

The Role of Big Data in Strategic Decision-Making

Dana Allen

PhD

National University of Singapore
21 Lower Kent Ridge Rd, Singapore 119077

Skyler Smith

Dr.

ETH Zurich
Rämistrasse 101, 8092 Zürich, Switzerland

Nico Carter

Prof.

Monterrey Institute of Technology and Higher Education
Av. Eugenio Garza Sada 2501 Sur, Tecnológico, 64849 Monterrey, N.L., Mexico

Abstract. This research article explores the impact of big data analytics on strategic decision-making processes within organizations. By integrating large-scale data analysis with management science, the study provides insights into how companies can leverage data-driven strategies to enhance competitiveness and drive innovation.

Keywords: Big Data, Strategic Decision-Making, Data Analytics, Competitiveness, Innovation

Introduction

Big data has revolutionized the way organizations approach strategic decision-making, offering unprecedented insights into market trends and consumer behavior. This article examines the integration of big data analytics with management science, highlighting how data-driven strategies can enhance competitiveness and innovation. By exploring various case studies, the research demonstrates the transformative potential of big data in shaping strategic decisions.

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