Big Data in Society and Its Application Issues in Business Management and Academia

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Abstract

The constantly changing environment in the digital and information economy has challenged traditional economic and business concepts. Big data have the ability to alter the nature of economic society and a business. In this talk I explore the new challenges facing both business and academia, and seek to answer the following two principal questions: What are the different types of big data challenges by business or organizations? And what are the different types of big data analytics methods for smart business or smart organizations? I identify relevant big data research studies in big data technology and business discipline.

Biography

Wencai Du received the B.Sc. from Peking University, China, two Master Degrees from Twente University, The Netherlands and Hohai University, China, respectively, the PhD degree from South Australia University, Australia, and Post-doctor fellow in Israel Institute of Technology, Haifa, Israel. He is a professor of ITC, working in Hainan University and City University of Macau. His research interests span the areas of computer science and communication engineering. He is especially interested in the computer networking, service computing, and smart business. He has published numerous articles and twenty books.