Editorial: Strategic implications of big data and the key focus of the *International Journal of Big Data Management*

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Biographical notes: S.M. Riad Shams has launched *IJBDM* in spring 2019. He is a Lecturer in Marketing at University of Northumbria, UK. Prior to joining Northumbria University, he worked in academia and industry in Australia, Bangladesh and Russia. He has completed his Doctoral research from Central Queensland University, Australia. His MBA and BBA (Honours in Marketing) have been awarded by the University of Dhaka, Bangladesh. He has contributed articles to top-tier international journals and guest edited for various reputed journals, namely *Journal of International Management*, *International Marketing Review*, *Journal of Business Research* and other journals that are ranked in the Chartered Association of Business Schools, UK and the Australian Business Deans Council. He was awarded the Emerald Literati Award – Outstanding Paper in 2019, Emerald Literati Award – Outstanding Reviewer in 2018 and the EuroMed Research Contributor Award in 2014.

1   Motivation and focus of the *International Journal of Big Data Management* (http://www.inderscience.com/ijbdm)

Big data research has attracted considerable attention both from academia and industry. However, simplifying the data management structure in order to generate optimum insights from large amounts of data is an ongoing management concern. In this context, the *International Journal of Big Data Management* (*IJBDM*) has launched to encourage and disseminate research at the intersection of strategic management and big data analytics to understand how large amounts of data could systematically and strategically be managed, in order to improve the practical implications of data for managerial decision making, along with socio-economic development.

2   Objectives of *IJBDM*

IJBDM aims to be a flagship journal in the field of strategic management of big data. It intends to attract rigorous research from scholars all over the world that will significantly contribute to the evolution of novel thought in the strategic management of big data

research and practice. *IJBDM* disseminates cutting-edge theoretical developments and phenomena including best practices that are instrumental to bridging the research and practice gap in data management, with an aim of undertaking accurate management decisions, at the right time, centred on the right dataset and focusing on the right target audience.

3   The distinct *IJBDM* feature: the niche area, where *IJBDM* will contribute

Typically, the key focus of the most other existing journals in the field of big data is predominantly is the econometric and mathematical analytical perspectives of big data. In comparison to the focus of the current journals in this field, *IJBDM* will mainly focus on the strategic management side of big data analytics. Following this background of this embryonic field of big data, *IJBDM* will niche on to the strategic management of big data, instead of only focusing on to the analytic part of big data. Some distinct *IJBDM* features are discussed below:

- *IJBDM* is the first journal that primarily focuses on strategic management of big data in addition to its econometrics implications of data management.

- The novel theoretical insights and practical implications of the contents of this journal from different cross-disciplinary perspectives of data management enable proactive decision making.

- The ever-evolving nature of data management research to contribute to the socio-economic development and ecological issues enables this journal to constantly recommend emergent themes, concepts and strategies in the topic areas.

- The applied science approach of *IJBDM* offers direct relevance to the learning and management process.

- Choice and breadth of coverage ensures close identity with the growing strategic management of big data research community and maximises the potential pool of authors.

- International scope provides an unusual opportunity for data management academic authors to enhance their international research standing.

- Encouragement of a range of scholastic styles will produce an exciting and forward looking journal which is fully in line with universities' expectations about future patterns of data management research, and therefore with academic career expectations.

4   *IJBDM* contents

IJBDM is interested in original conceptual and empirical (qualitative, quantitative or mixed) studies on the strategic management of big data, and publishes research papers; viewpoints; practical (reflection on experience) papers; conceptual papers; case studies; systematic literature reviews; general reviews; thought-leadership commentary; policy

dialogue; essays; short generative interest papers to introduce new ideas and debates on timely topics; book reviews; interviews with and bio-notes of elite scholars of the field; news and information.
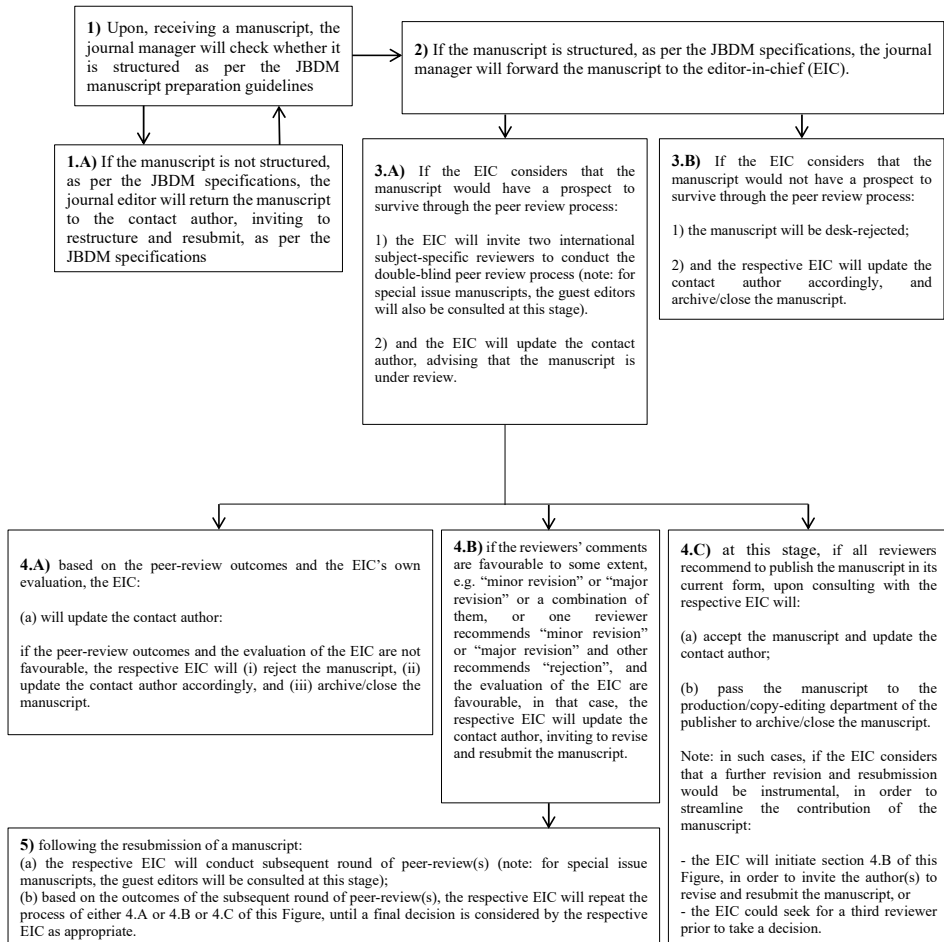
Any study would be relevant to *IJBDM* that focuses on the strategic management of data analytics to optimise the implications of large amounts of data for managerial decision making. Some examples of prospective thematic areas are presented below; however, they are not exhaustive:

- Different strategic management theories and concepts (i.e., resource-based view, dynamic capabilities, organisational sustainability, organisational ambidexterity, etc.) and big data management.

- Insights from different management perspectives (e.g., corporate social responsibility, cause-related marketing, public relations, HRM, mergers and acquisitions, promotion management, consumer behaviour, entrepreneurship, international business, etc.) for big data exploration, visualisation and analysis.

- Stakeholder relationship management and marketing for big data management.

- Impact of cross-cultural management on big data analytics.

- Ethical concerns, data privacy and legal issues in big data management.

- Timely recognition and proactive categorisation of increasing volumes of data from multiple data streams/sources.

- Using common business/management terms to scale big data, so that the data analysis terms can be understood easily across different departments of an organisation.

- Effectual interactive (large data) exploration, visualisation, analysis and exploitation techniques for large and dynamic sets of volatile raw data based on a stable method for information abstraction, sampling and summarisation for addressing management problems.

- IT-enhanced business and management platforms and their implications for big data management.

- Knowledge management and knowledge transfer and big data management.

- Cross-disciplinary and cross-functional studies on the strategic management of big data.

- Comparative studies across different markets, sectors and industries to underpin the big data management process.

- Influence of different political, environmental and non-government perspectives on big data analytics and management.

- Public and private sector collaboration and big data management.

- Any other relevant perspectives.

5   A rigour multi-step quality assurance process: the *IJBDM* model of manuscript traffic management

All papers, irrespective to the papers in regular issues, special issues and invited papers submitted to *IJBDM* will undergo a peer review process. For each submitted paper, IJBMD will continue to follow the traditional double-blind peer review process. *IJBDM* will be very selective in what it will publish. Figure 1 illustrates a rigor multi-step quality assurance process of *IJBDM* for its manuscript traffic management.

Figure 1   A rigor multi-step quality assurance process for manuscript management

1) Upon, receiving a manuscript, the journal manager will check whether it is structured as per the JBDM manuscript preparation guidelines

2) If the manuscript is structured, as per the JBDM specifications, the journal manager will forward the manuscript to the editor-in-chief (EIC).

1.A) If the manuscript is not structured, as per the JBDM specifications, the journal editor will return the manuscript to the contact author, inviting to restructure and resubmit, as per the JBDM specifications

3.A) If the EIC considers that the manuscript would have a prospect to survive through the peer review process:

1) the EIC will invite two international subject-specific reviewers to conduct the double-blind peer review process (note: for special issue manuscripts, the guest editors will also be consulted at this stage).

2) and the EIC will update the contact author, advising that the manuscript is under review.

3.B) If the EIC considers that the manuscript would not have a prospect to survive through the peer review process:

1) the manuscript will be desk-rejected;

2) and the respective EIC will update the contact author accordingly, and archive/close the manuscript.

4.A) based on the peer-review outcomes and the EIC's own evaluation, the EIC:

(a) will update the contact author:

if the peer-review outcomes and the evaluation of the EIC are not favourable, the respective EIC will (i) reject the manuscript, (ii) update the contact author accordingly, and (iii) archive/close the manuscript.

4.B) if the reviewers' comments are favourable to some extent, e.g. "minor revision" or "major revision" or a combination of them, or one reviewer recommends "minor revision" or "major revision" and other recommends "rejection", and the evaluation of the EIC are favourable, in that case, the respective EIC will update the contact author, inviting to revise and resubmit the manuscript.

4.C) at this stage, if all reviewers recommend to publish the manuscript in its current form, upon consulting with the respective EIC will:

(a) accept the manuscript and update the contact author;

(b) pass the manuscript to the production/copy-editing department of the publisher to archive/close the manuscript.

Note: in such cases, if the EIC considers that a further revision and resubmission would be instrumental, in order to streamline the contribution of the manuscript:

- the EIC will initiate section 4.B of this Figure, in order to invite the author(s) to revise and resubmit the manuscript, or
- the EIC could seek for a third reviewer prior to take a decision.

5) following the resubmission of a manuscript:
(a) the respective EIC will conduct subsequent round of peer-review(s) (note: for special issue manuscripts, the guest editors will be consulted at this stage);
(b) based on the outcomes of the subsequent round of peer-review(s), the respective EIC will repeat the process of either 4.A or 4.B or 4.C of this Figure, until a final decision is considered by the respective EIC as appropriate.

6   *IJBDM* inaugural issue: Volume 1, Issue 1

In pursuant of *IJBDM* objectives, the inaugural issue presents five selective papers. The first paper concerns about the ethical issues in big data management. Ethical issues in data management are a key concern in the contemporary data management field across

the world. In response to these ethical concerns in big data management, this study proposes a 'Stakeholders-Ethics-Framework' focusing on sustainability guidelines for a sustainable Big Data industry. Based on an empirical study on the adaptation of cryptocurrencies in German companies, the second paper presents novel insights on data management in cryptocurrencies' adaptation and the challenges and prospects of cryptocurrencies' practical application. The use of data-driven technologies for customer-centric marketing is the key focus of the third paper of this inaugural *IJBDM* issue. This paper presents a theoretical framework that explains an alternative model for marketers on why, where, when and how marketers could collect, analyse and distribute data, with an aim to undertake the advantages of the contempory data-driven technologies to plan, implement and monitor customer-centric marketing strategies. The fourth paper discusses different interesting facts related to data management and cryptocurrencies co-movements that offers distinct policy and investment implications. In the fifth paper of this inaugural *IJBDM* issue, an alternative process is suggested for data imputation for missing data, based on variables of interest, and using observed values from other pertinent variables.

7   *IJBDM* editorial board

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8   *IJBDM* special issue call for papers

The *IJBDM* invites scholars to submit special issue proposals on scorching, high-potential emerging topics, relevant to the core focus of *IJBDM* that can be consulted at the *IJBDM* home page (http://www.inderscience.com/ijbdm). An *IJBDM* special issue proposal should consist of:

- A title of the special issue.

- A concise discussion on the motivation/need for new insights on the proposed topic, along with the aim of the special issue.

- A list of potential research questions and/or the relevant topics of interest, appropriate to the special issue.

- A timeline of the special issue (e.g., manuscripts due by, notification to authors, first revised papers due by, publication of the special issue etc.).

- The guest editor(s)' plan on how to source highly rigour scientific papers for their special issue (e.g., approaching to the internationally recognised scholars in the field, significantly revised, re-written and expanded papers from an academic conference, organising special issue author workshop etc.).

- The full name, affiliation, and contact email of the guest editors, along with the web link of their profile page or CV.

- The list of potential contributors/authors (where available).

The *IJBDM* editorial board will consider the proposal based on the following criteria:

- the relevance of the proposal, related to the core focus of *IJBDM*

- the novelty of the proposal

- guest editor(s) background and extant authority and contribution to the core focus of *IJBDM*.

IJBDM special issues usually comprise 8–12 papers. Alongside the regular special issue papers from other contributors, the guest editor(s) should write/publish:

1   a regular literature review paper as the introductory paper of the special issue

2   a guest editorial note for their special issue.

All *IJBDM* papers should not have been previously published nor be currently under consideration for publication elsewhere. (N.B. conference papers may only be submitted if the paper has been completely re-written and if appropriate written permissions have been obtained from any copyright holders of the original paper). The *IJBDM* author guidelines can be accessed here: https://www.inderscience.com/mobile/inauthors/index.php?pid=71#conf. The guest editors will process the *IJBDM* special issue papers on the *IJBDM* online manuscript portal (https://www.inderscience.com/mobile/inauthors/index.php?pid=73), under the supervision of an *IJBDM* Editorial Board Member.

All special issue proposals and any relevant inquiries should be sent to IJBDM.Editor@gmail.com.

8 Manuscript submission and *IJBDM* editorial office contact

All *IJBDM* manuscripts will undergo a double-blind peer review process. Prospective authors are suggested to consult the *IJBDM* manuscript formatting style online, in order to submit manuscript through the *IJBDM*'s online manuscript portal. The manuscript formatting style and submission guidelines can be retrieved from this web link: http://www.inderscience.com/ijbdm. The *IJBDM* editorial board welcomes relevant inquires from authors and other *IJBDM* stakeholders. All inquiries can be directed to the guest editors IJBDM.Editor@gmail.com.