Utilizing Models for e-Business Decision-Making: From Data to Wisdom

Collection Editors:

Prof. Dr. Mirjana Pejić-Bach
Department of Informatics, Faculty of Economics and Business, University of Zagreb, 10020 Zagreb, Croatia

Dr. María Teresa Ballestar
Department of Applied Economics I, History and Economic Institutions and Moral Philosophy, Social and Legal Sciences Faculty, Rey Juan Carlos University, 28033 Madrid, Spain

Message from the Collection Editors

Data has become omnipresent, as every aspect of personal and business activities is gradually being measured in numerous ways and turned into data, which is analyzed and used to form a value. In recent years, datafication has become a challenge, as processing all the data is nearly impossible due to its abundance, which is increasing exponentially year after year.

Because of the rich data sources and various methods that are nowadays easy to implement, the use of computed analytical tools is increasing in company's decisions. These decisions are often inspired by the available data and interpreted through complex algorithms. Finally, it is important to note that doing good analysis is not always a sign of improvement, as many organizations do not evolve to be real data-driven organizations and reject making decisions based on analysis, thus making them fail.

In the topic collection, first, we invite papers that discuss the availability, quality, and transformation of data used in e-business analysis. Second, the selection of existing, and invention of new data analysis approaches is a strong driver of improved e-business modes.

Topical Collection