

# Pioneering Approaches in Data Management

Part of the Advances in Systems Analysis, Software Engineering, and High Performance Computing Book Series

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## Description:

The business landscape is evolving rapidly, and with that comes a massive amount of data that organizations must manage. However, many professionals and researchers need help to leverage this data effectively, as there is a lack of comprehensive guidance on integrating data analytics into management practices. **Pioneering Approaches in Data Management** bridges this gap by providing a framework that combines theoretical concepts with practical applications, empowering readers to use data analytics to its fullest potential.

This book is an essential resource for researchers, educators, and practitioners who want to understand the transformative power of data analytics. It delves into cutting-edge methodologies, tools, and case studies to provide fresh insights into how data analytics can drive decision-making and innovation across various sectors. By emphasizing real-world applications and case studies, this publication offers a deeper understanding of how data analytics can be integrated into management strategies, shaping the future of research and practice in this rapidly evolving field.

Designed for academic scholars, students, and business professionals, **Pioneering Approaches in Data Management** offers practical insights and comprehensive guidance on the latest developments in data analytics. It explores topics such as big data's impact on strategic decision-making, machine learning in management, and data-driven marketing strategies, equipping readers with the tools and knowledge needed to navigate the complexities of data analytics and drive organizational success in the age of big data and analytics.



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## Topics Covered:

- AI and Machine Learning in Management
- Big Data Impact on Decision-Making
- Building Data-Centric Organizational Culture
- Case Studies of Analytics in Action
- Data-Driven Marketing Strategies
- Ethical Considerations in Data Analytics
- Future of Data Analytics in Management
- Introduction to Data Analytics in Management
- Machine Learning for Operational Efficiency
- Predictive Analytics in Business Operations
- Risk Management and Analytics

**Subject:** Computer Science & Information Technology

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level (Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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