CALL FOR PAPERS

Marketing intelligence represents a continuous process of understanding, analyzing, and assessing a firm’s internal and external environments associated with customers, competitors, and markets and using the acquired information and knowledge to support the firm’s marketing-related decisions. It provides a road map of current and future trends in customers’ preferences and needs, new market and segmentation opportunities, and major shifts in marketing and distribution in order to improve the firm’s marketing planning, implementation, and control.

Marketing intelligence has evolved from a creative process into a highly data-driven process. Data sources for marketing intelligence can come from internal and external. With the advances of information technology and widespread diffusion of database and data warehouse systems in firms, large volumes of internal data useful for marketing intelligence have been generated and maintained by firms. At the same time, the proliferation of WWW and Web 2.0 innovations (e.g., product review websites, social networking communities) dramatically explode external data for marketing intelligence, as measured by sheer volume of data and number of data sources. On the other hand, the increases in competition and volatility of markets and customer preferences/needs require firms frequently updating their marketing intelligence or even retargeting their marketing intelligence directions. As a result, the discovery and subsequent maintenance of marketing intelligence becomes more difficult to manage and has been a huge burden to firms. Therefore, the development of effective and efficient analytics techniques for marketing intelligence discovery and maintenance becomes essential and desirable.

This special issue solicits high-quality innovative papers addressing significant research questions related to the broad research area of data analytics for marketing intelligence. All submissions should be original work not published elsewhere. Topics of interest include, but are not limited to, the following:

- Novel data analytics methods for marketing intelligence discovery and summarization
- Social media analytics for marketing intelligence
- Sentiment analysis and opinion summarization
- Data integration from multiple sources for marketing intelligence
- Business intelligence and digital marketing
- Text mining and marketing intelligence
- Analytics methods for user profiling, sales forecasting, promotion analyses, and market segmentation
- Data visualization for marketing-related decisions
Integration of marketing intelligence
Novel Web 2.0 innovations for marketing intelligence discovery
Innovative marketing intelligence practices in industries

Submission Instructions
Inquiries can be made to the guest editor(s) at cpwei@im.ntu.edu.tw. Manuscript should be submitted to the Information Systems and e-Business Management online submission system at http://www.editorialmanager.com/iseb/. Please select “Special Issue: Data Analytics for Marketing Intelligence” when you are asked to choose article type. The deadline for submission is October 15, 2013. All manuscripts will be reviewed by a selected panel of referees, and those accepted will be published in a special issue of Information Systems and e-Business Management. Original artwork and a signed copy of the copyright release form will be required for all accepted papers.

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Important Dates
October 15, 2013 Submission deadline for initial submissions.
January 15, 2013 First-round decision deadline on all submitted manuscripts.
April 15, 2014 Submission deadline for invited revisions.
June 15, 2014 Final decisions.
July 15, 2014 Final paper versions due.