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Call for Papers—Special Issue of Management Science: Business Analytics

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Call for Papers

Special Issue of *Management Science*: Business Analytics

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Organizations today have access to enormous data sets, and sophisticated business analytical tools are needed to harness the tremendous potential of these data to improve day-to-day decision making. To encourage further developments in this rapidly growing area of interdisciplinary research, *Management Science* will publish a special issue dedicated to business analytics.

Applications of business analytics extend to nearly all managerial functions in an organization. Using microlevel data, mathematical models can become more realistic, be validated more easily, and match more closely true behavioral phenomena. Through business analytics, historical data can be used to discover relationships among important elements in an organization's environment, make more formal statistical inferences regarding the structure or strength of these relationships, and improve actions taken by the organization. Because these relationships are often not static, the entire cycle of identification, estimation, prediction, and decision making is repeated frequently and on an ongoing basis, leading to real-time and highly targeted data-driven decisions.

We envision business analytics applied to many domains, including, but surely not limited to: digital market design and operation; network and social-graph analysis; pricing and revenue management; targeted marketing and customer relationship management; fraud and security; sports and entertainment; retailing to healthcare to financial services to many other industries. We seek novel modeling and empirical work which includes, among others, probability modeling, structural empirical models, and/or optimization methods.

Submission: Please submit your manuscript online via <http://mc.manuscriptcentral.com/ms>. You must select "Special Issue" as the Manuscript Type in Step 1 and select one of the issue's four coeditors in Step 5. Manuscripts will generally be assigned to one of the Associate Editors for this issue (see below; please recommend three in Step 4), but you may also recommend guest Associate Editors.

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