Business Intelligence and Analytics vs Learning Analytics - Opportunities for cross-pollination of ideas and practices

Presented by A/Prof. Olivera Marjanovic (Business School, University of Sydney)

UNSW Learning Analytics & Data Science in Education Research Group

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Our society is truly immersed in the digital world with vast amounts of data being generated in many different forms: social media data, mobile data, audio, video, clickstreams, tweets, log files from sensors, smart devices etc. This worldwide explosion of data raises a key challenge of collecting relevant data, deriving insights and turning them into useful (value-adding) actions. This is the essence of the emerging field of Business Intelligence and Analytics (BI&A).

While BI&A continues to be defined in many different ways (ranging from technical infrastructure for data capturing and storage all the way to advanced analytics such as data mining), in this presentation I will use a generic term BI&A to represent the broadest interpretation of the field. Thus, BI&A "includes the techniques, technologies, systems, practices, methodologies, and applications that analyze critical business data to help an enterprise better understand its business and market and make timely business decisions. In addition to the underlying data processing and analytical technologies, BI&A includes business-centric practices and methodologies that can be applied to various high-impact applications such as e-commerce, market intelligence, e-government, healthcare, and security" (Chen et al. 2012, p.1171).

A very wide and rapid proliferation of BI&A tools and practices across all industry sectors and professional domains has resulted in different domain-specific "versions" such as Health Analytics, Retail Analytics, Social Media Analytics, Supply Chain Analytics, Customer Analytics and so-on. While different domains do have their own specific needs, they also create industry and applications "silos" of BI&A and as such prevent sharing of best practices and interesting and relevant research across disciplinary boundaries.

The main objective of this presentation is to compare and contrast BI&A with the emerging field of Learning Analytics in order to identify opportunities for sharing of best practices and research collaboration. Taking the organisational (rather than technical or data science) perspective, in this talk will identify different industry practices and research challenges from the BI&A field (in particular human-centric services) and discuss their possible application to Learning Analytics.

Bio:

Dr.Olivera Marjanovic is an Associate Professor at The University of Sydney Business School. She holds a PhD in IS and a GradCertEd (Higher Ed) both from University of Queensland. She has over 25 years of experience in industry and academia, and has published over 150 fully refereed conference and journal publications, with over 40 in educational research. Through her applied research and innovative teaching Olivera seeks to link data and business analytics, business processes, services, human knowledge and technology in business, government and non profit organizations, aiming to assist these organisations in effectively managing IT-enabled organizational process/service innovations.

Olivera has received numerous teaching awards for her innovative teaching practices at UQ, UNSW and University of Sydney in the areas of Business Intelligence and Analytics, Business Process Management, Knowledge Management and Business Information Systems. She also received numerous teaching related grants, including a large OLT grant in 2012 for innovative teaching in business analytics (data visualisation) with Deakin University.

Olivera is a former co-editor in chief of the International Journal of Business Intelligence Research and the only Australian member of the advisory board of Teradata University Network - the largest international community of Business Intelligence & Business Analytics educators and industry leaders, currently with over 2000 members in more than 100 counties. Olivera has held visiting professor positions at Inria/Loria Institute (France), University of Duisburg (Germany), Arizona State University (USA), University of Tennessee (USA) and QUT. In Dec 2012, MISQ (Chen et al. 2012) named Olivera as a top 20 researcher in the world in Big Data, Business Intelligence and Analytics.

Ref: Chen et al. (2012) "Business Intelligence and Analytics: From Big Data to Big Impact", Management Information Systems Quarterly, Vol. 36, No.4, pp.1165-1188, Dec 2012.

If you would like to join this research group or would like more information please contact Lorenzo Vigentini **l.vigentini@unsw.edu.au**

Event date:
29th Sep 2015, 3:30pm to 5:00pm
Location:
Mathews Building, Room 112

Open to:
Public: Event open to all
Seats available:
40

Cost:
Free

Contact name:
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Add to calendar

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