Big data's impact: implications for small world of academic research

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Abstract:

With huge amounts of data being produced every second, 'big data', analytics and business intelligence have become increasingly relevant concepts in a wide range of industries. In media, there has been indeed some hype created around these terminologies, and, it seems like all big firms are riding this bandwagon. IT industry is filled with intense discussions about promises and perils of big data. On one hand, organizations in a wide range of industries are very enthusiastic about these processes, technologies and related investments; on the other hand, the broad strategic impacts of these initiatives are not clear yet. Therefore, in this conference, I aim to present my research about the impact of big data in different industry environments, and, I would also like to discuss its implications for academic research in the area of business and economic development.

My research will provide valuable insights about how firms can use big data as a strategic weapon across a range of industries and provides valuable guidelines for embracing these tools and technologies effectively. It will also provide scholars with innovative ideas to leverage the new sources of data and methodology in the academic research.