



Business Analytics and Big Data for Business Sustainability II

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Deadline for manuscript
submissions:

closed (29 February 2024)

Message from the Guest Editors

Topics of interest for this Special Issue include (but are not limited to): Artificial intelligence and its applications;

Analysis of customer behavior and CRM;

Big data business analytics;

Big algorithms and software development;

Business analytics and decision support;

Big data and financial forecasting;

Big data and knowledge discovery;

Data science for sustainable applications;

Firm sustainability;

Improving forecasting models using big data analytics;

Innovative methods for big data analytics;

Machine learning and big data;

Marketing analytics;

Network analysis in social communities;

Network-mediated human interactivity;

Online community and big data;

Parallel, accelerated, and distributed big data analytics;

Real-world applications of big data analytics, such as default detection, cybercrime, e-commerce, e-health, e-sports, online gambling, etc.;

Search and optimization for big data;

Security and privacy in big data era;

Sustainable business performance;

Sustainable innovation;

Sustainable management;

Sustainable SMEs and startups;

Sustainable marketing and sustainable political marketing;

Techniques for structured, spatial-temporal streaming, and/or multimedia data





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Message from the Editor-in-Chief

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