

## Special Issue

# Systems Modeling and Analysis of Consumer Behavior and Business Management

### Message from the Guest Editors

Consumer behavior and business management are rapidly evolving fields that are influenced by dynamic market conditions, digital transformation, and data-driven decision-making. Systems modeling and analysis provide powerful tools to understand these complexities, enabling researchers and practitioners to develop predictive models, optimize strategies, and enhance decision-making processes. This Special Issue invites high-quality research on systems modeling and analysis applied to consumer behavior and business management. We welcome contributions that leverage computational models, simulation techniques, agent-based modeling, system dynamics, and machine learning to analyze market trends, consumer decision-making, and business strategies. Papers may explore topics such as demand forecasting, customer segmentation, behavioral economics, supply chain dynamics, and the impact of emerging technologies on consumer interactions.

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### Guest Editors

Dr. Nikolaos Trihas  
Dr. Markos Kourgiantakis  
Dr. Athina Bourdena

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### Deadline for manuscript submissions

31 October 2026



## Systems

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## About the Journal

### 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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### Editor-in-Chief

Prof. Dr. Ben Clegg  
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