

# **Human Brain meets Artificial Intelligence: How Big Data Analytics transforms Decision Making, Business Models, Society, and Research**

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## **Abstract**

So-called big data analytics allow for designing and delivering innovative services and actionable insights which go far beyond "faster and smarter with more data". Harnessing big data analytics will reshape the relationship between the human brain and artificial (automated) intelligence in all areas of our lives. It will allow for manifold innovations and fundamentally transform decision making, business models, our society as a whole, and applied research in particular. This presentation will briefly outline how big data analytics can empower different human and institutional stakeholders and hopefully trigger a discussion on proactively shaping new opportunities in business and research arising from exploiting the potential of big data analytics.