

CALL FOR PAPERS

Leveraging Big Data

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Submission deadline: 1 April 2013

Driven by social media, e-commerce, business collaboration, and other factors, there's been a vast explosion of data. But leveraging "big data" is a major challenge for enterprises. Powerful analytics techniques can help enterprises exploit the data to create a business advantage and to help with—or automate—complex decisions by deriving new insights. As a result, there's an increasing interest in and demand for better techniques, tools, and approaches for leveraging big data and business analytics.

The November/December 2013 issue of *IT Professional* seeks articles on a range of topics, including

- big data and business analytics strategy and their potential as a sustaining or disruptive innovation;
- business analytics techniques;
- novel applications of big data and business analytics;
- best practices for harnessing big data and business analytics;
- resources, capabilities, and skills needed to maximize business analytics impact;
- governance and organizational issues and challenges in harnessing big data and business analytics;
- use of big data and business analytics in the nonprofit and government sectors;
- the promise and limitations of big data and business analytics;
- assessment of business and social value of big data and business analytics;
- applications and value of big data and business analytics in emerging economies;
- the issues of privacy relating to big data and business analytics; and
- drivers of, barriers to, and best practices for embracing big data and business analytics.

We also welcome research summaries, case studies, and essays on the current state of practice relating to big data and business analytics.

Feature articles should be no longer than 4,200 words and no more than 20 references (with tables and figures counting as 300 words). Illustrations are welcome. For author guidelines, see www.computer.org/itpro/author.htm. *IT Professional* is included in the Science Citation Index (SCI).

Submit your article at <https://mc.manuscriptcentral.com/itpro-cs>.

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