

A hand is shown interacting with a tablet. The tablet screen displays various data visualizations, including a line graph with a red dashed line and a bar chart with blue bars. The background is dark with some blurred light spots.

**EMERALD
STUDIES IN
POLITICS AND
TECHNOLOGY**

BIG DATA AND DECISION- MAKING

**APPLICATIONS AND
USES IN THE PUBLIC
AND PRIVATE SECTOR**

**EDITED BY
ANNA VISVIZI
ORLANDO TROISI
MARA GRIMALDI**

Big Data and Decision-Making

EMERALD STUDIES IN POLITICS AND TECHNOLOGY

Series Editors: Anna Visvizi and Miltiadis D. Lytras

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Big Data and Decision-Making: Applications and Uses in the Public and Private Sector

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Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2023

Editorial matter and selection © 2023 Anna Visvizi, Orlando Troisi, and Mara Grimaldi.
Individual chapters © 2023 the authors.
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British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80382-552-6 (Print)

ISBN: 978-1-80382-551-9 (Online)

ISBN: 978-1-80382-553-3 (Epub)



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Editors' Preface

Very few topics remain as opaque and unclear to the broader public today as “big data”. Similarly, as artificial intelligence, big data has turned into a buzzword of our times, frequently deployed absolutely uncritically as a veil usurping to be an explanation. Against this backdrop, the rationale behind this book was to offer a simple, but not simplistic, insight into the realm of big data, its application, and implications. The selections of chapters included in this book will guide the reader through diverse fields and domains of big data’s use and application, including public policy, the business sector, including managerial practices, as well as smart cities’ growth and management. This book is by no means exhaustive. Rather, it recognizes the value of the debate unfolding in the literature. By so doing it seeks to add to the debate in a manner that may be useful to researchers, practitioners, as well as to those of us who are also involved in teaching. The idea here is that all frequently topics pertaining to big data constitute either a part of papers too sophisticated for an average student to comprehend, or form a part of overly simplified, even if fancy, magazine content. And yet, it is mandatory that similarly as in our research, also in our teaching we go beyond what the curriculum defines as needed.

This book is a tribute to teamwork in that it would not be possible without the Publisher, especially the Commissioning Editor, Ms Iram [ir-rum] Satti who embraced the idea of the book and skillfully guided us through the initial reviews and the subsequent production process. We would also like thank the reviewers and the contributing authors. We remain grateful to the entire production team, who were consequential in the stages of the cover design, proofs, etc. In brief, a great number of people, forming a virtual team, collaborated to have this book delivered. We, the Editors, can only hope that this book will be of use to the broader audience.

We dedicate this book to fellow researchers, who – similarly as we do – seek to find a balance between the idealistic urge to explore and conduct research, the necessity to make ends meet by delivering on the teaching load, and private life.

The Editors: Anna Visvizi, Orlando Troisi
and Mara Grimaldi