Operations and Information Management  
Business School, Georgetown University

### **Opening Keynote Overview:**

An organization's unstructured data — including everything from social media posts and sensor data to email, images, and Web logs — is growing at an unprecedented pace. Due to ever increasing industry competition, the need to improve enterprise processes by incorporating this vast amount of data is essential. Six Sigma, a process improvement application developed by the Motorola Corporation in the mid-80s, has helped organizations eliminate waste and correct mistakes that lead to increased value and profit for customers. Historically these Six Sigma processes have been based on structured data, meaning that it, when combined with information gained from mining unstructured data, can result in innovative products, processes, and business practices, as well as new projects, markets, and distribution channels.

### **Main Topics:**

- Using text mining and visualization in practice
- The most frequent models of text mining in process improvement
- Analytics models for text analysis
- Using text mining for Service Quality improvement
- The Six Sigma philosophy and its application in practice

### **About the Keynote Presenter:**

Dr. Guerrero-Cusumano is an Associate Professor of Operations and Information Management at Georgetown University School of Business. Professor Guerrero-Cusumano is the academic director of the Corporate International Master's at the Georgetown University School of Business and former Director of the International Institute on Government, Management, and Policy. He holds a Ph.D. in Industrial Engineering and a M.S. in Mathematical Statistics degree (University of Illinois, UICU), and he is also an Economics Statistician. In 2008, Professor Guerrero-Cusumano was awarded a Doctor Honoris Causa by Ovidius University (Romania) and he has been elected a Fellow at the Judge Business School, Cambridge University, Great Britain. Prof. Guerrero-Cusumano has published over 50 peer-reviewed articles. His current research is in Business Intelligence, Data Mining, Small Data, Process Improvement and Process Detection of Anomalies, as well as Six Sigma and Quality Improvement. He has lectured internationally on the applications of data and text mining technique on benchmarking, process, as well as quality improvement.

