

Business Analytics: The current research agenda

Priyanka Wagh¹, Vivek Shrotriya² and Shubham Patil³

^{1&2}Assistant Professor and ³Student,

Dr. D. Y. Patil B-School, Pune, Maharashtra, India.

CITATION: Wagh, Priyanka; Shrotriya, Vivek and Patil, Shubham (2017), "Business Analytics: The current research agenda", *MERC Global's International Journal of Management*, Vol. 5, Issue 4, pp. 147-150.

ARTICLE HISTORY: Submitted: April 11, 2017, Revision received: June 30, 2017, Accepted: July 15, 2017

ARTICLE TYPE: Review paper

ABSTRACT

Business analytics is the analysis of data and is a blend of various disciplines like Mathematics; Statistics; Economics; Operational Research; Artificial intelligence, Decision making (Psychological and behavioural sciences); Engineering (Electrical, computer sciences; Information systems, etc. This review on Business analytics and the current research agenda provides a multi-disciplinary synopsis on Business analytics on an establishment's decision-making process and allocation of resources keeping in perspective the behavioural, tactical, and administrative issues. The overall running theme that emerged from this review is that Business analytics is an emerging science based on people, processes, and outcomes of technology and helps organisations improve their overall operational productivity.

KEYWORDS: Business analytics, Decision making; Data value.

REFERENCES

1. Abbasi A.; Sarkar S. and Chiang, RHL (2016), "Big Data Research in Information Systems: Toward an Inclusive Research Agenda", *Journal of the Association for Information Systems*, Vol. 17(22).
2. Blyler, M. and Coff, R.W. (2003), "Dynamic capabilities, social capital, and rent appropriation: ties that split pies", *Strategic Management Journal*, Vol. 24(7), pp. 677-686.
3. Chandler, N.; Hostmann, B.; Rayner, N. and Herschel, G. (2011), Gartner's business analytics framework. Gartner.
4. Chesbrough, H. (2010), "Business model innovation: Opportunities and barriers", *Long Range Planning*, Vol. 43(2/3), pp. 354-363.
5. Davenport, T. H. and Harris, J. G. (2007), "Competing on analytics: The new science of winning", Harvard Business Press.
6. Drucker, P. F. (1967), "The effective decision", *Harvard Business Review*, pp. 28-34.
7. Günther, W.; Hosein, M.; Huysman, M. and Feldberg, F. (2017), Rushing for Gold: Tensions in Creating and Appropriating Value from Big Data. In: Proceedings of 38th International Conference on Information Systems.
8. Kohli, R. (2007), "Innovating to create IT-based new business opportunities at United Parcel Service", *MIS Quarterly Executive*, Vol. 6(4), pp. 199-210.
9. Kohli, R. and Grover, V. (2008), "Business Value of IT: An Essay on Expanding Research Directions to keep up with the Times", *JAIS*, Vol. 9(1), pp. 23-39.
10. Loebbecke, C. and Picot, A. (2015), "Reflections on societal and business model transformation arising from digitisation and big data analytics: A research agenda", *J. Strateg. Inform. Syst.*, [http://dx.doi.org/10.1016/j.jsis.\(2015\)-08.002](http://dx.doi.org/10.1016/j.jsis.(2015)-08.002).
11. Loukis, E.; Pazalos, K. and Salagara, E. (2012), "Transforming e-services evaluation data into business analytics using value models", *electronic commerce Research and Applications*, Vol. 11, pp. 129-141.
12. Melville, N.; Kraemer, K. and Gurbaxani, V. (2004), "Review: Information Technology and Organisational Performance: An Integrative Model of IT Business Value", *MIS Q*, Vol. 28, pp. 283-322.

13. Microsoft: Microsoft to acquire LinkedIn. <https://news.microsoft.com/2016/06/13/microsoft-to-acquire-linkedin>
14. Mortenson, M. J.; Doherty, N. F. and Robinson, S. (2015), "Operational research from Taylorism to Terabytes: A research agenda for the analytics age", *European Journal of Operational Research*, Vol. 241(3), pp. 583-595.
15. Olshannikova, E.; Ometov, A.; Koucheryavy, Y. and Olsson T. (2015), "Visualising Big Data with augmented and virtual reality: Challenges and research agenda", *Journal of Big Data*, Vol. 2(22).
16. Otto, B. (2011), "Data Governance", *Bus. Inf. Syst. Eng*, Vol. 3, pp. 241-244.
17. Penrose, ET (1959), *The Theory of the Growth of the Firm*. New York: John Wiley and Sons.
18. Priem, R. L. and J. E. Butler (2001), "Is the resource-based "view" a useful perspective for strategic management research?", *Academy of Management Journal*, Vol. 26(1), pp. 22-40.
19. Schneider, S. and Speith, P. (2013), "Business Model Innovation: Towards an Integrated Future Research Agenda", *International Journal of Innovation Management*, Vol. 17(1).
20. Sharma, R.; Mithas, S. and Kankanhalli, A. (2014), "Transforming decision-making processes: a research agenda for understanding the impact of business analytics on organisations", *European Journal of Information Systems*, Vol. 23:4, pp. 433-441.
21. Vroom, V. H. and Yetton, P. W. (1973), *Leadership and Decision-Making*. University of Pittsburg Press, Pittsburg.
22. Wadajkar, Vishal; Kumar, Atul and Brar, Vinaydeep (2016), "Positioning, Performance, Problems and Prospects of Digital Marketing firms in India", *International Journal of Enhanced Research in Science, Technology & Engineering*, Vol. 5, Issue 12, December, pp. 131-138
23. Watson, H. J. (2001), "Recent developments in data warehousing", *Communications of the AIS*, Vol. 8, pp. 1-25.
24. Yoo, K. H.; Sigala, M. and Gretzel, U. (2016), Exploring TripAdvisor. In R. Egger, I. Gula, and D. Walcher (Eds), *Open tourism* (pp. 239-255), Berlin, Germany: Springer-Verlag Berlin Heidelberg.