

1. Record Nr.	UNINA9910298495203321
Autore	Morabito Vincenzo
Titolo	Big Data and Analytics : Strategic and Organizational Impacts // by Vincenzo Morabito
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-10665-1
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (202 p.)
Disciplina	005.74 330 650 658514
Soggetti	Management Industrial management Information technology Business—Data processing Management information systems Computer science Database management Innovation/Technology Management IT in Business Management of Computing and Information Systems Database Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Part I Strategy -- 1 Big Data and analytics for competitive advantage -- 2 Big Data and analytics for government innovation -- 3 Big Data and education: massive digital education systems -- 4 Big Data driven business models -- Part II Organization -- 5 Big Data governance -- 6 Big Data and digital business evaluation -- 7 Managing change for Big Data driven innovation -- Part III Innovation practices -- 8 Big Data and analytics innovation practices -- 9 Conclusion.
Sommario/riassunto	This book presents and discusses the main strategic and organizational

challenges posed by Big Data and analytics in a manner relevant to both practitioners and scholars. The first part of the book analyzes strategic issues relating to the growing relevance of Big Data and analytics for competitive advantage, which is also attributable to empowerment of activities such as consumer profiling, market segmentation, and development of new products or services. Detailed consideration is also given to the strategic impact of Big Data and analytics on innovation in domains such as government and education and to Big Data-driven business models. The second part of the book addresses the impact of Big Data and analytics on management and organizations, focusing on challenges for governance, evaluation, and change management, while the concluding part reviews real examples of Big Data and analytics innovation at the global level. The text is supported by informative illustrations and case studies, so that practitioners can use the book as a toolbox to improve understanding and exploit business opportunities related to Big Data and analytics.
