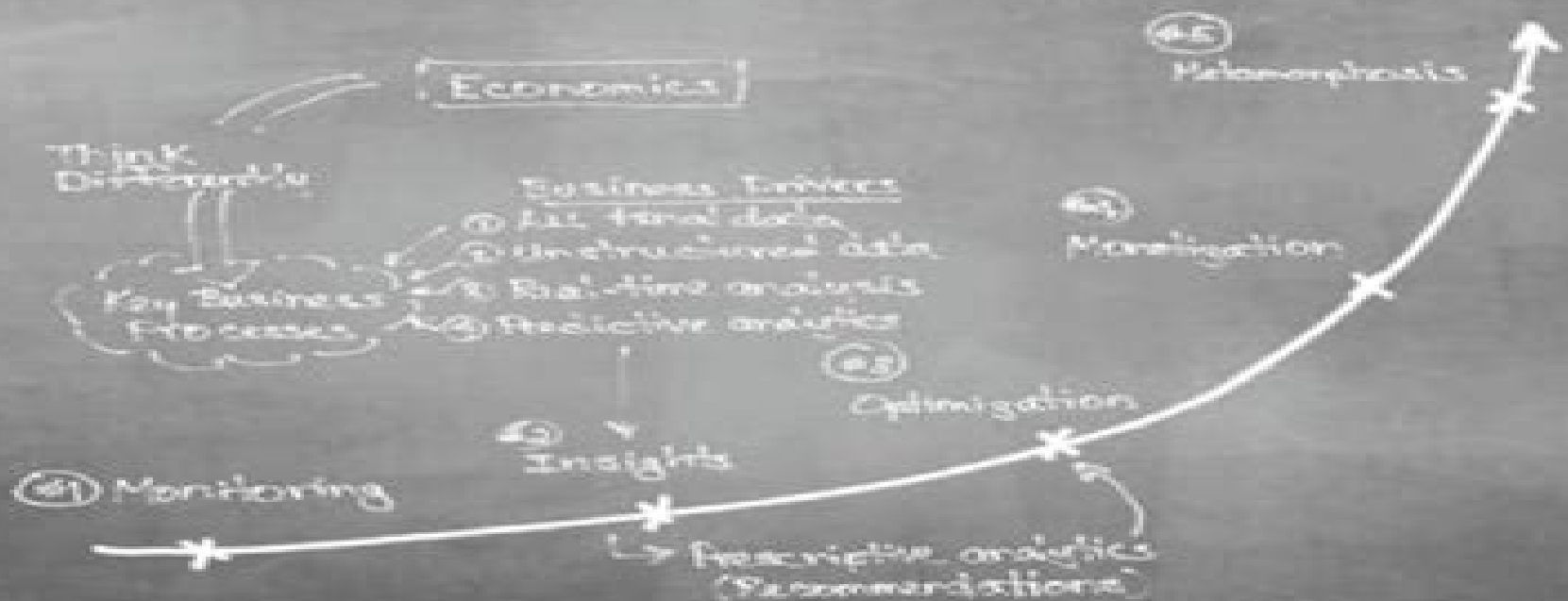


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Big Data Mba Driving Business Strategies With Data Science

**Ilias O. Pappas,Patrick Mikalef,Yogesh
K. Dwivedi,Letizia Jaccheri,John
Krogstie,Matti Mäntymäki**

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Pappas, Patrick Mikalef, Yogesh K. Dwivedi, Letizia Jaccheri, John Krogstie, Matti Mäntymäki, 2019-09-09 This book constitutes the proceedings of the 18th IFIP WG 6.11 Conference on e-Business e-Services and e-Society I3E 2019 held in Trondheim Norway in September 2019 The total of 61 full and 4 short papers presented in this volume were carefully reviewed and selected from 138 submissions The papers were organized in topical sections named e-business big data analytics open science and open data artificial intelligence and internet of things smart cities and smart homes social media and analytics digital governance digital divide and social inclusion learning and education security in digital environments modelling and managing the digital enterprise digital innovation and business transformation and online communities **Navigating the Labyrinth** Laura Sebastian-Coleman, An Executive Guide to Data Management Advanced Information Networking and

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