

Dear all,

I am organizing a session on *Mathematical Optimization in Banking Services* for APMOD 2014 -- the 11th International Conference on Applied Mathematical Optimization and Modelling -- to be held 9-11 April 2014 at Warwick Business School in Coventry, UK.

This biennial meeting is acknowledged for bringing together distinguished researchers and practitioners to exchange ideas in a broad range of topics relevant to mathematical optimisation.

Even though banking services are usually thought as been mostly related to finance and financial management, the truth is that they involve a wide range of activities where mathematical optimisation techniques can be applied: banking logistics, deployment of automated teller machines (ATMs), location and delocation of bank branches, cash logistics, transportation of documents, customer management, design of (physical and virtual) queueing policies regarding access to certain services, telephone and internet banking, and so on.

If you are interested in presenting your work on a topic in this area, please contact me at d.ruiz@cunef.edu sending me a proposed title for your presentation and, if possible, a brief description of the topic. I will then get back to you with further instructions. As the deadline for submissions is 15 January 2014, please try to contact me before that date. You can find more information about the conference at <http://www.apmod2014.org>

Please feel free to pass along this invitation to anyone else among your contacts who would be interested in these sessions. Also I would appreciate if you can suggest potential speakers who may have interests in Banking Service.

Dr. Diego Ruiz-Hernández

Dept. of Quantitative Methods

University College for Financial Studies

c/ Serrano Anguita 9, 40490, Madrid

d.ruiz@cunef.edu