

## Special Issue

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

### Message from the Guest Editor

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.

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### Guest Editor

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### Deadline for manuscript submissions

closed (30 November 2022)



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### Editor-in-Chief

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