Management Science

Introduction to the Special Issue on Business Analytics

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Introduction to the
Special Issue on Business Analytics

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We are pleased to present this special issue of *Management Science* on "Business Analytics." There is probably no other domain of business that is changing as rapidly as our ability to process, collect, and analyze data (typically) at a level that is more granular than ever before. Over the last decade, this has enabled entirely new forms of products and services and has transformed how we manage practically every dimension of business. Given the magnitude and the scope of this change, our goal with this special issue has been to provide a forum for novel and interdisciplinary research that highlights fundamentally new ways of thinking about the new opportunities that have been created. We believe that this special issue, with its collection of very different papers, accomplishes our goal and provides a launch pad for additional exciting research that will surely come.

This special issue contains 13 papers selected from more than 100 submissions drawn from a wide range of disciplines, including optimization, statistics, information systems, and marketing The wide span of methodological approaches represented in this issue is a testament to the diverse thinking that is now applied to challenges in business analytics.

Special issues always require special effort on the part of the editorial team. We thank Kathleen Luckey, the managing editor of *Management Science*, for her impressive organizational talent that kept us on track and on time. We also thank our collection of Associate Editors, who not only handled papers for the special issue but in some cases continued to handle regular submissions for the journal in addition to supporting this project. Finally, we thank all of the authors who submitted to the special issue. The strong response to our call made the issue a success.