

CROSS-INDUSTRY STUDY AND COMPARISON OF BIG DATA INITIATIVES

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ABSTRACT

This research aims to explore the adoption and implementation of big data initiatives in the oil and gas industry. The role of leadership, organizational culture, the nature of decision making and decision-making models are considered for this investigation. The initial study will be focused on big data initiatives in upstream oil and gas. The research will be extended to include comparison with big data initiatives in other industries.

Keywords: Big data, analytics, oil and gas, business intelligence.