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For Book Titled

The Analytics-Personalization Nexus: Driving Customer Satisfaction and Loyalty in Digital Retail



About the Book

This book examines the pivotal role of analytics and personalization in shaping consumer behaviour in digital retail. It highlights how the integration of AI, Big Data, and marketing analytics enables e-commerce platforms to deliver hyper-personalized experiences, enhance engagement, and build customer loyalty. Key themes include recommendation systems, predictive analytics, behavioural segmentation, social influence, and mobile commerce. The volume also addresses emerging challenges such as data privacy, ethical concerns, and the psychological impacts of digital shopping. With insights from theory, research, and practice, this book is an essential resource for academics, researchers, professionals, and digital marketers aiming to navigate and lead in today's data-driven e-commerce environment.

Chapter	Title (Not Limited to)
Chapter 1	AI-Driven Personalization and Consumer Engagement in E-Commerce
Chapter 2	Big Data Analytics and Behavioural Targeting in Digital Retail
Chapter 3	Predictive Analytics for Customer Retention and Loyalty Programs
Chapter 4	Recommender Systems and Cross-Selling Techniques in Online Retail
Chapter 5	Behavioral Segmentation and Real-Time Engagement Strategies in Smart Retail
Chapter 6	Customer-Centric Design in E-Commerce: From Personalization to Co-Creation
Chapter 7	Mobile Commerce and the Optimization of Ubiquitous Customer Experiences
Chapter 8	The Influence of Social Commerce and Peer Networks on Purchasing Decisions
Chapter 9	Sentiment Analysis and Social Media-Engineered Marketing in E-Commerce
Chapter 10	Privacy, Ethics, and Trust in AI-Powered E-Commerce



Timeline

- **Abstract Submission Deadline: Nov. 15, 2025**
- **Notification of Acceptance: November 25, 2025**
- **Full Chapter Submission: January 15, 2026**
- **Revised Chapter Submission: Feb. 5, 2026**
- **Chapters are assigned E-ISBN and individual DOI**
- **Publication Certificates for Editors, Reviewers and Authors.**
- **Processing fee: INR 3000/- per chapter (max 4 Authors)**
- **No publication charges for authors.**

Editors



Prof. (Dr.) S. Mohan Kumar
Professor & Dean
Indra Ganesan College of
Engineering (Autonomous)
Affiliated to Anna University
Chennai, Tamil Nadu, India



Prof. Dr. A. Shajin Nargunam
Pro Vice-Chancellor (Acad.)
Noor Islam Centre for Higher
Education (NICHE)
Deemed-to-be-University
Nagercoil, Tamil Nadu, India



Dr. A. Hemalatha
Finance Manager
ZSC Enterprises,
Marietta, Georgia
United States of America



Dr. Duraisamy Balaganesh
Vice-Dean
Faculty of Computer Science
and Informatics
Berlin School of Business and
Innovation, Germany

Send your Chapters to: jpcbookchapters@hotmail.com

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Chennai – 600092, Tamil Nadu, India. Phone: +91 9790911374 | 9962578190