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## Editorial

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The main focus of the business model for technology firms has been to automate functional processes using big data in the areas of marketing, sale, and service. Operation activities are analysed based on the information flow of big data to understand and adjust the process finely and obtain management information that can be used as an alert when abnormal conditions occur. Thus, big data has not only changed the technology and management processes, but also the basic orientation of organisational behaviour. In addition, big data has a high potential to create business value and competitive advantage by enhancing the dynamic and operational capabilities of firms. This capability helps firms to quickly and intelligently anticipate and uncover information and take action in an unstable external environment. It can also unlock value from big data as well as act with agility, rather than maintaining a steady state.

By using big data for corporate strategy layout, we should first understand what kind of problems can be solved by big data application. For example, understanding customer needs, improving company performance, enhancing operational efficiency, and improving human resource management. By understanding the application context of big data, managers will also improve their operation processes such as data collection and analysis accordingly. Second, managers applying big data analytics are required to fully understand the organisational structure, internal business and management activities. In other words, big intelligence is extracted from big data to improve the corporate competition advantage. Finally, how to carry out data analysis and management is also an important issue that needs to be solved when big data is applied to corporate decisions. Existing research has found that big data analytics relies on advanced technology platforms. After identifying the problem, analysts perform related operations on the data analytics platform, providing various types of graphical reports and analysing operational data, thus helping decision makers to make judgments in a short period of time.

This special issue has collected some good articles. It had great repercussions and success. We thank all authors for your participation.