

BIG DATA ANALYTICS AND ITS IMPACT ON FIRM'S PERFORMANCE: EVIDENCE FROM SMALL AND MEDIUM-SIZED BUSINESSES

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ABSTRACT

In recent years, the use of digital technologies and the creation of massive amount of data have led to the emergence of big data analytics (BDA). There is a need for addressing how BDA should be included in research models of supply chain management (SCM) and whether BDA has a positive and sizable impact on firm performance. In this study, we examine the relationship among BDA, supply chain management, and firm performance in small and medium-sized businesses. A structural equation model was developed to investigate the relationship, which reveals that BDA has significant impact on both SCM and firm performance.

Keywords: Big Data Analytics; Supply Chain Management; Firm Performance; Small Businesses