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International Conference on Business Analytics in Practice 2024
Sustainability and Net-Zero Analytics
College of Business Administration, University of Sharjah, UAE
January 8–11, 2024
For more details: www.sharjah.ac.ae/icbap

Logos for University of Sharjah, College of Business Administration, ICBAP 2024, Surrey Business School, and Centre for Business Analytics in Practice are displayed at the bottom of the banner.

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IMA Journal of Management Mathematics

Special issue on:

**Leveraging Business Analytics and AI in
Consumer Behaviour Analysis**

Guest Editors:

Ali Emrouznejad, Panagiotis (Panos) Zervopoulos, John Rice



Call for papers

The College of Business Administration (CoBA) at the University of Sharjah (UAE) and the Centre for Business Analytics (CBAP) at Surrey Business School, UK, will be co-organizing the much-anticipated International Conference on Business Analytics in Practice in January 2024, in Sharjah, UAE. We are pleased to announce a special issue on "**Leveraging Business Analytics and AI in Consumer Behaviour Analysis**" in the *IMA Journal of Management Mathematics (IMAMAN)*, published by Oxford University Publisher.

Overview:

In today's data-driven world, business analytics plays a pivotal role in comprehending complex systems and facilitating well-informed decision-making. This special issue aims to foster a collaborative platform for innovative research that explores the intersection of business analytics, artificial intelligence (AI), and consumer behaviour analysis. We cordially invite researchers, academicians, and industry practitioners to contribute their expertise through original research articles, intriguing case studies, and insightful review papers.

Objective:

The primary objective of this special issue is to showcase the cutting-edge advancements, state-of-the-art methodologies, and practical applications in leveraging business analytics and AI techniques for analysing consumer behaviour. We enthusiastically welcome high-quality contributions that present novel insights, empirical studies, theoretical models, and real-world applications, thereby enhancing our collective understanding of consumer behaviour analysis and decision-making processes.

Scope and Topics:

For this special issue, we invite papers related to the following topics (but not limited to):

- Application of machine learning, deep learning, and AI algorithms in consumer behaviour analysis.
- Predictive analytics for consumer behaviour modelling and forecasting.
- Consumer segmentation and profiling using business analytics techniques.
- Recommender systems and personalized marketing strategies.
- Sentiment analysis and opinion mining in consumer reviews and social media data.
- Social network analysis and influence on consumer behaviour.
- Pricing and revenue management based on consumer behaviour analytics.
- Consumer churn prediction and proactive retention strategies.
- Visualization techniques for consumer behaviour analytics.
- Consumer lifetime value estimation and optimization.

Please note: Manuscripts on the above topics should make a clear and unique contribution to Operations Research (OR) through relevant references to OR literature and must contain a section or sub-section on the managerial implications and impact of the research for real-world practice.

Instructions for Authors can be found at:

Authors should submit a cover letter and a manuscript by December 31, 2023, via the Journal's online submission site. Manuscripts submitted after the deadline may not be considered for the special issue and may be transferred, if accepted, to a regular issue.

Please see the Author instructions on the website, when submitting, please select the special issue's title "CBAP- Leveraging Business Analytics and AI in Consumer Behaviour Analysis", to ensure that it will be reviewed for this special issue (<https://mc.manuscriptcentral.com/imaman>).

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. Papers will be subject to a strict review process managed by the Guest Editors and accepted papers will be published online individually, before print publication.

Important Dates:

- 31 December 2023** → Submission deadline.
Submit at: <https://mc.manuscriptcentral.com/imaman>
- 31 March 2024** → Notification of status and acceptance of paper.
- 31 July 2024** → Revised manuscripts.
- 31 October 2024** → Final version of paper.

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