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## Artificial Intelligence in Strategic Marketing Decisions

Guest Editor:

**Dr. Akhilesh Chandra**

Academic Advisor and Ex-Director and Professor of Accounting and AIS, Akron, OH 44319, USA

Deadline for manuscript submissions:

**15 July 2024**

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This Special Issue invites high-quality, original research that examines compelling questions in strategic marketing decision making for the role of artificial intelligence (AI).

This Special Issue favors the submission of empirical research. The following list, which is non-exhaustive and non-inclusive, identifies illustrative examples of topics of interests for strategic marketing decisions:

- Design science;
- Solutions for data paucity challenges;
- Data privacy and confidentiality;
- Regulatory oversight;
- Public policy;
- Applications in the public sector, private sector, non-for-profit sector, education sector, government, semi-government entities, municipalities, and healthcare;
- Integrated solutions using competing technologies such as blockchain.

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Dr. Akhilesh Chandra

*Guest Editor*



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# Special Issue



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*Systems* Editorial Office  
MDPI, St. Alban-Anlage 66  
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