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Detection and Interpretation of weak signals from big data for a strategic decision: Pre-adoption of new technology

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Big Data, the energy of the 21st century, the seed of innovative companies. The explosion of the volume of data and the emergence of Big Data drastically modify the decision-making process, particularly the strategic decision. Our research proposes a managerial approach to Big Data through qualitative studies based on the Organizational Vision model (Swanson and Ramilier 1997). Our research analyzes the media and the scientific discourse surrounding Big Data with the objective to define an inter-organizational grid of the pre-adoption of new technologies used to detect weak signals and support the strategic decision. The objective of this research is to identify the Organizing Vision Communities that influence the decision of adoption of new Big Data Technologies to detect Weak Signal from huge amount of data to help decision makers opting the best possible strategic decisions and to study how the discourse of the organizing vision influences the pre-adoption decision of these new technologies? Our research mainly investigates five sectors: health, financial markets, marketing, energy and security. Hence, our research question is: Which communities of the organizing vision influence the decision of adoption of Big Data technologies to detect weak signals and support strategic decision? Our research based on three studies. The first study analyzes the professional media discourse around the concepts of Big Data, weak signal and strategic decision. The second analyze the systematic literature review on Big Data concepts, weak signal and strategic decision. The third study based on interviews with users, expert and professionals of Big Data, is interested in understanding how and why some Big Data technologies are adopted to detect weak signals and support strategic decision and not others. This research study the influence of different communities of organizing vision specifically on the decision of adoption of new technologies and the contributions of these technologies to detect weak signals and support strategic decision (helps to detect fragmented, ambiguous but essential information).

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