

Special Issue

Data-Driven Insights with Predictive Marketing Analysis

Message from the Guest Editors

In today's dynamic and highly competitive market environment, organizations are increasingly relying on data-driven decision making to gain actionable insights and optimize their marketing strategies. The integration of advanced analytical techniques, artificial intelligence, and big data technologies has revolutionized the way businesses approach customer segmentation, campaign management, and performance evaluation. This Special Issue aims to explore how systems thinking can enhance the effectiveness of marketing analytics by considering the complex interdependencies between data sources, customer behavior, and business objectives. The Issue welcomes contributions that emphasize the holistic and interconnected nature of marketing systems, addressing challenges such as data integration, real-time decision making, and ethical considerations. By bringing together perspectives from systems theory, decision science, and marketing analytics, this Issue seeks to provide valuable insights for academics and practitioners looking to leverage data-driven approaches in their marketing strategies.

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Deadline for manuscript submissions

closed (31 March 2026)



Systems

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Impact Factor 3.1
CiteScore 4.1



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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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