



## Marketing Science

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### Call for Papers—Marketing Science Special Issue on Big Data: Integrating Marketing, Statistics, and Computer Science

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## Call for Papers

# *Marketing Science* Special Issue on Big Data: Integrating Marketing, Statistics, and Computer Science

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**Deadline: December 16, 2013**

Digital marketing brings unparalleled data on opinions and behavior. Data include structured data, such as numerical data on consumer purchasing, participation in social media, or exposure to online marketing, and unstructured data, such as text, audio, or even video content freely provided by consumers. Because of scale, these data are often called “Big Data,” with principal characteristics of high volume, high velocity, and high variety. High volume implies the need for models that are scalable; high velocity opens opportunities for real-time, or virtually real-time, marketing decision making that may or may not be automated; and high variety may require integration across disciplines with the corresponding sensitivity to various methods and philosophies of research.

The Special Issue draws on recent advances in computer science and statistics to deepen our understanding of consumer behavior and to improve the practice of marketing in data-rich environments. We encourage new research that spans boundaries to address important marketing science topics. Submitted papers might address marketing problems that could not be resolved prior to the Big Data era. Other papers might combine structured and unstructured data for greater insight. Still other papers might use new methods that scale well to big data. We are open to the use of different research methodologies and we are particularly interested in innovative combinations of methods. We welcome scalable methods that mine large volumes of data, but such papers should address validation, say, with out-of-sample testing. Field experiments to test new methods are welcome. We welcome machine learning, dynamic programming, adaptive regression, visualization methods, text processing, and other methods if scale can be demonstrated. We are less interested in existing methods applied to existing problems but with large data sets, conceptual papers on the role of big data, or anecdotes of how big data alone provided managerial insights.

Please submit your manuscript online via ScholarOne Manuscripts at <http://mc.manuscriptcentral.com/mksc>. When choosing Manuscript Type in Step 1 of the submission process, enter “Special Issue—Big Data.” All papers will go through the standard review process. Questions should be directed to Frances Moskwa, Managing Editor ([frances.moskwa@informs.org](mailto:frances.moskwa@informs.org)).