Call for book chapters

"Management and Computational Social Science: Models and Data-Driven Decisions for Improving Small and Medium-Sized Organizations Adaptation"

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Deadline

Abstract submission deadline: September 15, 2025
Interested authors should email their abstracts (500 words) to **submission@unicusano.it**.

Notification of abstract acceptance: October 15, 2025

FULL CHAPTER SUBMISSION: April 30, 2026

Description

Computational Social Science (CSS) represents the convergence of mathematical modeling, social sciences, and advanced computational methods. Thus, through the use of simulations, causal models, and big data analysis, CSS aims to study the structure and relationships of different socio-technical systems and reveal emerging patterns of behavior in complex social and organizational contexts, thereby supporting understanding, decision-making, and the design of interventions that ensure their viability.

In the field of management, challenges such as high uncertainty, hybrid environments, and the growing tension of social and economic crises have created a space for study that demands approaches and tools that offer a comprehensive perspective and allow organizations to understand the causes that affect their performance, adapt, anticipate, and evolve in a resilient manner. This work compiles research demonstrating how CSS can enhance various aspects of social systems, including decision-making and the design and implementation of organizational strategies, and positively impact their management, coordination, and control mechanisms.

Mathematical modeling has been shown to enhance strategic decision-making in highly uncertain contexts by allowing complex information to be structured and analyzed effectively.

Multiple scenarios are to be simulated, making it a critical tool for assessing, for example, the degree of preparedness of leaders in the face of unexpected situations and for configuring efficient adaptive responses. In this context, the use of models that allow the consequences of different decisions to be emulated and explored adds a dynamic dimension that is particularly useful for organizational change, identifying areas of resistance, and analyzing the evolution of collaborative dynamics under various conditions, among other applications.

Topics or areas for contributions

Researchers and professionals from any economic activity are welcome to submit book chapters that deal in depth with aspects concerning the design and implementation of strategies for SMEs to navigate a complex and highly uncertain context. Chapter proposals may address, but are not limited to, the following areas:

- **CSS Practices in Public and Private Management:** Application or exploration of case studies, empirical analyses, or methodological proposals that show how CSS has been used to improve planning processes, policy evaluation, or organizational strategies.
- **Network Analysis:** Studies that use network science to study or improve internal, external, or knowledge structures.
- **Social Simulation for Strategy Analysis and Organizational Adaptation:** Proposals that use agent-based models or system dynamics to simulate strategic scenarios, organizational change processes, or collective reactions to internal or external disturbances.
- **Modeling for Decision Making:** Use of models to represent and analyze decision-making processes under uncertainty, multiple objectives, or incomplete information.
- **Data Mining and Predictive Analysis for Strategic Decision Making:** Use analytical methods that employ machine learning, artificial intelligence, text mining, or natural language processing to identify patterns, predict organizational outcomes, or customize strategies based on observed behavior.
- **Development and Evaluation of Intelligent Systems for Decision Support:** Emphasize the design and implementation of the evaluation of decision support systems (DSS), interactive dashboards, or visual environments that facilitate complex decision-making by integrating data and analytical models in real-time.
- **Causal and Simulation Models for Crisis Management and Turbulent Environments:** Causal frameworks or contingency simulations applied to economic, social, or environmental crises.
- **Ethics, Validation, and Transparency in Computational Methods for Management:** Critical reflections or propositional frameworks on ethics in using CSS, especially regarding algorithmic biases, model opacity, and fairness in automated decisions.

Keywords: Computational Social Science, Network Analysis, organizational resilience, decision making, organizational modeling, Big Data, decision support systems, organizational network analysis, systems approach, machine learning, social simulation.

Submission

Each chapter submitted to this edited book is subject to the following submission and review procedures:

a) Expressions of interest are invited by providing a working title and a 500-word abstract of the proposed chapter. **Abstracts should include the chapter title, authorship list, author affiliations, contact information, and keywords**.
b) If your abstract is found suitable, you will be invited to submit your full paper. Each chapter needs to be a **maximum of 6.000** words long;
c) **The abstract submission must be done by using the ABSTRACT TEMPLATE**.

d) **Here the link to upload the abstract proposal**: https://forms.gle/ba88hnNyE93hAxav7

e) The abstract will go through a double-blind review process.
f) Based on the reviewers' recommendation, the editors will decide whether to accept the particular submission as is, revise it and resubmit it, or reject it.

Publisher

This book is scheduled to be published by **Palgrave**

Biographies

Marco Valeri is Associate Professor of Organizational Behavior, Faculty of Economics at Niccolò Cusano University, Italy. He received PhD in Strategic Management and Organizational Behavior from "Tor Vergata" University, Italy. He is Lecture in Applied Organizational Behaviour at Xenophon College, UK. He is Visiting Professor at University of Information Science and Technology (UIST) "St. Paul The Apostle", Macedonia. He is Adjunct Professor at Faculty of Social Sciences and Leisure Management, School of Hospitality, Tourism and Events, Taylor's University, Malaysia. He is Adjunct Professor, Faculty of Economics at Lovely Professional University (LPU), India. He is Associate Researcher in Strategy, Magellan Research Center, School of Management, Iaelyon Business School, Jean Monet University, France. He is Honorary Associate Professor, University of Pannonia, Hungary.

He's teaching and consultancy fields include strategic management, leadership development, cross-cultural management, international hospitality management. His research areas include sustainability and green practices, strategy implementation, knowledge management, family business, crisis management, information technology, network analysis. He chaired/co-chaired and served on numerous PhD dissertation and master thesis committees. He has a long and extensive international academic experience and has taken visiting positions in several universities.

He is member of several editorial boards of international tourism journals, reviewer and editor of several handbooks on entrepreneurship, tourism and hospitality management (Emerald Publishing, Springer Publishing, Routledge Publishing, Edward Elgar Publishing, De Gruyter Publishing, IGI Global Publishing and Cambridge Publishing).

Enrique Núñez received his PhD in Systems Engineering from the Escuela Superior de Ingeniería Mecánica y Eléctrica, Instituto Politécnico Nacional, Mexico (graduated with honors) and his Master's Degree in Applied Mathematics and Informatics from the National Research University Higher School of Economics (Moscow). He holds the international Black Belt Six Sigma certification awarded by the International Society of Six Sigma Professionals and the Council for Six Sigma Certification. Since 2017, he has collaborated at the Universidad Panamericana Campus Guadalajara, in the Faculty of Economic and Business Sciences as a professor in the bachelor's and doctoral programs in Business Sciences. He is a member of the National System of Researchers and has been awarded the distinction of Level 1 Researcher by the National Council for Humanities, Sciences, and Technology in Mexico. He has collaborated on research projects with government institutions and universities both nationally and internationally. His research interests are related to applying a systemic perspective to organizational problems and implementing computational methods to address social issues.

Jacqueline Y. Sánchez-García received her Ph.D. degree in Systems Engineering from the Escuela Superior de Ingeniería Mecánica y Eléctrica, Instituto Politécnico Nacional, Mexico (graduated with honors) and holds the international Black Belt Six Sigma certification granted by the International Society of Six Sigma Professionals and the Council for Six Sigma Certification. Since 2017, she has collaborated as a senior lecturer in the School of Economics and Business and the Doctoral Program in Business Sciences at Universidad Panamericana, Campus Guadalajara, Mexico. In 2022, she received the distinction of Level 1 in the National System of Researchers, awarded by the Mexican government through the National Council of Humanities, Sciences, and Technologies. Professor Sánchez has participated in projects with various agencies, including the United Nations, as well as international universities such as Leeds Beckett University. Her research focuses on applying system dynamics to "management based on systemic principles and organizational design." Dr. Sanchez considers that research from a systemic perspective is relevant for fostering a sustainable future. The models proposed through systems thinking intend to help decision-makers design and manage social systems for the viability and development needed today.