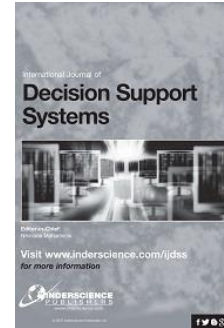# International Journal of Decision Support Systems

Call for Papers: *Special Issue on Applications of Operational Research in Marketing*

The explosive growth of Internet and web applications, as well as the virtually unlimited data storage capacity, presents a great opportunity for contemporary firms. Companies have now access to huge amounts of data, such as customer real-time and historical transactions (both online and offline), and consumer generated content (online reviews for products and services, evaluations in social media). These so called "Big Data" tend to redefine traditional business models and marketing practices. However, the distinct features of Big Data (immense volume, mostly unstructured, high velocity, high variety) requires advanced processing tools, and new sophisticated methods. The need for techniques that are scalable to huge data sets, dynamic to adopt to real-time changes, and can handle diverse data like numbers, text and photos, has already arisen.

This goal of this Special Issue is to provide a roadmap for the creation of a sustainable competitive advantage through the use of Operational Research methods in Marketing. Recent advances in artificial intelligence methods, soft computing, statistics and algorithmic mathematics, operations research, and computer science will be brought together to solve marketing problems, and reveal new marketing models and practices. Review and conceptual papers are also welcomed, as well as relevant applications to the domain of marketing.

Areas of interest include:

- Advertising & Marketing Communications
- Business-To-Business Marketing & Supply Chain Management
- Consumer Behavior
- Digital Marketing & Social Media
- Marketing Analytics
- New Product Development and Brand Management
- Pricing & Promotions
- Retailing
- Services Marketing

- Tourism Marketing

<u>Indicative topics</u> are (but are not limited to):
- Electronic Word of Mouth, Product Diffusion, and Market Forecasting
- Online Reviews, Customer Satisfaction and Loyalty
- Channel Usage analytics and Promotion techniques
- Online Consumer Behavior, Click Stream modeling and Advertising models
- Web Personalization, User Profiling, and Recommender Systems
- Location-based Network Data and Mobile Marketing
- Social Media analytics
- Real time processing applications
- Scalable Clustering Algorithms for Market Segmentation
- Optimal Product Design and Positioning Methods

Important dates
- Deadline for full paper submission: October 31, 2021
- Notice of acceptance/rejection: December 30, 2021
- Revised paper submission: February 15, 2022
- Final decision: February 28, 2022
- Expected publication date (tentative): April, 2022

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