



RESEARCH SEMINAR



NIDA Business School cordially invites you to
**BIG DATA & ANALYTICS FOR SOCIETAL IMPACT:
RECENT RESEARCH AND TRENDS**

by

Lakshmi IYER

Appalachian State University

4 July 2018 (Wednesday)

9:00– 11:00

Room 812

Abstract / Synopsis

Innovative solutions utilizing big data and analytics approaches often require connectedness among various data sets. This also brings important issues of ethics and privacy. Regulations and policy compliance are to be given due while requiring data integration, data misuse and misinterpretation while addressing societal problems that have grand impact. We discussed various big data and analytics approaches that can be applied to study issues that have major societal impact. We have identified some key aspects that are inspired from the papers included in this special issue. Examples of specific societal applications include healthcare, lifestyle, critical infrastructure, environment, energy and sustainability, disaster response, crowdsourcing and resource management. Significant future analytics driven research needs to happen in each of these areas for visible societal impact.

About the Speaker

Lakshmi Iyer is Professor of Information Systems and Director of the Applied Data Analytics Graduate Programs at the Walker College of Business, Appalachian State University. Her research interests are in the area of emerging technologies & its impact on organizations and users, and social inclusion in computing. Her research work has been published in or forthcoming in *Communications of the AIS*, *Journal of Association for Information Systems*, *European Journal of Information Systems*, *Communications of the ACM*, *Decision Support Systems*, *eService Journal*, *Journal of Electronic Commerce Research*, *Journal of Computer Information Systems*, *Information Systems Management*, *Journal of Global Information Technology and Management*, and others. She is a Board member of Teradata University Network, recent past-chair of the Special Interest Group in Decision Support and Analytics (SIGDSA, formerly SIGDSS). She has served as a Guest Editor for *Communications of the ACM*, the *Journal of Electronic Commerce Research*, and *Information Systems Frontier*. She is also co-editor of *Annals of Information Systems Special Issues* (2015 and 2017) on “Reshaping Society through Analytics, Collaboration, and Decision Support: Role of BI and Social Media” and “Analytics and Data Science: Advances in Research and Pedagogy”. Lakshmi obtained her Ph.D. from The Terry College of Business, The University of Georgia in 1997 after completing her Masters in Industrial Engineering at The University of Alabama at Tuscaloosa in 1991. She received her Bachelor's degree in Engineering from The Bangalore University, India in 1989.

Registration

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