Special Issue

Big Data Analytics and Business Model Innovation: Toward an Integrative View

Message from the Guest Editors

Big data analytics and cognitive computing are reshaping value creation through AI-driven innovation and decision-making. While existing studies address isolated aspects of BDA and business model innovation, this Special Issue bridges the gap by integrating BDA, AI, and cognitive computing with BMI to drive digital transformation and sustainable value. We invite theoretical, empirical, and methodological contributions across micro-level (AI decision-making, human-AI collaboration), meso-level (cognitive capabilities in business model design), and macro-level (ethical AI, sustainable ecosystems, regulatory challenges). The issue advances research on how cognitive and BDA technologies enable novel business models, improve governance, and foster explainable, trustworthy AI, offering a comprehensive framework for data-driven innovation.

Guest Editors

Dr. Arash Najmaei Lonbani

Dr. Zahra Sadeghinejad

Dr. Rao Mikkilineni

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Big Data and Cognitive Computing
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
bdcc@mdpi.com

mdpi.com/journal/BDCC

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About the Journal

Message from the Editor-in-Chief

Big Data and Cognitive Computing (BDCC) is a scholarly online journal which provides a platform for big data theories with emerging technologies on smart clouds and exploring supercomputers with new cognitive applications. It is a peer-reviewed, open access journal that publishes high quality original articles, reviews and short communications. The primary aims of this journal are to encourage contributions of high quality scientific papers relating to data management and analytics in industry, such as manufacturing, healthcare, education, media and business, data mining, and cognitive science. There is no restriction on the maximum length of the papers.

Editor-in-Chief

Prof. Dr. Min Chen
School of Computer Science and Engineering, South China University of Technology, Guangzhou 510641, China

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