

# **RAE-JOURNAL OF BUSINESS ADMINISTRATION** **(REVISTA DE ADMINISTRAÇÃO DE EMPRESAS)**

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## **CALL FOR PAPERS**

### **BEYOND TECHNOLOGY: MANAGEMENT CHALLENGES IN THE BIG DATA ERA**

**Deadline:** September 30<sup>th</sup> 2018

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#### **PURPOSE OF THE SPECIAL ISSUE**

The exponential growth of digital data - usually referred to as *Big Data* - presents valuable business opportunities, and “data is the new oil” became a well-known mantra (Davenport, 2006; WEF, 2011; Rotella, 2012).

Given the relevant impacts caused by this huge wave of data over the last years, new roles such as data scientist, data engineer, chief data officer and chief analytics officer were introduced in many organizations.

Several powerful analytical techniques (machine learning, artificial intelligence, network analysis, deep learning, among many others) are now widely available to address the challenges and opportunities embedded in this *Big Data* scenario (Croll, 2015). The hype about these fascinating technologies are quite understandable. However, from both societal and managerial points of view, there are many unanswered issues – especially about the risks and unintended consequences of the analytical applications (Markus & Topi, 2015).

The ideas about what *Big Data* means to business and society and how it should be managed are still evolving (Hartmann, Zaki, Feldmann, & Neely, 2014). Many organizations are still trying to figure out where the analytical projects fit and what their results should be. Quite often, new technologies have been acquired without a specific idea of what the organization hopes to accomplish with the *big data* and how the analytical models and results will be used.

There is a need to understand how organizations should transform their business models in this new scenario; and how they can ensure compliance with correct practices

not only from the technology perspective but also from the managerial, ethical and societal points of view.

*Big Data* is originally framed in the V's perspectives (volume, velocity, variety, value, veracity, variability, visualization). More recently, some authors (Letouzé & Jütting, 2014, Letouzé, 2012, Crawford, Miltner, & Grayet, 2014) consider *Big Data* as an ecosystem. It can be described in layers of digital crumbs (translations of human actions, sensors and interactions captured by digital devices); Capacities (analytical dimension); and Communities involved in generating, governing and using data, including a diversity of involved stakeholders (data generators, end users, policy-makers, experts, privacy advocates and civic hacker communities).

This special issue of *RAE* will focus on methods, measures, and practices that connect *Big Data* issues to relevant aspects such as business value, digital transformation and organizational performance. The papers should help researchers and managers to understand the concepts, requirements, platforms, and benefits of *Big Data* initiatives as well as its requirements, potential risks and unintended consequences.

Submitted papers must contain new, unpublished and original work related to *Big Data and Data Science theory*, algorithms and applications. This issue will welcome papers on the conceptual aspects as well as papers on specific applications and technologies used to cope with *Big Data*. However, the focus should be on the business impacts and management relevance rather than on algorithms and technology deployment.

## THEMES AND TOPICS

### TOPICS OF INTEREST INCLUDE, BUT ARE NOT LIMITED TO:

- Business value of big data technologies and models;
- Challenges related to deployment and management of analytical initiatives;
- Economical and value-added aspects of analytical models;
- Big data theory and foundations;
- Security, privacy, legal and ethical issues related to big data;
- Data-driven innovation and digital transformation in the era of big data;
- Data governance, data modeling and visualization; storytelling;
- Trends in managing people, work and well-being in the Data Driven Economy;
- Interaction/integration between Big Data and Smart Cities – frameworks, processes, information and communication technologies and IoT solutions;
- Data police, ethics and Open Data Environment: The Big Data ecosystem;
- Novel applications in marketing analytics, risk analytics, insurance analytics, people analytics, supply chain analytics, sentiment analysis, and healthcare analytics, among other areas.

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## SUBMISSION OF PAPERS

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication elsewhere. To be eligible for review the paper must be set up according to the RAE's guidelines (available at [fgv.br/raepub-manual](http://fgv.br/raepub-manual)). The papers must be written in English. The submission must be made through the ScholarOne system at <http://mc04.manuscriptcentral.com/rae-scielo>.

Suitable papers will be subjected to a blind review. Please address questions to **Eduardo de Rezende Francisco** ([eduardo.francisco@espm.br](mailto:eduardo.francisco@espm.br) and [eduardo.francisco@fgv.br](mailto:eduardo.francisco@fgv.br)) and José Luiz Kugler ([jose.kugler@fgv.br](mailto:jose.kugler@fgv.br)).

## ABOUT RAE

RAE is a strong academic journal, edited by FGV's Sao Paulo School of Business Administration (EAESP), and its international visibility and reputation has been continuously increasing as reflected in its JCR and SJR ranking.



The journal is an effective channel of communication among businesses, government agencies, and research institutions in all the Iberoamerican countries, in addition to Spain and Portugal.