

Analyzing Big Data Analytics and Supply Chain Management on Firm Performance

Bin Zhou¹, Tailai Sun²
University of Houston, USA

Abstract

Big Data and Big Data Analytics have received considerable attention from both industrial practitioners and academic researchers in recent years. In addition, previous research has shown that Supply Chain Management plays an important role in improvement of business performance. In this paper, we aim to examine the current status of Big Data Analytics in firms, and we also investigate the potential impacts of Big Data Analytics and Supply Chain Management on the performance of firms. Data were collected via research questionnaire that catches the current practices of BDA along with supply chain management. Through statistical analysis, we find that there exist some significant differences in BDA practices among the surveyed companies. More importantly, our results show that BDA has a significant and positive impact on firm performance. We conclude the study with a discussion of theoretical and managerial implications along with future research directions.

Keywords: big data; big data analytics; supply chain management; firm performance; statistics