



## Business Intelligence and Big Data in E-commerce

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### Message from the Guest Editors

Dear Colleagues,

The current Special Issue focuses on advances and applications of big data and cognitive techniques in e-Commerce. Emphasis is given to methods and developments for intelligent systems, which are aimed at various business goals. Data-driven methods of particular interest are related to advanced consumer profiling and prediction of behavior, intelligent recommendations and automated interactive personalized marketing.

The purpose of the issue is to highlight the link between big data algorithms and human behavior. The research welcomed in this issue should aim at developments in intelligent systems that focus on the achievement of business goals in e-Commerce, considering user acceptance and impact maximization techniques.

This trend is expected to continue, driven by the increasing availability of huge volumes of e-Commerce data and the strong processing capabilities of big data platforms. This Special Issue will address the challenges which remain towards interdisciplinary approaches that merge the latest findings of business and marketing research with state-of-the-art big data algorithms.





# big data and cognitive computing



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## Message from the Editor-in-Chief

*Big Data and Cognitive Computing (BDCC)* is a scholarly online journal which provides a platform for big data theories with emerging technologies on smart clouds and exploring supercomputers with new cognitive applications. It is a peer-reviewed, open access journal that publishes high quality original articles, reviews and short communications. The primary aims of this journal are to encourage contributions of high quality scientific papers relating to data management and analytics in industry, such as manufacturing, healthcare, education, media and business, data mining, and cognitive science. There is no restriction on the maximum length of the papers.

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