



**Journal for International Business and
Entrepreneurship Development (JIBED)**
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Special Issue

on

“Data Analytics in the Digital Age”

Call for Papers

Guest Edited by

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The current wave of digitalisation is termed as the 4th industrial revolution (Schwab, 2016). This wave is transforming and redefining how businesses work and manage their operations. New technologies from

block-chain to artificial intelligence is transforming the way organizations operate. Massive availability of data has enabled data-driven decision-making. Dash, Shakyawar, Sharma, and Kaushik (2019) discuss the importance of big data in the health care industry. They argue that a strong integration of biomedical and healthcare data would revolutionize the medical therapies. In the UK, the ongoing Covid-19 pandemic has led to the creation of a partnership called The Trinity Challenge. This partnership is between universities, foundations and leading technology and health companies and its primary objective is to protect the world from future pandemics by harnessing the power of data and analytics (Financial Times, 2020a). In the field of finance, advances in big data and artificial intelligence is changing the way firms invest. Thematic analysis is used to break away from conventional sector and country allocations (Financial Times, 2020b). Big data in the education sector will offer numerous benefits to students, schools and educational institutions. It will revolutionise and transform the sector significantly.

There is a need for consensus about the importance, essence and scope of data analytics. This is because the need to make data-driven decisions in a myriad of application areas, multidisciplinary nature, and multidimensionality of analytics is gaining momentum in this digital age. The traditional scientific research may not be adequate to adopt the statistical techniques and tools used in the past. There is a critical need to adopt and adapt new statistical tools to harness these massive and rich datasets. This would contribute rich solutions to complex issues and

problems (Putka, Beatty and Reeder, 2017; Tonidandel, King, and Cortina, 2016; Shmueli and Koppius, 2011). Delen and Zolbanin (2018) classify four different levels of data analytics; namely descriptive analytics (what happened); diagnostics analytics (why did it happen); predictive analytics (what will happen) and prescriptive analytics (what should be done?).

Big data is a collection or a combination of structured, semi-structured and unstructured data that can be mined for information and used in advanced analytics applications. Big data analytics will allow examination and investigation of large amounts of data. This will help unravel patterns, behaviours, tastes, correlations and other insights that will enable quicker and efficient business intelligence solutions.

Conference:

The Finance and Accounting Symposium 2021 symposium is a two-day meeting, organized by the School of Finance and Accounting, University of Westminster, London, UK.

The Finance and Accounting Symposium 2021 will be held virtually on 17th and 18th June 2021. The symposium will examine a wide range of finance and accounting topics ranging from asset pricing, corporate finance, financial econometrics, forecasting, fund management, pensions, market sentiments, financial reporting, accounting standards, taxation to FinTech, big data, crypto currency and blockchain technology.

The forthcoming meeting will focus on how huge amount of data and its transformation has had an impact across all aspects of decision making for individuals, financial institutions, fund managers, governments, businesses and policy makers.

JIBED's Special Issue:

Six top papers presented at this global conference would be considered for a special issue of the *Journal for International Business and Entrepreneurship Development (JIBED)*, published by Switzerland based Publisher (Inderscience) and indexed in Scopus.

Further information about the submission process, will be shared during the symposium and emailed to the participants.

Special Issue Journal Website:

Journal for International Business and Entrepreneurship Development
(<https://www.inderscience.com/jhome.php?jcode=jibed>)

Any queries email sfasymposium@westminster.ac.uk

Subject Coverage:

Submissions in all areas of finance and accounting are encouraged.

Submissions exploring data analytics affect investors' expectations and decision -making will be particularly welcome. This special issue aims to include (but should not be limited to), the following finance and accounting topics ranging from asset pricing, corporate finance, financial econometrics, forecasting, fund management, pensions, market sentiments, financial reporting, accounting standards, taxation to FinTech, big data, crypto currency and blockchain technology.

Notes for Prospective Authors:

These selected papers should not have been previously published nor be currently under consideration for publication elsewhere. All papers are refereed through an anonymous peer review process. A guide for authors, sample copies and other relevant information for submitting papers is available on the Author Guidelines page of the journal.

Important Dates:

- Deadline for manuscript submission: **December 31, 2021.**

- All queries about the special issue should be sent to lead Guest Editor (Dr. Sheeja Sivaprasad)

References

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