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	Sommario/riassunto	"New Paradigms in Big Data Technology and Business Analytics" emphasize the integration of Big Data Technology and Business Analytics enables organizations to transform vast volumes of data into strategic insights, driving smarter decisions, operational efficiency, and innovative growth. This volume presents a comprehensive exploration of the evolving landscape of Big Data Technology and Business Analytics, showcasing transformative approaches that are reshaping

industries and research alike. It highlights the integration of advanced tools such as artificial intelligence, machine learning, data mining, and cloud infrastructure to drive intelligent decision-making and operational efficiency. Focusing on both theoretical frameworks and real-world case studies, this book explores into five essential domains: Big Data Infrastructure and Technologies, Data Mining and Machine Learning, Big Data Applications and Case Studies, Business Intelligence and Decision Support, and Data Governance and Ethics. By merging theoretical knowledge with practical applications, this book equips educators, researchers, practitioners, and students with actionable insights into how data-driven strategies can unlock sustainable growth and innovation across sectors. With a forward-thinking vision, it addresses key issues like data privacy, algorithmic fairness, and strategic deployment of analytics in diverse environments. By blending emerging technologies with practical applications, this book serves as a roadmap for anyone aiming to harness the full potential of big data to reshape modern business and society.