



Special Issue on
Microeconomic Analysis in the New Economy
Call for Papers

"Microeconomic Analysis in the New Economy" examines how individual agents, such as consumers and firms, make decisions in the rapidly evolving economic landscape characterized by technological advancement, digital transformation, and globalization. This academic topic focuses on understanding the implications of these changes on market structures, pricing strategies, consumer behavior, and production processes. It delves into the roles of information technology, e-commerce, and digital platforms in shaping supply and demand, competition, and resource allocation. By analyzing these microeconomic aspects, the field aims to offer insights into optimizing economic decisions and policies in an increasingly connected and digital world.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on **Microeconomic Analysis in the New Economy**. Potential topics include, but are not limited to

- Behavioral economics
- Digital markets and e-commerce
- Market dynamics and competition in the digital era
- Platform economics
- Information economics
- Consumer behavior in the digital age
- Online advertising and pricing
- Labor markets
- Innovation and R&D economics
- Data analytics and big data
- Economic implications of technological advancements
- Microeconomic policy and decision-making
- Environmental economics in the new economy
- Health economics in the digital age

Authors should read over the journal's [For Authors](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).



Please kindly notice that the “**Special Issue**” under your manuscript title is supposed to be specified and the research field “**Special Issue – *Microeconomic Analysis in the New Economy***” should be chosen during your submission.

According to the following timetable:

Submission Deadline	August 23rd, 2024
Publication Date	October 2024

For publishing inquiries, please feel free to contact the Editorial Assistant at submission.entrance1@scirp.org

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