



Welcome Message from Organizer Committee of Asia Pacific Research Committee (APRC) 2018 Conference

On behalf of the organizer committee from the Taiwan ChungHwa Market Research Society (CMRS) and the APRC, I would like to welcome all of you to participate in the 10th APRC Conference at Taipei, Taiwan.

2018 APRC conference main theme is "Market Research in AI Transformation ". We offer three sub-themes for all the attendee who participates in this exciting event, which are "Artificial Intelligence (AI) implication", "big data computing" and "market research in transformation". AI has regarded to be one of the most essential technologies to develop machine intelligence. The technology has advanced significantly over the years to empower applications.

The program of 2018 conference includes Forums, Exhibitions, Company visits, and Cultural program. A special issue for APRC 2018 conference from Journal of Data Science will be published, to contribute the academic technology and knowledge. Taiwan advanced technology environment ensures us to leap forward to the future, with creativity thinking, we are ambitious for greater artificial intelligent vision and looking forward to reveals a new chapter of market research sectors.

Now is time to learn the wisdom of AI implication knowledge, seeking for expansion of your market research business, network with researcher all around the world. The APRC 2018 conference line-up with expertise and academic giant from global market research sectors to provide interesting AI implication perspectives.

Welcome all the members to participate in the annual events of 2018 APRC conference. I hope that you will enjoy this year conference and have a great experience with warm Taiwanese hospitality. See you all in Taipei!

Sincerely yours,
Ben-Chang Shia
President of CMRS
Taipei Medical University