



Special Issue on Marketing Analytics and Business

Call for Papers

Marketing Analytics and Business explores the application of data, statistical methods, and analytical technologies to support business decision-making and improve organizational performance. It integrates consumer insights, business intelligence, artificial intelligence, predictive modeling, digital commerce, and strategic management to identify trends, optimize operations, enhance brand value, and drive innovation. The field also examines pricing strategies, competitive intelligence, supply chain optimization, business performance measurement, and digital transformation, enabling organizations to make evidence-based decisions and achieve sustainable growth in an increasingly data-driven and competitive business environment.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on exploring **Marketing Analytics and Business**. Potential topics include, but are not limited to:

- Business analytics
- Consumer analytics
- Digital business
- Brand management
- Business intelligence
- Predictive analytics
- Data science for business
- E-commerce analytics
- Pricing analytics
- Retail analytics
- Supply chain analytics
- Financial analytics
- Strategic business management
- Digital transformation
- Artificial intelligence in business
- Decision support systems

Authors should read over the journal's [For Authors](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).

Please kindly specify the “**Special Issue**” under your manuscript title. The research



field “**Special Issue - *Marketing Analytics and Business***” should be selected during your submission.

Special Issue Timetable:

Submission Deadline	November 18th, 2026
Publication Date	January 2027

Guest Editor:

For further questions or inquiries, please contact Editorial Assistant at ajibm@scirp.org.