Efficient integration of mathematical techniques and marketing intelligence is of crucial importance for a successful business forecasting process. IJBFMI, a fully refereed journal, publishes articles that link current practice and theory in the business forecasting field. This includes new forecasting domains (e.g. rule-based forecasting, fuzzy logic forecasting, spline regression forecasting, etc.) and the growing area of business/marketing intelligence involving environmental scanning, “brain” monitoring, innovative intelligence methodologies, coopetition, strategic decision support systems, etc.

Subject coverage:
Although the possible set of paper topics is large and we encourage submission on any area within the scope of business forecasting and marketing intelligence, the following areas are particularly suitable (but not exhaustive):

- Business forecasting process
- Forecasting principles
- Forecasting competitions
- Time series forecasting methods
- Marketing intelligence
- Judgmental forecasting
- New products forecasting
- Forecasting for the supply chain
- Biases of the forecasting manager
- Seasonal adjustments
- Weather adjustments
- Adjusting for special events (promotions, strikes)
- Financial and budget forecasting
- Marketing forecasting
- Organisational aspects of forecasting
- Forecasting applications in business
- Forecasting support systems
- Forecasting software evaluation
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- Summaries of key articles from the leading forecasting journals evaluating whether these results are of immediate impact to the business forecasting process
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