

# Big Data Beyond The Hype

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## **Exploring the Convergence of Big Data and the Internet of Things**

- Prasad, A.V. Krishna 2017-08-11

The growth of Internet use and technologies has increased exponentially within the business sector. When utilized properly, these applications can enhance business functions and make them easier to perform.

Exploring the Convergence of Big Data and the Internet of Things is a pivotal reference source featuring the latest empirical research on the business use of computing devices to send and receive data in conjunction with analytic applications to reduce maintenance costs, avoid equipment failures, and improve business operations. Including research on a broad range of topics such as supply chain, aquaculture, and speech recognition systems, this book is ideally designed for researchers, academicians, and practitioners seeking current research on various technology uses in business.

## **Exploring the Boundaries of Big Data** - Bart van der Sloot 2016

Though the exact nature and delineation of Big Data is still unclear, it seems likely that Big Data will have an enormous impact on our daily lives. 'Exploring the Boundaries of Big Data' serves as preparatory work for The Netherlands Scientific Council for Government Policy's advice to the Dutch government, which has asked the Council to address questions regarding Big Data, security and privacy. It is divided into five parts, each part engaging with a different perspective on Big Data: the

technical, empirical, legal, regulatory and international perspective.

[Intelligence in Big Data Technologies—Beyond the Hype](#) - J. Dinesh Peter 2020-07-25

This book is a compendium of the proceedings of the International Conference on Big-Data and Cloud Computing. The papers discuss the recent advances in the areas of big data analytics, data analytics in cloud, smart cities and grid, etc. This volume primarily focuses on the application of knowledge which promotes ideas for solving problems of the society through cutting-edge big-data technologies. The essays featured in this proceeding provide novel ideas that contribute for the growth of world class research and development. It will be useful to researchers in the area of advanced engineering sciences.

## **Creating Value with Big Data Analytics** - Peter C. Verhoef 2016-01-08

Our newly digital world is generating an almost unimaginable amount of data about all of us. Such a vast amount of data is useless without plans and strategies that are designed to cope with its size and complexity, and which enable organisations to leverage the information to create value. This book is a refreshingly practical, yet theoretically sound roadmap to leveraging big data and analytics. Creating Value with Big Data Analytics provides a nuanced view of big data development, arguing that big data in itself is not a revolution but an evolution of the increasing availability of data that has been observed in recent times. Building on the authors'

extensive academic and practical knowledge, this book aims to provide managers and analysts with strategic directions and practical analytical solutions on how to create value from existing and new big data. By tying data and analytics to specific goals and processes for implementation, this is a much-needed book that will be essential reading for students and specialists of data analytics, marketing research, and customer relationship management.

**Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data** - Paul Zikopoulos 2011-10-22

Big Data represents a new era in data exploration and utilization, and IBM is uniquely positioned to help clients navigate this transformation. This book reveals how IBM is leveraging open source Big Data technology, infused with IBM technologies, to deliver a robust, secure, highly available, enterprise-class Big Data platform. The three defining characteristics of Big Data--volume, variety, and velocity--are discussed. You'll get a primer on Hadoop and how IBM is hardening it for the enterprise, and learn when to leverage IBM InfoSphere BigInsights (Big Data at rest) and IBM InfoSphere Streams (Big Data in motion) technologies. Industry use cases are also included in this practical guide. Learn how IBM hardens Hadoop for enterprise-class scalability and reliability Gain insight into IBM's unique in-motion and at-rest Big Data analytics platform Learn tips and tricks for Big Data use cases and solutions Get a quick Hadoop primer

**Cyber Society, Big Data, and Evaluation** - Gustav Jakob Petersson 2017-07-12

We are living in a cyber society. Mobile devices, social media, the Internet, crime cameras, and other diverse sources can be pulled together to form massive datasets, known as big data, which make it possible to learn things we could not begin to comprehend otherwise. While private companies are using this macroscopic tool, policy-makers and evaluators have been slower to adopt big data to make and evaluate public policy. Cyber Society, Big Data, and Evaluation shows ways big data is now being used in policy evaluation and discusses how it will transform the role of evaluators in the future. Arguing that big data will

play a permanent and growing role in policy evaluation, especially since results may be delivered almost in real time, the contributors declare that the evaluation community must rise to the challenge or risk being marginalized. This volume suggests that evaluators must redefine their tools in relation to big data, obtain competencies necessary to work with it, and collaborate with professionals already experienced in using big data. By adding evaluators' expertise, for example, in theory-driven evaluation, using repositories, making value judgements, and applying findings, policy-makers and evaluators can come to make better-informed decisions and policies.

**The Big Data Agenda** - Annika Richterich 2018-04-13

This book highlights that the capacity for gathering, analysing, and utilising vast amounts of digital (user) data raises significant ethical issues. Annika Richterich provides a systematic contemporary overview of the field of critical data studies that reflects on practices of digital data collection and analysis. The book assesses in detail one big data research area: biomedical studies, focused on epidemiological surveillance. Specific case studies explore how big data have been used in academic work. The Big Data Agenda concludes that the use of big data in research urgently needs to be considered from the vantage point of ethics and social justice. Drawing upon discourse ethics and critical data studies, Richterich argues that entanglements between big data research and technology/ internet corporations have emerged. In consequence, more opportunities for discussing and negotiating emerging research practices and their implications for societal values are needed.

**Business Intelligence Strategy and Big Data Analytics** - Steve Williams 2016-04-08

Business Intelligence Strategy and Big Data Analytics is written for business leaders, managers, and analysts - people who are involved with advancing the use of BI at their companies or who need to better understand what BI is and how it can be used to improve profitability. It is written from a general management perspective, and it draws on observations at 12 companies whose annual revenues range between

\$500 million and \$20 billion. Over the past 15 years, my company has formulated vendor-neutral business-focused BI strategies and program execution plans in collaboration with manufacturers, distributors, retailers, logistics companies, insurers, investment companies, credit unions, and utilities, among others. It is through these experiences that we have validated business-driven BI strategy formulation methods and identified common enterprise BI program execution challenges. In recent years, terms like “big data” and “big data analytics” have been introduced into the business and technical lexicon. Upon close examination, the newer terminology is about the same thing that BI has always been about: analyzing the vast amounts of data that companies generate and/or purchase in the course of business as a means of improving profitability and competitiveness. Accordingly, we will use the terms BI and business intelligence throughout the book, and we will discuss the newer concepts like big data as appropriate. More broadly, the goal of this book is to share methods and observations that will help companies achieve BI success and thereby increase revenues, reduce costs, or both. Provides ideas for improving the business performance of one’s company or business functions Emphasizes proven, practical, step-by-step methods that readers can readily apply in their companies Includes exercises and case studies with road-tested advice about formulating BI strategies and program plans

**Understanding the Role of Business Analytics** - Hardeep Chahal  
2018-09-14

This book encompasses empirical evidences to understand the application of data analytical techniques in emerging contexts. Varied studies relating to manufacturing and services sectors including healthcare, banking, information technology, power, education sector etc. stresses upon the systematic approach followed in applying the data analytical techniques; and also analyses how these techniques are effective in decision-making in different contexts. Especially, the application of regression modeling, financial modelling, multi-group modeling, cluster analysis, and sentiment analysis will help the readers in understanding critical business scenarios in the best possible way, and

which later can help them in arriving at best solution for the business related problems. The individual chapters will help the readers in understanding the role of specific data analytic tools and techniques in resolving business operational issues experienced in manufacturing and service organisations in India and in developing countries. The book offers a relevant resource that will help readers in the application and interpretation of data analytical statistical practices relating to emerging issues like customer experience, marketing capability, quality of manufactured products, strategic orientation, high-performance human resource policy, employee resilience, financial resources, etc. This book will be of interest to a professional audience that include practitioners, policy makers, NGOs, managers and employees as well as academicians, researchers and students.

**Smart Infrastructure and Applications** - Rashid Mehmood 2019-06-20  
This book provides a multidisciplinary view of smart infrastructure through a range of diverse introductory and advanced topics. The book features an array of subjects that include: smart cities and infrastructure, e-healthcare, emergency and disaster management, Internet of Vehicles, supply chain management, eGovernance, and high performance computing. The book is divided into five parts: Smart Transportation, Smart Healthcare, Miscellaneous Applications, Big Data and High Performance Computing, and Internet of Things (IoT). Contributions are from academics, researchers, and industry professionals around the world. Features a broad mix of topics related to smart infrastructure and smart applications, particularly high performance computing, big data, and artificial intelligence; Includes a strong emphasis on methodological aspects of infrastructure, technology and application development; Presents a substantial overview of research and development on key economic sectors including healthcare and transportation.

Keeping Up with the Quants - Thomas H. Davenport 2013-06-11  
A renowned thought-leader and a professor of statistics team up to provide the essential tools for enhancing thinking and decision-making in today's workplace in order to be more competitive and successful. 25,000 first printing.

**Business Information Systems** - Witold Abramowicz 2014-05-17

This book contains the refereed proceedings of the 17th International Conference on Business Information Systems, BIS 2014, held in Larnaca, Cyprus, in May 2014. The BIS conference series follows trends in academic and business research; thus, the theme of the BIS 2014 conference was "Big Data: Problems Solved and Remaining Challenges." Currently, big data is one of the most prominent trends in areas such as recommendation engines, fraud detection, risk modeling, marketing campaign and social network analysis. The 22 revised full papers were carefully reviewed and selected from 58 submissions. They are grouped into sections on big data, business process management, ontologies and conceptual modeling, collaboration, service science and interoperability and specific BIS applications.

**Big Data** - Bernard Marr 2015-01-09

Convert the promise of big data into real world results There is so much buzz around big data. We all need to know what it is and how it works - that much is obvious. But is a basic understanding of the theory enough to hold your own in strategy meetings? Probably. But what will set you apart from the rest is actually knowing how to USE big data to get solid, real-world business results - and putting that in place to improve performance. Big Data will give you a clear understanding, blueprint, and step-by-step approach to building your own big data strategy. This is a well-needed practical introduction to actually putting the topic into practice. Illustrated with numerous real-world examples from a cross section of companies and organisations, Big Data will take you through the five steps of the SMART model: Start with Strategy, Measure Metrics and Data, Apply Analytics, Report Results, Transform. Discusses how companies need to clearly define what it is they need to know Outlines how companies can collect relevant data and measure the metrics that will help them answer their most important business questions Addresses how the results of big data analytics can be visualised and communicated to ensure key decisions-makers understand them Includes many high-profile case studies from the author's work with some of the world's best known brands

Research Handbook on Big Data Law - Roland Vogl 2021-05-28

This state-of-the-art Research Handbook provides an overview of research into, and the scope of current thinking in, the field of big data analytics and the law. It contains a wealth of information to survey the issues surrounding big data analytics in legal settings, as well as legal issues concerning the application of big data techniques in different domains.

**Behind Every Good Decision** - Piyanka Jain 2014-11-05

There is a misconception in business that the only data that matters is BIG data, and that elaborate tools and data scientists are required to extract any practical information. However, nothing could be further from the truth. If you feel that you can't understand how to read, let alone implement, these complex software programs that crunch the data and spit out more data, that will no longer be a problem! Authors and analytics experts Piyanka Jain and Puneet Sharma demystify the process of business analytics and demonstrate how professionals at any level can take the information at their disposal and in only five simple steps--using only Excel as a tool--make the decision necessary to increase revenue, decrease costs, improve product, or whatever else is being asked of them at that time. In Behind Every Good Decision, you will learn how to: Clarify the business question Lay out a hypothesis-driven plan Pull relevant data Convert it to insights Make decisions that make an impact Packed with examples and exercises, this refreshingly accessible book explains the four fundamental analytic techniques that can help solve a surprising 80 percent of all business problems. It doesn't take a numbers person to know that is a formula you need!

*Predictive Intelligence Using Big Data and the Internet of Things* - Gupta, P.K. 2018-12-28

With the recent growth of big data and the internet of things (IoT), individuals can now upload, retrieve, store, and collect massive amounts of information to help drive decisions and optimize processes. Due to this, a new age of predictive computing is taking place, and data can now be harnessed to predict unknown occurrences or probabilities based on data collected in real time. Predictive Intelligence Using Big Data and

the Internet of Things highlights state-of-the-art research on predictive intelligence using big data, the IoT, and related areas to ensure quality assurance and compatible IoT systems. Featuring coverage on predictive application scenarios to discuss these breakthroughs in real-world settings and various methods, frameworks, algorithms, and security concerns for predictive intelligence, this book is ideally designed for academicians, researchers, advanced-level students, and technology developers.

*Big Data Analytics and Knowledge Discovery* - Carlos Ordonez  
2019-10-02

This book constitutes the refereed proceedings of the 21st International Conference on Big Data Analytics and Knowledge Discovery, DaWaK 2019, held in Linz, Austria, in September 2019. The 12 full papers and 10 short papers presented were carefully reviewed and selected from 61 submissions. The papers are organized in the following topical sections: Applications; patterns; RDF and streams; big data systems; graphs and machine learning; databases.

**Encyclopedia of Business Analytics and Optimization** - Wang, John  
2014-02-28

As the age of Big Data emerges, it becomes necessary to take the five dimensions of Big Data- volume, variety, velocity, volatility, and veracity- and focus these dimensions towards one critical emphasis - value. The Encyclopedia of Business Analytics and Optimization confronts the challenges of information retrieval in the age of Big Data by exploring recent advances in the areas of knowledge management, data visualization, interdisciplinary communication, and others. Through its critical approach and practical application, this book will be a must-have reference for any professional, leader, analyst, or manager interested in making the most of the knowledge resources at their disposal.

**Big Data Governance and Perspectives in Knowledge Management**  
- Strydom, Sheryl Kruger 2018-11-16

The world is witnessing the growth of a global movement facilitated by technology and social media. Fueled by information, this movement contains enormous potential to create more accountable, efficient,

responsive, and effective governments and businesses, as well as spurring economic growth. Big Data Governance and Perspectives in Knowledge Management is a collection of innovative research on the methods and applications of applying robust processes around data, and aligning organizations and skillsets around those processes. Highlighting a range of topics including data analytics, prediction analysis, and software development, this book is ideally designed for academicians, researchers, information science professionals, software developers, computer engineers, graduate-level computer science students, policymakers, and managers seeking current research on the convergence of big data and information governance as two major trends in information management.

**Big Data at Work** - Thomas Davenport 2014-02-04

Go ahead, be skeptical about big data. The author was—at first. When the term “big data” first came on the scene, bestselling author Tom Davenport (*Competing on Analytics, Analytics at Work*) thought it was just another example of technology hype. But his research in the years that followed changed his mind. Now, in clear, conversational language, Davenport explains what big data means—and why everyone in business needs to know about it. *Big Data at Work* covers all the bases: what big data means from a technical, consumer, and management perspective; what its opportunities and costs are; where it can have real business impact; and which aspects of this hot topic have been oversold. This book will help you understand:

- Why big data is important to you and your organization
- What technology you need to manage it
- How big data could change your job, your company, and your industry
- How to hire, rent, or develop the kinds of people who make big data work
- The key success factors in implementing any big data project
- How big data is leading to a new approach to managing analytics

With dozens of company examples, including UPS, GE, Amazon, United Healthcare, Citigroup, and many others, this book will help you seize all opportunities—from improving decisions, products, and services to strengthening customer relationships. It will show you how to put big data to work in your own organization so that you too can harness the

power of this ever-evolving new resource.

Big Data in Practice - Bernard Marr 2016-03-22

The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter

Managerial Perspectives on Intelligent Big Data Analytics - Sun, Zhaohao 2019-02-22

Big data, analytics, and artificial intelligence are revolutionizing work, management, and lifestyles and are becoming disruptive technologies for healthcare, e-commerce, and web services. However, many fundamental, technological, and managerial issues for developing and applying intelligent big data analytics in these fields have yet to be addressed. Managerial Perspectives on Intelligent Big Data Analytics is a collection of innovative research that discusses the integration and application of artificial intelligence, business intelligence, digital transformation, and intelligent big data analytics from a perspective of computing, service,

and management. While highlighting topics including e-commerce, machine learning, and fuzzy logic, this book is ideally designed for students, government officials, data scientists, managers, consultants, analysts, IT specialists, academicians, researchers, and industry professionals in fields that include big data, artificial intelligence, computing, and commerce.

**Impact of Emerging Digital Technologies on Leadership in Global Business** - Smith, Peter A.C. 2014-06-30

To be successful, business leaders should be familiar with the emerging digital technologies that are contributing to the global business environment. All leaders must develop fresh capabilities if they are to successfully direct their communities through the emerging era of social digital connectivity and global dynamic complexity. Impact of Emerging Digital Technologies on Leadership in Global Business combines relevant theoretical and practical frameworks with the latest research and best practices regarding emergent digital technologies. This book is an essential reference source for professionals, researchers, academics, and students who want to improve their understanding of the strategic role of emerging digital technologies in the success of global business.

*Empowering Human Dynamics Research with Social Media and Geospatial Data Analytics* - Atsushi Nara 2021-09-20

This book discusses theoretical backgrounds, techniques and methodologies, and applications of the current state-of-the-art human dynamics research utilizing social media and geospatial big data. It describes various forms of social media and big data with location information, theory development, data collection and management techniques, and analytical methodologies to conduct human dynamics research including geographic information systems (GIS), spatiotemporal data analytics, text mining and semantic analysis, machine learning, trajectory data analysis, and geovisualization. The book also covers applied interdisciplinary research examples ranging from disaster management, public health, urban geography, and spatiotemporal information diffusion. By providing theoretical foundations, solid empirical research backgrounds, techniques, and methodologies as well

as application examples from diverse interdisciplinary fields, this book will be a valuable resource to students, researchers and practitioners who utilize or plan to employ social media and big data in their work.

**Big Data for the Greater Good** - Ali Emrouznejad 2018-07-13

This book highlights some of the most fascinating current uses, thought-provoking changes, and biggest challenges that Big Data means for our society. The explosive growth of data and advances in Big Data analytics have created a new frontier for innovation, competition, productivity, and well-being in almost every sector of our society, as well as a source of immense economic and societal value. From the derivation of customer feedback-based insights to fraud detection and preserving privacy; better medical treatments; agriculture and food management; and establishing low-voltage networks - many innovations for the greater good can stem from Big Data. Given the insights it provides, this book will be of interest to both researchers in the field of Big Data, and practitioners from various fields who intend to apply Big Data technologies to improve their strategic and operational decision-making processes.

Information Systems Management in the Big Data Era - Peter Lake 2015-01-12

This timely text/reference explores the business and technical issues involved in the management of information systems in the era of big data and beyond. Topics and features: presents review questions and discussion topics in each chapter for classroom group work and individual research assignments; discusses the potential use of a variety of big data tools and techniques in a business environment, explaining how these can fit within an information systems strategy; reviews existing theories and practices in information systems, and explores their continued relevance in the era of big data; describes the key technologies involved in information systems in general and big data in particular, placing these technologies in an historic context; suggests areas for further research in this fast moving domain; equips readers with an understanding of the important aspects of a data scientist's job; provides hands-on experience to further assist in the understanding of the technologies involved.

**Advances in Mobile Cloud Computing and Big Data in the 5G Era** - Constandinos X. Mavromoustakis 2016-11-19

This book reports on the latest advances on the theories, practices, standards and strategies that are related to the modern technology paradigms, the Mobile Cloud computing (MCC) and Big Data, as the pillars and their association with the emerging 5G mobile networks. The book includes 15 rigorously refereed chapters written by leading international researchers, providing the readers with technical and scientific information about various aspects of Big Data and Mobile Cloud Computing, from basic concepts to advanced findings, reporting the state-of-the-art on Big Data management. It demonstrates and discusses methods and practices to improve multi-source Big Data manipulation techniques, as well as the integration of resources availability through the 3As (Anywhere, Anything, Anytime) paradigm, using the 5G access technologies.

*Big Data For Dummies* - Judith S. Hurwitz 2013-04-02

Find the right big data solution for your business or organization Big data management is one of the major challenges facing business, industry, and not-for-profit organizations. Data sets such as customer transactions for a mega-retailer, weather patterns monitored by meteorologists, or social network activity can quickly outpace the capacity of traditional data management tools. If you need to develop or manage big data solutions, you'll appreciate how these four experts define, explain, and guide you through this new and often confusing concept. You'll learn what it is, why it matters, and how to choose and implement solutions that work. Effectively managing big data is an issue of growing importance to businesses, not-for-profit organizations, government, and IT professionals. Authors are experts in information management, big data, and a variety of solutions. Explains big data in detail and discusses how to select and implement a solution, security concerns to consider, data storage and presentation issues, analytics, and much more. Provides essential information in a no-nonsense, easy-to-understand style that is empowering. Big Data For Dummies cuts through the confusion and helps you take charge of big data solutions for your organization.

**Big Data and Internet of Things: A Roadmap for Smart Environments** - Nik Bessis 2014-03-11

This book presents current progress on challenges related to Big Data management by focusing on the particular challenges associated with context-aware data-intensive applications and services. The book is a state-of-the-art reference discussing progress made, as well as prompting future directions on the theories, practices, standards and strategies that are related to the emerging computational technologies and their association with supporting the Internet of Things advanced functioning for organizational settings including both business and e-science. Apart from inter-operable and inter-cooperative aspects, the book deals with a notable opportunity namely, the current trend in which a collectively shared and generated content is emerged from Internet end-users. Specifically, the book presents advances on managing and exploiting the vast size of data generated from within the smart environment (i.e. smart cities) towards an integrated, collective intelligence approach. The book also presents methods and practices to improve large storage infrastructures in response to increasing demands of the data intensive applications. The book contains 19 self-contained chapters that were very carefully selected based on peer review by at least two expert and independent reviewers and is organized into the three sections reflecting the general themes of interest to the IoT and Big Data communities: Section I: Foundations and Principles Section II: Advanced Models and Architectures Section III: Advanced Applications and Future Trends The book is intended for researchers interested in joining interdisciplinary and transdisciplinary works in the areas of Smart Environments, Internet of Things and various computational technologies for the purpose of an integrated collective computational intelligence approach into the Big Data era.

**Big Data in Small Business** - Lund Pedersen, Carsten 2021-09-21

This important book considers the ways in which small and medium-sized enterprises (SMEs) can thrive in the age of big data. To address this central issue from multiple viewpoints, the editors introduce a collection of experiences, insights, and guidelines from a variety of expert

researchers, each of whom provides a piece to solve this puzzle.

**Big Data Beyond the Hype** - Zikopoulos 2014-11-10

Big Data in a nutshell: It is the ability to retain, process, and understand data like never before. It can mean more data than what you are using today; but it can also mean different kinds of data, a venture into the unstructured world where most of today's data resides. In this book you will learn how cognitive computing systems, like IBM Watson, fit into the Big Data world. Learn about the concept of data-in-motion and InfoSphere Streams, the world's fastest and most flexible platform for streaming data. Capturing, storing, refining, transforming, governing, securing, and analyzing data are important topics also covered in this book.

**Beyond Databases, Architectures and Structures. Towards Efficient Solutions for Data Analysis and Knowledge Representation** - Stanisław Kozielski 2017-05-16

This book constitutes the refereed proceedings of the 13th International Conference entitled Beyond Databases, Architectures and Structures, BDAS 2017, held in Ustroń, Poland, in May/June 2017. It consists of 44 carefully reviewed papers selected from 118 submissions. The papers are organized in topical sections, namely big data and cloud computing; artificial intelligence, data mining and knowledge discovery; architectures, structures and algorithms for efficient data processing; text mining, natural language processing, ontologies and semantic web; bioinformatics and biological data analysis; industrial applications; data mining tools, optimization and compression.

**Handbook of Research on Future Opportunities for Technology Management Education** - Khan, Basheer Ahmed 2021-06-25

Technology management education and business education are visibly intertwined in the current educational system. Certain efforts that have taken place in the recent past are the interinstitutional discourse around the world. Technology management is a dynamic and evolving profession, driven by changes in technology, globalization, sustainability, and the increasing importance of the service economy. The Handbook of Research on Future Opportunities for Technology Management

Education is a comprehensive reference book that enables readers to comprehend the trends in technological changes and the need to orient business education and technology management in workplaces. The book serves to support with the formation and implementation of appropriate policies for technology management. Covering topics such as big data analytics, cloud computing adoption, and massive open online courses (MOOCs), this text is an essential resource for managers, technologists, teachers, executives, instructional designers, libraries, university researchers, students, faculty, and industry taught leaders.

*Customer-Centricity* - Josep F. Valls Giménez 2018-10-12

The empowered customer is here to stay. With a low tolerance for subpar experiences, they have no qualms in switching brands if disappointed, and expect companies to provide offers that are personally relevant to them. This realisation has led enterprises to revamp their business strategies to meet the high expectations of these savvy and hyper-connected consumers. This requires a 360 degree customer-centric approach—fuelled by big data—that attempts to understand customer problems and deliver timely solutions. The ability to use customer journey mapping and real-time analytics to unlock actionable insights can provide a competitive edge. Knowledge about shifts in customer behaviour, preferred channels or social media sentiment helps companies to respond proactively and with the right message. The digital transformation snake framework presented in this book examines the socio-economic changes and digital trends that are reshaping consumption, and what they portend for the future. It is complemented by an analysis of the new skills and workforce models, as well as the business models needed to succeed in the age of digital disruption.

**The AI Ladder** - Rob Thomas 2020-04-30

AI may be the greatest opportunity of our time, with the potential to add nearly \$16 trillion to the global economy over the next decade. But so far, adoption has been much slower than anticipated, or so headlines may lead you to believe. With this practical guide, business leaders will discover where they are in their AI journey and learn the steps necessary to successfully scale AI throughout their organization. Authors Rob

Thomas and Paul Zikopoulos from IBM introduce C-suite executives and business professionals to the AI Ladder—a unified, prescriptive approach to help them understand and accelerate the AI journey. Complete with real-world examples and real-life experiences, this book explores AI drivers, value, and opportunity, as well as the adoption challenges organizations face. Understand why you can't have AI without an information architecture (IA) Appreciate how AI is as much a cultural change as it is a technological one Collect data and make it simple and accessible, regardless of where it lives Organize data to create a business-ready analytics foundation Analyze data, and build and scale AI with trust and transparency Infuse AI throughout your entire business and create intelligent workflows

Transforming Management with AI, Big Data, and IoT - Fadi Al-Turjman 2022

This book discusses the effect that artificial intelligence (AI) and Internet of Things (IoT) have on industry. The authors start by showing how the application of these technologies has already stretched across domains such as law, political science, policy, and economics and how it will soon permeate areas of autonomous transportation, education, and space exploration, only to name a few. The authors then discuss applications in a variety of industries. Throughout the volume, the authors provide detailed, well-illustrated treatments of each topic with abundant examples and exercises. This book provides relevant theoretical frameworks and the latest empirical research findings in various applications. The book is written for professionals who want to improve their understanding of the strategic role of trust at different levels of the information and knowledge society, that is, trust at the level of the global economy, of networks and organizations, of teams and work groups, of information systems and, finally, trust at the level of individuals as actors in the networked environments. Presents research in various industries and how artificial intelligence and Internet of Things is changing the landscape of business and management; Includes new and innovative features in artificial intelligence and IoT that can help in raising economic efficiency at both micro and macro levels; Examines case

studies with tried and tested approaches to resolution of typical problems in each application of study.

*Global Business Leadership Development for the Fourth Industrial Revolution* - Smith, Peter 2020-09-25

As the world has adapted to the age of digital technology, present day business leaders are required to change with the times as well. Addressing and formatting their business practices to not only encompass digital technologies, but expand their capabilities, the leaders of today must be flexible and willing to familiarize themselves with all types of global business practices. *Global Business Leadership Development for the Fourth Industrial Revolution* is a collection of advanced research on the methods and tactics utilized to succeed as a leader in the digital age. While highlighting topics including data privacy, corporate governance, and risk management, this book is ideally designed for business professionals, administrators, managers, executives, researchers, academicians, and business students who want to improve their understanding of the strategic role of digital technologies in the global economy, in networks and organizations, in teams and work groups, in information systems, and at the level of individuals as actors in digitally networked environments

**Big Data at Work** - Scott Tonidandel 2015-11-06

The amount of data in our world has been exploding, and analyzing large data sets—so called big data—will become a key basis of competition in business. Statisticians and researchers will be updating their analytic approaches, methods and research to meet the demands created by the availability of big data. The goal of this book is to show how advances in data science have the ability to fundamentally influence and improve organizational science and practice. This book is primarily designed for researchers and advanced undergraduate and graduate students in psychology, management and statistics.

**The Emerging Technology of Big Data** - Heru Susanto 2019-03-29

Big Data is now highly regarded and accepted as a useful tool to help organizations manage their data and information effectively and efficiently. This new volume, *The Emerging Technology of Big Data: Its*

*Impact as a Tool for ICT Development*, looks at the new technology that has emerged to meet the growing need and demand and studies the impact of Big Data in several areas of today's society, including social media, business process re-engineering, science, e-learning, higher education, business intelligence, and green computing. In today's modern society, information system (IS) through Big Data contributes to the success of organizations because it provides a solid foundation for increasing both efficiency and productivity. Many business organizations and educational institutions realize that compliance with Big Data will affect their prospects for success. Everyday, the amount of data collected from digital tools grows tremendously. As the amount of data increases, the use of IS becomes more and more essential. The book looks at how large datasets and analytics have slowly crept into the world of education and discusses methods of teaching and learning and the collection of student-learning data. The final chapter of the book considers the environmental impacts of ICT and emphasizes green ICT awareness as a corporate strategy through information systems. The global ICT industry accounts for approximately 2 percent of global carbon dioxide (CO<sub>2</sub>) emissions, and the manufacture, shipping, and disposal of ICT equipment also contributes environmentally. This chapter addresses these issues. The information provided here will be valuable information for education professionals, businesses, faculty, scientists and researchers, and others. *Effective Big Data Management and Opportunities for Implementation* - Singh, Manoj Kumar 2016-06-20

"Big data" has become a commonly used term to describe large-scale and complex data sets which are difficult to manage and analyze using standard data management methodologies. With applications across sectors and fields of study, the implementation and possible uses of big data are limitless. *Effective Big Data Management and Opportunities for Implementation* explores emerging research on the ever-growing field of big data and facilitates further knowledge development on methods for handling and interpreting large data sets. Providing multi-disciplinary perspectives fueled by international research, this publication is designed for use by data analysts, IT professionals, researchers, and

graduate-level students interested in learning about the latest trends and concepts in big data.