
Creating shared value through big-data analytics: a conceptual treatise on sustainability presence

Salil K Sen

Viput Ongsakul

NIDA Business School, Bangkok, Thailand

Key Words

Sustainability presence; shared value; big-data analytics; Finance - Operations - Marketing - Supply Chain (F-O-M-S); Disaster resilient infrastructure; Sustainable Consumption and Production; Good governance embedded Low Carbon Financing for Sustainability.

Abstract

The objective of this study is to review and create a frame of reference for the creation of shared value through big-data analytics that sets sustainability presence (Hampton et al. 2013; Schwab, 2017)). Big Data Analytics is a prosaism to cope with challenges of over consumption, unharnessed growth and waste proliferation. Businesses and retail services incorporate transformation to endure and cope with challenges (ur Rehman, Chang, Batool & Wah, 2016). This paper posits the concept of sustainability presence through big-data analytics. Sustainability presence is an ambiance, an aura, an emanation that has overarching connect on finance, marketing and operations & supply chain realms. The role of analytics is to scaffold big-data emanating from F-O-M-S, Finance-Operations-Marketing-Supply-chain. Big-data analytics creates an inter-connect among F-O-M-S (Dubey, Gunasekaran, Childe, Papadopoulos, Luo, Wamba & Roubaud, 2017). Outcomes of this research is to root for the creation of sustainability presence from all arms of business to speed up the creation of value real-time, thereby harnessing the power of big-data analytics. Interim results indicate the ease of transform from marketing to Sustainable Consumption & Production, Operations & Supply Chain empowering Disaster Resilient Infrastructure, and Finance enabling Good Governance embedded Low Carbon Financing for sustainability.
