

Special Issue

Artificial Intelligence and Big Data Analytics for enhanced Business Operations: A Contemporary Research Framework and Modelling

Message from the Guest Editors

This Special Issue encourages authors to contribute both qualitative and quantitative studies that demonstrate pathways to overcome bottlenecks, outline policy guidelines and develop a framework for the effective integration of AI and BDA into current practices. The topics of interest include but are not limited to:

- Challenges and opportunities of AI and BDA adoption
- AI and big data-enabled innovative sale and business forecasting model
- AI and big data-driven purchase prediction and product recommendation
- AI and big Data for detection and prevention of fraud in online transaction
- Customer segmentation and predictive customer service using AI and big data
- Social semantics and sentiment analysis using AI
- Role of different data sources on operational practice and decision making
- Advanced tracking technologies and their applications in the supply chain context
- Human factors in AI-enabled data-driven business environment
- Modelling challenges offered by digitalization towards HRM
- Impact of open innovation possibilities of AI and other digital technologies on business operations

Guest Editors

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Deadline for manuscript submissions

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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