

## BIG DATA, ANALYTICS AND THE FUTURE OF KNOWLEDGE MANAGEMENT

Justin Fruehauf  
Robert Morris University, United States  
fruehaufj@rmu.edu

Frederick Kohun  
Robert Morris University, United States  
kohun@rmu.edu

Robert Skovira  
Robert Morris University, United States  
skovira@rmu.edu

Tim Evans  
Thomas, United States  
tevans@thomasnetwpa.com

### **Abstract:**

“Big Data” became a part of the data science lexicon in the 1990s. Since then it has gained popularity as a buzz word. In conjunction with data analytics, big data is advertised as the strategic solution for successful endeavours. As of 2019 there is little evidence to suggest that big data and analytics play any role in the strategic decision making of most organizations. Investment in data analytics solutions designed to tackle big data remain popular. Is this another instance of the “utilitarian necessity” of IT as described by Nicholas Carr? Do organizations feel compelled to invest in data analytics tools simply because they fear that to neglect this technology would leave them behind their competition? In order for data analytics projects, particularly those addressing big data, to succeed an organization must have a strong foundational knowledge of itself and its industry. Revisiting knowledge management models from the past can help to generate this understanding and lead to success in analytic projects. Detailed, objective knowledge management models provide the foundation for a candid understanding of any organizations position within its field. Only with this understanding can “big data” and data analytics be parsed to provide key insights to steer beneficial actions. This paper uses a case study of a small manufacturing company and its use of knowledge management models to understand its role in industry and its ability to use “big data” analytics as a strategic advantage.

*Keywords: Big Data, Analytics, Knowledge Management, innovation*