

## **Conceptual model development of big data analytics implementation assessment effect on decision-making**

### **ABSTRACT**

The significance of big data advancement has benefited various organizations to leverage the potential insights and capabilities of big data in organizational performance and decision-making. However, the analytics outcome and quality of big data analytics (BDA) implementation has yet to be addressed. Therefore the aims of this paper are to identify and analyze the affecting factors and elements of BDA implementation and to propose a conceptual model for effective decision-making through BDA implementation assessment. The model is developed based on three dimensions such as performing data strategy (organization), collaborative knowledge worker (people) and executing data analytics (technology). The findings of this ongoing study proceeds with designing a proposed conceptual model with the research hypothesis and may provide a better assessment model for effective decision-making in the long run.

**Keyword:** Big data; Data analysis; Decision-level; DSS; E-assessment