



Frontier Research of Management Sciences: Business Analytics, Prediction Markets and Customer Relationship Management

Guest Editor:

Dr. Yu-Hsiang Hsiao

Department of Business
Administration, National Taipei
University, New Taipei City 10478,
Taiwan

Deadline for manuscript
submissions:

closed (30 November 2022)

Message from the Guest Editor

Dear Colleagues,

The advent of the era of big data has revolutionized the way data are generated and obtained. These changes make it possible to achieve customized and automated management decisions based on data analytics. Today, it is easy and low-cost to collect opinions from all parties, which creates opportunities for learning from external ideas for the management and decision making of a business. Therefore, relying on crowd knowledge and wisdom is a critical way to predict the future. Advances in information technology provides opportunities for researchers in better decision making. This Special Issue focuses on exploring how various novel data sources and types and how the available information mined from the data inspire novel research on the methods and applications of management sciences for businesses. Topics include but are not limited to:

- Business analytics and decision support,
- Data-driven customer relationship management,
- Data-driven business optimization,
- Data-driven marketing technology, prediction markets,
- Data and text mining applications in business,
- Big data applications in business.

...





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and
Natural Resources, Ohio State
University, Columbus, OH 43210,
USA

Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Author Benefits

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

High Visibility: indexed within [Scopus](#), [SCIE](#) and [SSCI \(Web of Science\)](#), [GEOBASE](#), [GeoRef](#), [Inspec](#), [RePEc](#), [CAPlus / SciFinder](#), and [other databases](#).

Journal Rank: JCR - Q2 (Environmental Studies) / CiteScore - Q1 (Geography, Planning and Development)

Contact Us

Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

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

mdpi.com/journal/sustainability
sustainability@mdpi.com
[X@Sus_MDPI](https://twitter.com/Sus_MDPI)