

IT Strategy

Oral Exam (40%)

Friendly reminder, presentations start at 9am. You will be placed in a waiting room, and when it is your turn, you will be let in. The link to the presentation is under the zoom tab.

10-15 minutes presentation

7 minus Q&A (You will be asked a set of questions regarding your paper)

3 minutes set up

25 min total.

Most students chose to create a few PPT slides but it is also possible to present the paper on the screen and scroll down to the appropriate section. Sensor will have read through your paper before your presentation. You will find the zoom link under the zoom tab. Any issues contact me. Keep up the great work!

Portfolio (60%)

- Quiz 1 – Multiple choice (Chapter 1-5)
- Quiz 2 – Multiple choice (Chapter 6-10)
- Essay - Please note you can propose a topic. Just make sure it has some strategy in it. Using Big Data, Knowledge Management to Gain a Competitive Advantage

Big data has been deemed effective for decision-making as it improves ample business processes from marketing, analytical Customer Relationship Management (aCRM) to analytically Supply Chain Management (aSCM). This is the next arena for the 21st century. According to IBM, about 80% of organizational data is unstructured, meaning that there is a significant prospect to leverage the analysis of unstructured data. If such an opportunity is unlocked; then such a potential signifies the next challenge in big data for firms which use big data to extract valuable information for making informed decisions for a competitive advantage. For instance, companies like Amazon, Google or eBay used text analytics to analyze vast knowledge, communicate with customers and enhance operations. This is just one example where research is scant to assess the role of text analytics as an enabler of knowledge management. There is an opportunity in big data discipline to discover hidden knowledge so new knowledge can be generated. Furthermore, knowledge has become even more important for firms to acquire information from a wider array of sources, and such knowledge needs to be managed effectively so to assist firms to meet their ample challenges and to be better positioned for attaining lasting competitive advantage. At this stage, knowledge management becomes critical for enhancing firms decision-making power. The proliferation of knowledge has given rise to the concept of big data. In this regard, many firms that embraced big data have outperformed those who did not utilize big data in these business functions. Firms that outperformed did so since their speed and accuracy of decision-making led them to outperformed others. Furthermore, big data got bigger when it was integrated with social media.

Perspectives and practices of big data, data analytics, and knowledge management

- Business Intelligence, analytical supply chain management, and analytical customer relationship management
- Benefits and risks of big data and data analytics amongst Internet of Things, and Smart Cities

- Information and Communication Technology architectures, infrastructures, and frameworks that promote the underpinning role of knowledge management and big data, data analytics
- Research trends, challenges, and the future of knowledge management and big data, data analytics
- Curricula design for big data, data analytics
- Role of machine learning for facilitating knowledge management and big data, data analytics
- Text analytics in big data, data analytics
- Social media, social networking platforms, and knowledge sharing for big data, data analytics
- Big data, data analytics, and strategic decision making
- Artificial Intelligence for knowledge management and big data, data analytics
- Big data, data analytics for knowledge creation and knowledge discovery
- Ethical implications of knowledge-based big data, data analytics
- Political implications of knowledge-based big data, data analytics
- Role of government/e-government on knowledge economies based on big data, data analytics

Example: Developing Successful Global Strategies for Marketing Luxury Brands.

In recent times, the advent of new technologies, the concerns about sustainability, and the new tastes of the youngest generations of luxury consumers have affected the traditional dynamics of the luxury goods markets (Batat, 2019). These emerging issues have caused significant changes in the marketing of luxury goods. According to both scholars and practitioners, sustainability is a key element for luxury brand companies since sustainable demands are increasing among Millennials and Generation Z (Kapferer & Michaut-Denizeau, 2020). Sustainable development is not a new practice in the luxury market. However, the real challenge is for luxury companies to overcome the residual CSR perspective to embrace a real integration of environmental, ethical, and social concerns into the corporate strategy (Mosca & Civera, 2017; Strand & Freeman, 2015). Integrated output and sustainable processes, the introduction of non-financial reporting as operational practice and a new orientation to circular economy practices are emerging issues that still today request for a deeper exploration both on the academic and managerial point of view. Digitalization is another relevant issue that is reshaping the business model of luxury companies. With respect to digitalization, the initial digital skepticism was overcome. The integration between digital and physical channels has become a necessity that luxury companies could no longer ignore (Kim & Ko, 2010). Today, digitalization is not limited to e-commerce and social media communication strategies (BGC, 2019; D'Arpizio & Levato; 2020). Digitalization means to rethink the traditional business model to integrate digital processes along the entire value chain (Vikas et al.; 2017). Big Data, blockchain, omnichannel experience, digital customer experience represent the main digital challenges that luxury brand companies are facing nowadays.

- Use font size 12
- Number of pages: 6-12 pages single spaced (not including cover and reference page)
- Number of references: 20 (the more the better), follow APA formatting.
- Remember to use headers (Introduction, Literature Review (maybe you have some sub-headers too), Summary, References)
- Neatness, accuracy and overall clarity is important.