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SPECIAL ISSUE OF INTERNATIONAL JOURNAL OF BUSINESS ANALYTICS

The International Journal of Business Analytics (IJBAN) is an indispensable resource for practitioners and academics that work in Business Analytics and related fields. Business Analytics is commonly viewed from three major perspectives: descriptive, predictive, and prescriptive. Business Analytics provides the framework to exploit the synergies among traditionally-diverse topics, such as the fields of data mining, quantitative methods, OR/MS, DSS, and so forth, in a more practical, application-driven format. The journal bridges the gap among different disciplines such as data mining, business process optimization, applied business statistics, and business intelligence/information systems. The journal supports and provides tools to allow companies and organizations to make frequent, faster, smarter, data-driven, and real-time decisions.

Mission:

The main objective of the International Journal of Business Analytics (IJBAN) is to advance the next frontier of decision sciences and provide an international forum for practitioners and researchers in business and governmental organizations—as well as information technology professionals, software developers, and vendors—to exchange, share, and present useful and innovative ideas and work. The journal encourages exploration of different models, methods, processes, and principles in profitable and actionable manners.

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