

Special Issue

Business Analytics and Big Data for Business Sustainability II

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 unstructured, spatial-temporal, streaming, and/or multimedia data; etc.

Guest Editors

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Prof. Dr. Moon Young Kang

Prof. Dr. Jinho Choi

Deadline for manuscript submissions



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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.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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