

Big Data Analytics in Corporate Decision Making

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Big Data Analytics can aid in developing and maintaining an advantage in businesses functioning in a highly globalised economy by synthesising insights and dissemination of information. Thus, reliance on an intuition-based decision-making process can be lowered and replaced by a data-driven approach. I have **identified** and **combined** several key factors that can impact implementation such as the role of timeliness and accuracy, the influence of data access in developing economies and the lags that exist by conducting an in-depth **Literature Review** of the present research.

OBJECTIVES 1

- To study the underlying factors of a **successful** implementation.
- To study the impact of **timeliness** and **accuracy** of data.
- Is there something such as **too-much reliance** on big data for DMP?
- To study the factors that influence **change management** in emerging organizations.

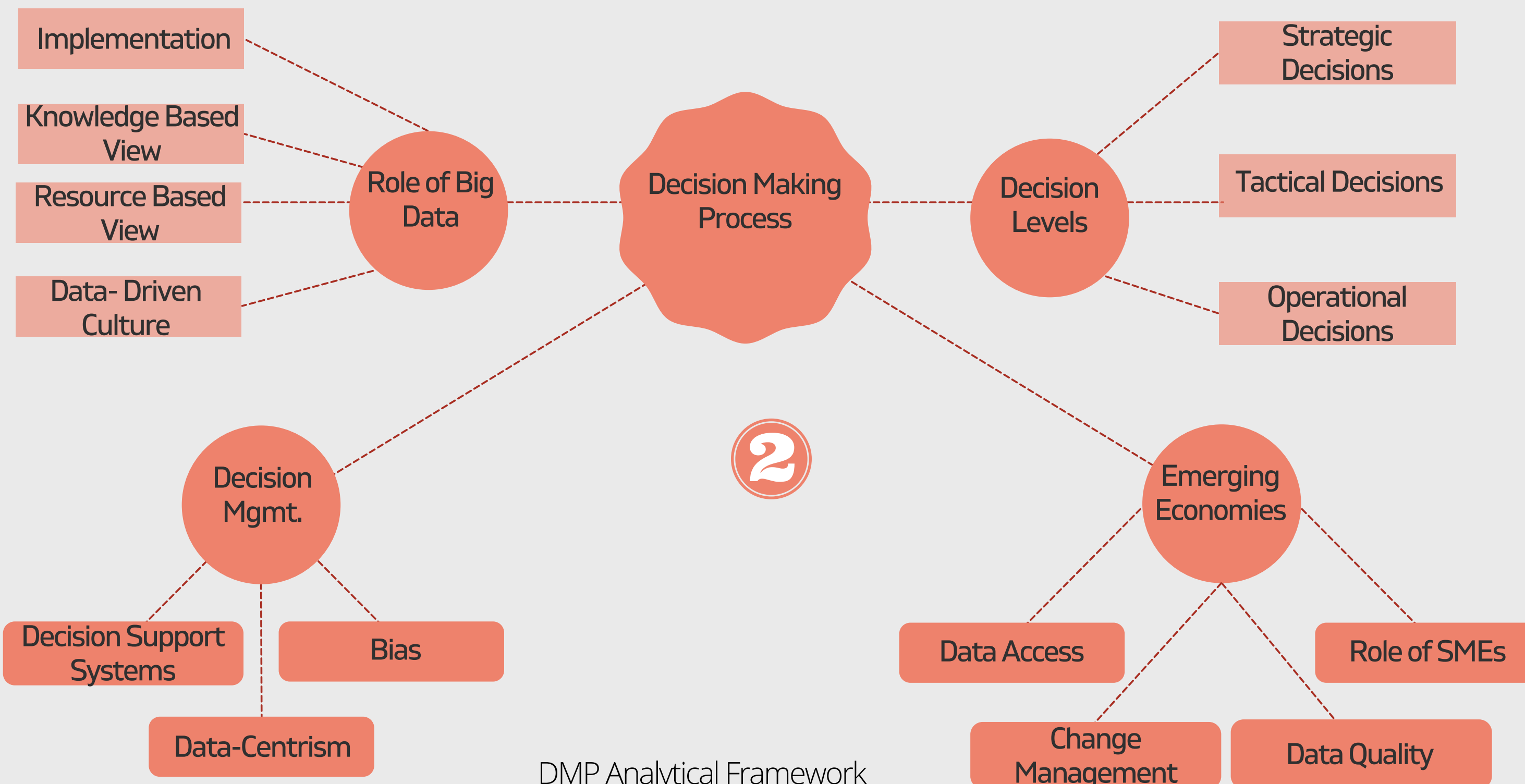
BIG DATA AND DECISION MAKING THE FINDINGS 3

- Decision-Making Structure.
- Data Driven Decision-Making Process.
- Key Steps in Data Driven Decision-Making Process.
- Decision Management Through Data.
- Decision Support Systems with Big Data.
- Role of Leadership and Digital Transformation.
- Knowledge and Resource dissemination.



ISSUES WITH IMPLEMENTATION 4

- Lack of collaboration.
- Substandard data or lack of access.
- Absence of governance mechanism.
- Lack of research regarding emerging economies.
- No ownership and trust.
- Misalignment of goals and objectives.
- inefficient optimization of resources and human capital
- Data-centrism.



CONCLUSION 6

- Data-Driven **Culture** is of primary importance in digital transformation.
- Organization need to develop expertise by **disseminating knowledge**.
- Meaningful **translation** of Goals to objectives.
- **Commitment** to implementation is essential.
- **Change management** has to be effective.

