

## Special Issue

# From Supply Chains to Customer Experience: Business Model Innovation in the Digital Era

### Message from the Guest Editor

100character Digital transformation has reshaped how organizations create value, connecting supply chains with customer experience. Advances in AI, big data, and digital platforms have redefined customer engagement. This Special Issue explores supply chain innovation, business model transformation, and marketing strategies in the digital era. We examine how supply chains now drive customer satisfaction and trust. Business model innovation emphasizes customer engagement and sustainability. Topics include digital platforms, data-driven personalization, omnichannel strategies, and sustainable supply chains. This Issue provides insights on aligning supply chain and business model innovation with marketing to deliver value. It connects operational excellence with customer-centric approaches to competitiveness. We welcome conceptual, empirical, and case studies on rethinking supply chains and business models. Topics include marketing-supply chain integration, customer experience, innovation, big data applications, and challenges like digital ethics and data privacy.

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### Guest Editor

Dr. Asif Muzaffar  
Business School, Birmingham City University, Birmingham B4 7BD, UK

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### Deadline for manuscript submissions

30 June 2026



## Systems

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

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### Editor-in-Chief

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

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