



New Perspectives in Fuzzy Logic and Its Applications

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Message from the Guest Editors

Dear Colleagues,

This Special Issue, "New Perspectives in Fuzzy Logic and Its Applications", invites researchers to report their latest progress in the development of new applications of existing methods. Fuzzy logic plays an increasingly important role in marketing and management by enabling a more flexible and precise approach to addressing uncertainty and complexity. Research trends in fuzzy logic in the fields of marketing and management are focused on improving decision-making, customer satisfaction, and the effectiveness of business strategies in an ever-evolving business environment. Fuzzy logic is used in sentiment analysis of consumers on social media and other online platforms. This allows companies to better understand the public's perception of their products and brands and take action accordingly.

Potential topics and their applications include, but are not limited to, the following:

- Mathematical logic and non-classical logics, such as fuzzy logic, modal logic, and nonmonotonic logic
- Interdisciplinary applications of mathematical theory.

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Message from the Editor-in-Chief

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