



Applications of Big Data Analysis for Sustainable Growth of Firms

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Deadline for manuscript
submissions:

31 March 2022

Message from the Guest Editors

Dear Colleagues,

The purpose of this Special Issue is to presents ways in which big data analysis can be applied to customer profiling, forecasting, clustering, classification, etc. for the sustainable growth of firms.

More specifically, the topics of interest include, but are not limited to:

- Improving predictive models using big data analytics;
- Deep learning from big data;
- Machine learning from big data;
- Recommender systems and big data;
- Customer relationship management and big data;
- Real-world applications of big data in commerce.

Thank you for your contributions





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Message from the Editor-in-Chief

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