

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.

Guest Editors

Dr. Nikolaos Trihas

Dr. Markos Kourgiantakis

Dr. Athina Bourdena

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Systems
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
systems@mdpi.com

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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.

Editor-in-Chief

Prof. Dr. Ben Clegg
Operations & Service Management Department, Aston Business
School, Aston University, Birmingham B4 7ET, UK

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