Table of Contents

Customer Demands of FinTech in Taiwan Chih-Chuan Chen, Hui-Chi Chuang, Ming-Hui Pai, Yi-Chung Cheng, and Sheng-Chun Pai	1
A Study of Exploring the Factors on Women's Choice of Dessert A-Mei Lin Hsu, Chiu-Chi Wei, Hui-Chi Chuang, and Yi-Chung Cheng	6
Automating Semantic Analysis of Website Structures for Ontology-based Benchmarking Conceptual Model and Implementation in Retail Banking Nikola Vlahovic, Mirjana Pejic Bach, and Andrija Brljak	10
ECF-means – Ensemble Clustering Fuzzification Means Gaetano Zazzaro and Angelo Martone	20
Analyzing Data Streams Using a Dynamic Compact Stream Pattern Algorithm Ayodeji Oyewale, Chris Hughes, and Mohammed Saraee	28
Opinion Leaders in Star-Like Social Networks: A Simple Case? Michael Spranger, Florian Heinke, Hanna Siewerts, Joshua Hampl, and Dirk Labudde	33
A Mining Driven Decision Support System for Joining the European Monetary Union Ray Hashemi, Omid Ardakani, Azita Bahrami, Jeffrey Young, and Rosina Campbell	39