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EFMD EQUIS | AACSB | AMBA

Bachelor Thesis

Titel of Bachelor Thesis (english)	How can Organizations Make Better Strategies with Big Data?
Titel of Bachelor Thesis (german)	Wie können Unternehmen mit der Hilfe von Big Data bessere Strategien kreieren?
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Degree program:	Bachelor of Science (WU), BSc (WU)
Examiner **(degree, first name, last name):**	M.Sc., Dieter, Gutschi

I hereby declare that:

1. I have written this Bachelor thesis myself, independently and without the aid of unfair or unauthor-ized resources. Whenever content has been taken directly or indirectly from other sources, this has been indicated and the source referenced.

2. This Bachelor Thesis has not been previously presented as an examination paper in this or any other form in Austria or abroad.

3. This Bachelor Thesis is identical with the thesis assessed by the examiner.

4. (only applicable if the thesis was written by more than one author): this Bachelor thesis was written together with

The individual contributions of each writer as well as the co-written passages have been indicated.

17/01/2021
Date

Unterschrift

How can Organizations Make Better Strategies with Big Data?

With this thesis, I aim to review the challenges for strategic decision-makers that big data is creating. The main objective will be to examine how big data is changing the strategic analysis and how businesses can adapt to those changes. I want to analyze the process of strategic analysis and explain how big data is effecting it. With that information I want to look at possible solutions developed in academic research as well as analyze success factors from best practice examples. This results in answering the significant research question: How can organizations maker better strategies with big data? Therefore, this thesis is not only relevant for researchers, but also interesting for practitioners as I will be combining theoretical research with practical insights.

ADDED VALUE

. Big data can revolutionize strategy making as the access to more and better data should enable companies to create superior strategies.

. In this scientific paper I want to look at the strategic analysis part of the strategic process within a firm, examine its status quo and discover how big data is affecting it.

. Consequently, managers and decision makers can adapt their strategic analysis accordingly and, therefore, improve their company´s strategy.

INNOVATION

. Currently there has not been any research regarding the impact of big data on the strategic analysis.

. In fact, the impact of big data on management and the whole strategic processes has merely been considered by scholars and practitioners.

. Consequently, accounting for big data during this process can revolutionize the quality of strategies over all.

DATA HERO
TALENTS

STRATEGY

. This paper addresses the strategic level as it would enable managers and strategy makers to improve their strategies by a vast amount.

. My interview partners, executives and data experts, all underlined the strategic necessity for using big data within the strategic process.

. However it is hard to make the improvements measurable as the effects of better strategies can only be determined in the long, by comparing company performance.

DATA HERO
TALENTS

EXPERTISE

. The paper is based on scientific publications and frameworks within the areas of strategy and big data.

. Without the key concepts of data governance, companies will not be able to use big data as a resource during the strategic process.

USER CENTERING

. The paper especially focuses on managers that are included within the strategic process of a firm.

. The concepts can also be used by consultants advising companies.

DEGREE OF IMPLEMENTATION

. Since this paper was compiled as a bachelor thesis, I have not implemented my findings.

COMMUNITY/RANGE

. The frameworks used within my paper are aimed at international corporations as well as SMEs.

PLEASE TIK & FILL IN!

CATEGORY ☐ **AUSTRIAN DATA HERO 2022**   ☒ **AUSTRIAN DATA HERO TALENT 2022**

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SUBMISSION REQUIREMENTS

- Each work can only be submitted in one of the two categories

- The submissions are to be written in German or English.

- The expert jury only evaluates fully completed submissions.

- The decision of the expert jury is binding.

- Recourse to the courts is impossible.

- The submitters agree to send one of the people responsible for the project to the award ceremony on April 28, 2022 in any case.

- All submissions must be received by ADV by March 15th, 2022 at the latest.

Submission (& Questions) until 15.03.2022 to: datagovernance@adv.at

ADV DATA GOVERNANCE 2022
& AUSTRIAN DATA GOVERNANCE AWARD

28nd & 29rd APRIL 2022
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Thank you!

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