



Séminaire du CIRRELT

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MAPPING DOMAIN CHARACTERISTICS INFLUENCING ANALYTICS INITIATIVES - THE EXAMPLE OF SUPPLY CHAIN ANALYTICS

Abstract:

Analytics research is increasingly divided by the domains Analytics is applied to. Literature offers little understanding whether aspects such as success factors, barriers and management of Analytics must be investigated domain-specific, while the execution of Analytics Initiatives is similar across domains and similar issues occur. This research uses Grounded Theory based on semi-structured Interviews to identify 34 characteristics of Analytics Initiatives that distinguish domains in the execution of Initiatives, which are mapped and explained. The research was conducted on the example of Logistics and Supply Chain Management and the respective domain-specific Analytics subfield of Supply Chain Analytics. The field of Logistics and Supply Chain Management has been recognized as early adopter of Analytics but has retracted to a midfield position comparing different domains. The results of this research are supposed to stimulate cross domain research on Analytics issues and prompt research on the identified characteristics with broader understanding of the impact on Analytics Initiatives. Further, results should help managers to control the environment of Initiatives and design more successful Initiatives.

VENDREDI

16 Novembre 2018
10 h 00

Local 2307
Pavillon Palasis-Prince
Université Laval

Ouvert à tous

Café et viennoiseries

Organisateur:
Yan Cimon

