

Special Issue

Artificial Intelligence in Strategic Marketing Decisions

Message from the Guest Editor

This Special Issue invites high-quality, original research that examines compelling questions in strategic marketing decision making for the role of artificial intelligence (AI). This Special Issue favors the submission of empirical research. The following list, which is non-exhaustive and non-inclusive, identifies illustrative examples of topics of interests for strategic marketing decisions:

- Design science;
- Solutions for data paucity challenges;
- Data privacy and confidentiality;
- Regulatory oversight;
- Public policy;
- Applications in the public sector, private sector, non-for-profit sector, education sector, government, semi-government entities, municipalities, and healthcare;
- Integrated solutions using competing technologies such as blockchain.

For more information, please visit:

mdpi.com/journal/systems/special_issues/1784RVYI5D

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closed (15 July 2024)



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Message from the Editor-in-Chief

Systems is a leading venue for the quick and global dissemination of results of cutting-edge research in various areas of systems science and systems-related fields. An increasing number of researchers are realizing the enormous potential of systems thinking in managing the many unprecedented and complex issues in all areas of need. The *Systems* journal provides a home of exceptional quality for the manuscripts of these researchers who often find it difficult to publish their work in conventional discipline focused journals.

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