Univerzitet u Novom Sadu
u okviru projekta PESHES

organizuje pozvano predavanje

Business Intelligence, Analytics and Big Data – Dispelling the myths and creating future opportunities

Predavač:

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Mesto i vreme:
Rektorat Univerziteta u Novom Sadu, Multimedijalna sala II-13, II sprat, 23. septembar 2019. u 12.00h

Sažetak:

The topics of Big data, Analytics and Data Visualisation continue to dominate both the industry and academic literature. The same trend is likely to continue for the foreseeable future. Industry professionals are debating the 3Vs (variety, velocity, volume) of big data, arguing for more and more Vs needed to capture the essence of this phenomenon. Others argue that "Big data" is just another term for large data sets that we have had for years, for example in telecommunications and engineering. In the academic circles, researchers and educators are (mis)interpreting the same terms "data science", "analytics", "big data" to mean very different (even mutually inconsistent) things from statistics to new computational methods and data storage utilities. The end result is a conceptual confusion and the ongoing hype about widely promoted opportunities that are yet to be seen in reality.

Based on the extensive experience, gained through applied research, teaching and practice in this area, in this seminar I will dispel the common myths about big data, business intelligence and analytics. The main objective is to provide an integrative perspective that could be used to "see through" the current hype as well as to create new opportunities for research and innovation.

I will also introduce the emerging area of data visualisation/visual analytics for (non-technical) business decision makers. Within this context, I will present our current ARC-DP project focused on design and implementation of the industry-wide Visual Atlas of the Australian Cooperatives.

O predavaču:

Olivera Marjanovic is a full Professor in the School of Professional Practice & Leadership, Faculty of Engineering and IT at the University of Technology Sydney. Olivera has a PhD (Information Systems) and GradCert (Higher Ed.) from the University of Queensland (Australia), a Master's degree (Major in IS and CS) from the University of Belgrade and a Bachelor's degree BEE (Major in IS and CS) from the University of Sarajevo.

Through her applied research and innovative teaching, Olivera seeks to link data and analytics, processes, human-centric services, human knowledge and technology in business, government, non-profit, social and cooperative organizations. Olivera is particularly interested in, and passionate about the human side and societal impact of new technologies such as AI, advanced analytics, algorithms and digital platforms. Her areas of expertise include organisational and societal aspects of analytics, algorithms and AI, visual data exploration (for not-technical domain experts including business managers), data visualisation (as a "verb" rather than a "noun"), data-driven storytelling in organisations, visual ethics, algorithmic pollution, datafication, algorithmic ethics, algorithmic justice, data humanism, digital platform cooperatives, data cooperatives, responsible leadership of technology and innovative education.

Olivera has completed numerous industry-based research case studies and action design projects with companies worldwide and has published over 150 fully refereed conference and journal publications. She has held Visiting Professor positions at the Institut National de Recherche en Informatique et Automatisation (INRIA), Laboratoire Lorrain de Recherche en Informatique et ses Applications (LORIA) Institute in France, the University of Duisburg, Germany, the Arizona State University, the Big Data and Analytics Research Center at the University of Tennessee and Queensland University of Technology, Australia. From 2008 to 2017, Olivera was on the academic leadership board of the Teradata University Network (TUN) – the largest international community of Business Intelligence and Business Analytics educators and industry leaders, currently with over 2000 members in more than 100 countries.

Olivera has received numerous national and international grants, recognitions and awards for her innovative teaching and highly applied industry-based research. In 2015, she won the Bronze Award (Category: MBA and Social Sciences) at the highly prestigious International Wharton-QS Starts Re-imagine Education Awards—the Oscars of Higher Education Innovation—for her innovative teaching in visual analytics and visual storytelling. In 2012, Olivera was named as one of the top 20 researchers in the world in the area of Big Data, Business Analytics and Business Intelligence. Her most recent grants include two Australian Research Council (ARC) Discovery grants and a large Australian Learning and Teaching Innovation (OLT) grant - all three Category 1 grants awarded by the Australian Government. She is actively engaged in numerous activities designed to enhance collaboration between industry and academia, and is passionate about creating new types of value networks and innovative industry/university learning communities.