

Special Issue

Innovative Knowledge-Based Methods for Business Success: Analysing User Generated Content

Message from the Guest Editors

The purpose of this Special Issue is to analyze how these new data analysis techniques can influence the development of marketing strategies and decision-making processes in companies. The objective of this Special Issue, consequently, is to analyze how the application of automatic and semiautomatic data analysis techniques applied to marketing affects the business environment and decision-making. For this Special Issue, we invite paper contributions related to any of the topics outlined above and which clearly relate to knowledge management and data mining for marketing using research approaches such as data mining, social network analysis, UGC analysis, sentiment analysis, big data, machine learning approaches, support vector machines, neuromarketing, case studies or reviews of literature on this topic as well as another quantitative, qualitative or mixed/multimethod perspectives.

Guest Editors

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Deadline for manuscript submissions

closed (30 November 2020)



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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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