

Special Issue

Algorithmic Management and Multi-Stakeholder Well-Being: Integrating HR and Marketing Perspectives on Work, Innovation, and Consumer Experience

Message from the Guest Editor

Algorithmic systems are increasingly reshaping how organizations manage employees, interact with consumers, allocate resources, evaluate performance, and make operational decisions. In the workplace, algorithmic management has expanded beyond digital labor platforms and is increasingly embedded in conventional workplaces and human resource management practices. In parallel, artificial intelligence and algorithmic technologies are transforming marketing by supporting customer analytics, segmentation and targeting, personalization, recommendation, automated service, and customer relationship management. This Special Issue examines the dual and potentially paradoxical role of algorithmic systems in shaping work, innovation, employee well-being, and consumer experience. Algorithmic systems can improve coordination, decision-making, personalization, and service delivery. In marketing, AI enables firms to better understand customers, personalize offerings, and automate interactions; in the workplace, algorithms can provide employees with information, decision support, and resources that facilitate performance and innovation.

Guest Editor

Prof. Dr. Zheni Wang

School of Business, Southern Connecticut State University, New Haven, CT 06515, USA

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Administrative Sciences
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
admsci@mdpi.com

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Editor-in-Chief

Prof. Dr. Isabel-María García-Sánchez

Department of Business Administration and Economics, Universidad de Salamanca, 37007 Salamanca, Spain

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