CALL FOR PAPERS

Call for Special Issue Papers: Big Data in Business

Deadline for Manuscript Submission: March 20, 2020

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Big data is a fast-growing field that describes and analyzes huge amounts of structured, semi-structured, or unstructured data that comes from various sources that are vast and complex. It requires advanced analytics applications and sophisticated data-processing software. Big data has revolutionized the way businesses and institutions operate. Business entities from several sizes and sectors are benefiting from big data applications. Business entities revealed such benefits could improve efficiency and increase profitability and growth. Many business entities have several plans for using and implementing big data tools to improve operations, customer satisfaction and loyalty, enhancing corporate governance practices, fighting against fraud, cyber-attacks, money laundry, and other financial crimes. Big data has many other applications in business. This special issue is devoted to publishing high-quality papers that involve theoretical and practical aspects related to big data in business. Reviews on this topic are also welcome.

Topics of interest for this special issue include, but are not limited to:

- The use of big data in business, marketing, finance, and accounting
- Big data and machine learning in business decision-making and performance evaluation
- Big data and enterprise risk management
- Big data and corporate governance
- Big data in marketing, promotions, and social networking
- Big data in supply chain management
- Big data and predictive algorithms in business, marketing, finance, and accounting
- Big data and business ethics
- Big data and investment decisions
- The use of big data in financial institutions and markets
- The uses of big data in anti-financial crimes such as fraud and money laundry detection.
- Big data and online shopping.
- Monetizing big data for dynamic advertisement
- Big data and customer engagement
- Big data, machine-to-machine (M2M) analytics to improve product life-cycle management
- Big data, automation, and internal efficiency
- The use of big data to compete, capture, innovate, and improve competitive advantage
- The use of big data in creating new revenue streams
- Big data and credit analysis
- Big data and insurance
- Big data, business lending, and FinTech

All manuscripts should be submitted via the online submission system of **Big Data**. The Instructions for Authors can be found at www.liebertpub.com/big. The reviewing and selection of papers will be carried out in accordance with the standards of the journal.

Submit your paper for peer review online: <https://mc.manuscriptcentral.com/big>