



## Innovative Knowledge-Based Methods for Business Success: Analysing User Generated Content

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Deadline for manuscript  
submissions:

**closed (30 November 2020)**

### Message from the Guest Editors

Dear Colleagues,

The purpose of this Special Issue is to analyze how these new data analysis techniques can influence the development of marketing strategies and decision-making processes in companies. The objective of this Special Issue, consequently, is to analyze how the application of automatic and semiautomatic data analysis techniques applied to marketing affects the business environment and decision-making.

For this Special Issue, we invite paper contributions related to any of the topics outlined above and which clearly relate to knowledge management and data mining for marketing using research approaches such as data mining, social network analysis, UGC analysis, sentiment analysis, big data, machine learning approaches, support vector machines, neuromarketing, case studies or reviews of literature on this topic as well as another quantitative, qualitative or mixed/multimethod perspectives.

Prof. Dr. José Ramón Saura

Prof. Dr. Ana Reyes-Menendez

*Guest Editors*





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## Message from the Editor-in-Chief

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