

## Special Issue

# Big Data Analytics, AI and Machine Learning in Marketing

### 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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### Guest Editor

Dr. Devon S. Johnson

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### Deadline for manuscript submissions

closed (1 February 2022)



## Informatics

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### 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.

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### Editor-in-Chief

Prof. Dr. Antony Bryant  
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