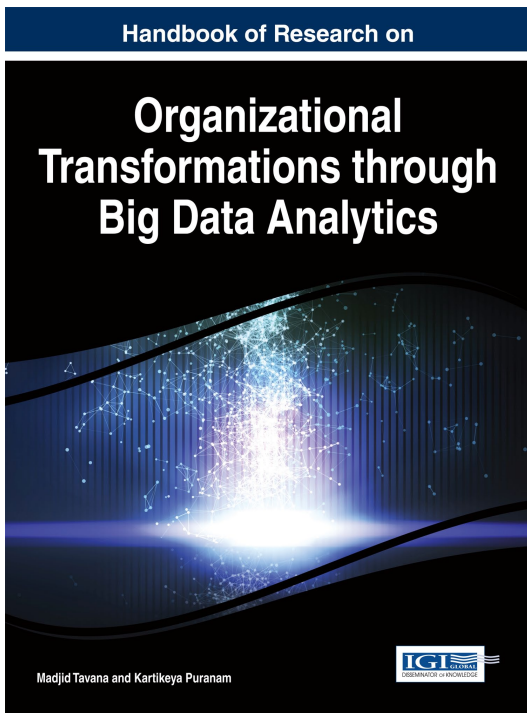


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Handbook of Research on Organizational Transformations through Big Data Analytics



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Madjid Tavana (La Salle University, USA) and
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Big data analytics utilizes a wide range of software and analytical tools to provide immediate, relevant information for efficient decision-making. Companies are recognizing the immense potential of BDA, but ensuring the data is appropriate and error-free is the largest hurdle in implementing BDA applications.

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Madjid Tavana is a professor of Business Systems and Analytics and the Lindback Distinguished Chair of Information Systems and Decision Sciences at La Salle University, where he served as Chairman of the Management Department and Director of the Center for Technology and Management. He is a Distinguished Research Fellow at Kennedy Space Center, Johnson Space Center, Naval Research Laboratory at Stennis Space Center, and Air Force Research Laboratory. He was recently honored with the prestigious Space Act Award by NASA. He holds a MBA, PMIS, and PhD in Management Information Systems and received his Post-Doctoral Diploma in Strategic Information Systems from the Wharton School at the University of Pennsylvania. He is the Editor-in-Chief of *Decision Analytics*, *International Journal of Applied Decision Sciences*, *International Journal of Management and Decision Making*, *International Journal of Strategic Decision Sciences*, and *International Journal of Enterprise Information Systems*. He has also published several books and over one hundred and fifty research papers in academic journals such as *Information Sciences*, *Decision Sciences*, *Information Systems*, *Interfaces*, *Annals of Operations Research*, *Advances in Space Research*, *Omega*, *Information and Management*, *Expert Systems with Applications*, *European Journal of Operational Research*, *Journal of the Operational Research Society*, *Computers and Operations Research*, *Energy Economics*, *Applied Soft Computing*, and *Energy Policy*.



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