

عنوان مقاله:

Utilizing business analytics to reinforce dynamic capabilities in operations research Case study: A case analysis and research agenda at Nigh House company in Netherland

محل انتشار:

دومین کنفرانس ملی تحقیقات بنیادین در مدیریت و حسابداری (سال: 1398)

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نویسنده:

Mitra Sanaye - Department of MBA, Islamic Azad University, North Tehran Branch, Tehran, Iran

خلاصه مقاله:

While the topic of analytics is rapidly gaining popularity in various fields, there is still relatively little experience in Operations Research (OR). While studies of the various technical and commercial aspects of analytics are emerging, little has been done on how the OR community can benefit from commercial analytics in dynamic and uncertain environments, where Is to play the main role. To bridge this gap, this study looks at the company s dynamic capabilities and builds on eight case studies of operations research activities in large organizations, each of which significantly Have invested scale. To bridge this gap, this study looks at the company s dynamic capabilities and builds on eight case studies selected from operations research activity in large organizations, each investing heavily in analytical technology and implementation. This study shows fourteen active analyzes of the fundamentals of dynamic capabilities; in fact, there is high light on how organizations can use analytics to manage and enhance OR activities in a dynamic, uncertain environment. The study also identifies six key data cut propositions and provides a roadmap for future and future researchers to address these issues and improve the use and value of analytics as agents of .dynamic organizational capability

کلمات کلیدی:

Analytics, Dynamic capabilities, Agility, Operations research

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