iDEATE Workshop
With big data and business analytics now becoming increasingly more prevalent in contemporary enterprises, there is a growing interest on how such technologies can be leveraged to provide a competitive edge. Recent commentaries, reports, and empirical studies highlight that many attempts to deploy big data analytics in the organizational fabric fail for reasons other than the technology itself or the data used to generate insight. It is now becoming increasingly more apparent that big data analytics is an organizational effort and requires changes in multiple levels in order to result in any measurable business value. Another critical issue is how exactly can the value of big data analytics be measured, and through what means are such targets realized. We often hear about big data analytics contributing towards innovation, increased business efficiency, reducing time and cost of processing data, and even in aiding or replacing human decision-making. Yet, despite such claims we still know very little about how big data analytics projects need to be planned, what aspects need to be taken into consideration when piloting projects, how such projects can be matured and scaled up, as well as how they can be benchmarked with regard to performance outcomes.

While we now know more about the key organizational aspects that influence outcomes of big data projects, such as, the level of human skills in technical and business roles, the culture surrounding big data analytics, governance practices, data-driven decision-making structures and processes, as well as key hindrances. Nevertheless, the quest on how to differentiate from competition in leveraging big data analytics still remains open. There is considerable work to be done on how big data analytics should be employed to drive strategy, and how a difficult to imitate digital strategy building on should be developed and deployed. In addition, we have seen in the last few years the emergence of some companies that put forth innovative business models which build on the power of big data analytics, yet there is still limited research on the viability and emergence of such new forms of conducting business. Our belief is that the opportunities enabled though big data analytics and other emerging technologies will have a significant impact on how digital strategies and developed and how companies and public organizations think of developing digital capabilities for sustained performance.

The aim of this workshop was to bring together people who have an interest in how big data analytics changes the way business is conducted and seek to explore mechanisms in which this can be achieved. We have had an open call for papers and invited researchers and practitioners from both industry and academia to submit original results of their completed or ongoing projects. The scope of our call has been broad in order to include all relevant aspects relating to big data analytics, organizational transformation and business value. We have encouraged the submission of empirical work and innovative studies.
The workshop received 6 submissions, of which the program committee selected 3 for presentation at the workshop. We would like to thank all members of the program committee, authors and local organizers for their efforts and support.

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