

4th International Conference on

BUSINESS ETHICS & CORPORATE COMPLIANCE

May 15-16, 2023 | Paris, France

Beyond the hype: A value creation framework for realizing the potential of big data and intellectual capital in financial institutes

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This study aims to build a value creation framework based on the insights gained on the complementarity of big data and intellectual capital. The study conducts ten interviews with key position holders in financial institutes of Pakistan. The underlying assumption behind the proposed framework is to consider the organization as a collective intelligence system. The proposed value creation framework suggests that an organization acts as a collective intelligence system where all actors collaborate to reach a sustainable advantage. The main components of the framework include threats and opportunities (what), collaborative

coalition of stakeholders (who), skills and capabilities of employees and organizations (how), and value creation (why). This study is the preliminary step towards the complementarity of big data and intellectual capital from a value creation perspective. Therefore, the study is exploratory and offers future refinement opportunities. The proposed value creation framework will help practitioners and potential investors achieve real expectations beyond the BDA adoption hype.

Keywords: Big Data, Intellectual Capital, Sustainable Value Creation, Collective Intelligence, Dynamic Capability View

Biography

Raazia Gul is a faculty of Management Sciences at Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology in Karachi, Pakistan.

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