



ISM SEMINAR

Autumn Term 2015-16

Speaker: Professor Richard Vidgen, Hull University Business School

Title: Creating business value from Big Data analytics

Date: Wednesday 21 October 2015

Venue: B1.19 WBS Scarman Road

Time: 14.00

Abstract: This seminar reports on a research project, funded by the EPSRC's NEMODE (New Economic Models in the Digital Economy, Network+) programme, exploring how organizations create value from their Big Data and the issues they face in doing so. Three case studies are reported of large organizations with a formal business analytics group and data volumes that can be considered to be 'big'. The case organizations are MobCo, a mobile telecoms operator, MediaCo, a television broadcaster, and CityTrans, a provider of transport services to a major city. The cases are supplemented with the results of a Delphi study into the challenges perceived by organisations in creating value from business analytics.

Biography: Richard Vidgen is Professor of Systems Thinking, Hull University Business School and Visiting Professor at SISTM, UNSW. Following fifteen years working in the IT industry he worked at the School of management, University of Bath, UK, where he was latterly Professor of Information Systems and then as Professor of Information Systems at the Australian School of Business at the University of New South Wales. His research interests include (1) business analytics, (2) the use of ICT to support individual behavior change for pro-societal benefit, and (3) the application of complex adaptive systems theory, ideas, and models to the study of management, organizations, and society. He has published widely in the leading IS journals including ISR, EJIS, JSIS, ISJ, I&M, JIT and was a co-editor of an MISQ special issue on Sociomateriality and Organizing (2014).

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This seminar has been organised by the iSM Group.