



informatics



an Open Access Journal by MDPI

Big Data Analytics, AI and Machine Learning in Marketing

Guest Editor:

Dr. Devon S. Johnson

Associate Professor of Marketing,
The Feliciano School of Business,
Montclair State University, New
York, NJ 07043, USA

Deadline for manuscript
submissions:

closed (1 February 2022)

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.



mdpi.com/si/64923

Special Issue



an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Antony Bryant

Headingley Campus, Leeds
Beckett University, Leeds LS6
3QS, UK

Message from the Editor-in-Chief

Informatics (ISSN 2227-9709) is an international, peer-reviewed, open access journal, which publishes original theoretical and empirical work on the science of informatics and its application in multiple fields. Our concept of Informatics includes technologies of information and communication as well as the biological, social, linguistic and cultural changes that initiate, accompany and complicate their development.

Informatics publishes regular research articles, reviews and short notes. There is no restriction on the length of papers, and we encourage researchers to publish their theoretical and empirical results in as much detail as possible. The scientific community and the public have unlimited and free access to the content as soon as it is published. We would be pleased to welcome you as one of our authors.

Author Benefits

Open Access: free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

High Visibility: indexed within [Scopus](#), [ESCI \(Web of Science\)](#), [dblp](#), and [other databases](#).

Journal Rank: CiteScore - Q1 (*Communication*)

Contact Us

Informatics Editorial Office
MDPI, St. Alban-Anlage 66
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/informatics
informatics@mdpi.com
[X@InformaticsMDPI](https://twitter.com/InformaticsMDPI)