



informatics



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Big Data Analytics, AI and Machine Learning in Marketing

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Message from the Guest Editor

The ubiquity of customer data resulting from purchases being made increasingly via digital channels such as websites, digital applications, and mobile phones and advances in the ability to capture data associated with virtually all transactions is revolutionizing marketing and sales. Marketers are using a variety of technologies and statistical techniques including artificial intelligence (AI) and machine learning to glean insights from big data and make real-time decisions. These developments are improving efficiency in how firms acquire customers and deliver customized products. Meanwhile, consumer exposure to powerful personal technologies such as social media and mobile applications is changing customer shopping behavior and decision-making.

This Special Issue of the Journal of Informatics aims to improve understanding of the unfolding role of big data analytics (BDA), artificial intelligence (AI), and machine learning in marketing strategy and customer decision-making.



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Special Issue



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Message from the Editor-in-Chief

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