

## Special Issue

# Artificial Intelligence and Big Data Analytics for enhanced Business Operations: A Contemporary Research Framework and Modelling

### Message from the Guest Editors

This Special Issue encourages authors to contribute both qualitative and quantitative studies that demonstrate pathways to overcome bottlenecks, outline policy guidelines and develop a framework for the effective integration of AI and BDA into current practices. The topics of interest include but are not limited to:

- Challenges and opportunities of AI and BDA adoption
- AI and big data-enabled innovative sale and business forecasting model
- AI and big data-driven purchase prediction and product recommendation
- AI and big Data for detection and prevention of fraud in online transaction
- Customer segmentation and predictive customer service using AI and big data
- Social semantics and sentiment analysis using AI
- Role of different data sources on operational practice and decision making
- Advanced tracking technologies and their applications in the supply chain context
- Human factors in AI-enabled data-driven business environment
- Modelling challenges offered by digitalization towards HRM
- Impact of open innovation possibilities of AI and other digital technologies on business operations

### Guest Editors

Dr. Kamalakanta Muduli

Dr. Rakesh Raut

Dr. Balkrishna Eknath Narkhede

Dr. Himanshu Shee

### Deadline for manuscript submissions

closed (31 May 2023)



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*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)

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### Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario  
Institute of Technology, Oshawa, ON L1G 0C5, Canada

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