

Big Data Analytics: A Key Capability for Competitive Advantage

Research-in-Progress

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Abstract

This paper examines the impact of Big Data Analytics (BDA) on a firm's competitive advantage using an empirical model. Drawing heavily on the Resource-Based View theory as well as ambidexterity theory of a firm, Big Data Analytics capability is conceptualized as being determined by three key resources: IT Infrastructure, Human Capital, and Business Architecture. These antecedents of Big Data Analytic capability are theorized to significantly impact the ability of a firm to develop ambidextrous skills and techniques, resulting in a firm's competitive advantage position. Basically, the study proposes a literature-supported theoretical model and develops hypotheses based on the literature that will be tested with empirical data in order to arrive at a reasonable and statistically justifiable conclusion.

Keywords (Required)

Big Data, Analytics, Competitive Advantage, Business Intelligence, Ambidexterity, Resource-Based View, Infrastructure, Business Architecture.