

Special Issue

AI and Machine Learning in Recommender Systems and Customer Behavior

Message from the Guest Editors

The integration of artificial intelligence (AI) and machine learning (ML) into recommender systems has significantly transformed the provision of personalized services. Nevertheless, understanding customer behavior remains a crucial aspect that underlies the efficacy of these systems. This Special Issue seeks to investigate technological advancements in AI-/ML-driven recommendation technologies and the theoretical foundations of customer behavior analysis that inform and guide these innovations.

In recent years, the exponential growth of digital data has necessitated more sophisticated algorithms to process and analyze user interactions, preferences, and behaviors. While AI and ML play a critical role in optimizing these processes, understanding the cognitive and behavioral patterns of customers is equally important for developing effective customer-centered recommender systems. Thus, we invite empirical and theoretical research addressing these dual aspects: the development of advanced recommender system technologies and the underlying behavioral theories that enhance personalization strategies.

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