



INVITED SESSION SUMMARY

Title of Session:

Intelligent Decision Making Support for Big Data Analytics

Name, Title and Affiliation of Chair:

Fen Wang, Associate Professor, Central Washington University

Details of Session (including aim and scope):

According to McKinsey Global Institute (Manyika, 2011), Big Data refers to datasets whose size is beyond the ability of typical database software tools to capture, store, manage and analyze. Recent studies show that a majority of employers in the market believe that their organization's need for Big Data skills and support tools will rise in the future (Wixom et al., 2013). With the prominent value proposition, Big Data also brought big challenges for businesses and decision makers across all walks of life. This session aims to investigate into the current status of the Big Data phenomenon, the facts, myths, challenges, and tentative solutions especially within the context of intelligent decision support technologies. Possible topics include but are not limited to:

- Facts, myths, status, and challenges of the Big Data phenomenon
- Business application cases of Big Data analytics solutions
- Emerging intelligent decision technologies to address the Big Data challenges
- Optimize organizational decision making through Big Data analytics
- Business intelligence and analytics for decision support through Big Data

REFERENCES

Manyika, J., Chui M., Brown B., Bughin J., Dobbs R., Roxburgh C., Hung Byers A. (2011) "Big Data: The Next Frontier for Innovation, Competition, and Productivity", McKinsey Global Institute.
Wixom, B.H., T. Ariyachandra, and J. Mooney (2013) "State of Business Intelligence in Academia 2012", Business Intelligence Congress 3 report, www.TeradataUniversityNetwork.com.

Main Contributing Researchers / Research Centres (tentative, if known at this stage):

Website URL of Call for Papers (if any):

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