



Artificial Intelligence in Strategic Marketing Decisions

Guest Editor:

Dr. Akhilesh Chandra
School of Accountancy,
University of Akron, Akron, OH
44319, USA

Deadline for manuscript
submissions:
closed (15 July 2024)

Message from the Guest Editor

Dear Colleagues,

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/1784RVY15D

Dr. Akhilesh Chandra
Guest Editor





systems



an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Ben Clegg

Operations & Service
Management Department, Aston
Business School, Birmingham B4
7ET, UK

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.

Author Benefits

Open Access: free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility: indexed within Scopus, SSCI (Web of Science), Ei Compendex, dblp, and other databases.

Journal Rank: JCR - Q1 (Social Sciences, Interdisciplinary) / CiteScore - Q2 (Modeling and Simulation)

Contact Us

Systems Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/systems
systems@mdpi.com
X@Systems_MDPI