

NEW TITLE

International Journal of

Big Data Management

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Scope of the Journal

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Big data research has attracted considerable academic attention. 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, IJBDM encourages 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.

Topics covered include:

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



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