**Data Collection (Interview) - Assignment 3**

Sri Venkatesh Subramaniam

Business Analytics, St. Lawrence College

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Indrani Karmakar

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**Abstract**

**Research Topic:** Utilization of Big Data in Investment Research and Management.

This research topic was chosen due to Big Data's significant impact across industries, especially within investment research and management. The advent of Big Data technologies has transformed the financial industry, offering the potential to enhance investment strategies, improve risk management, and drive investment performance.

However, despite its potential, there still needs to be a gap in understanding how Big Data is practically applied in this industry and what benefits or challenges it brings. By focusing on this topic, the research aims to shed light on these aspects, contributing to a more comprehensive understanding of the role of Big Data in investment research and management.

The rapid digitization of the financial industry has led to a data explosion, often called "Big Data" (Chen et al., 2012). This research explores how Big Data is utilized in investment research and management. The primary research question is: How does applying Big Data technologies contribute to investment research and management efficiency and effectiveness?

In-depth interviews are chosen as the data collection method because they provide rich, detailed insights into the experiences and perceptions of individuals working in the investment industry (Bholat, 2015). These interviews will contribute to the existing knowledge by providing first-hand accounts of the practical applications and challenges of using Big Data in this context.

The research will focus on interviewing professionals in the investment industry, including financial analysts, portfolio managers, and data scientists, who have direct experience using Big Data for investment decisions. The aim is to understand the role of Big Data in enhancing investment strategies, improving risk management, and driving investment performance.

**Interview Protocol**

**Introduction**

This interview aims to gain an in-depth understanding of Big Data's role in investment research and management.

**Interview Questions**

The following questions will be asked during the interviews. Each question may be followed by further follow-up questions to gain a deeper understanding of the subject matter.

1. **Background/context**
   1. What is your position within your organization?
   2. What projects do you typically/currently work on?
   3. What is your understanding of Big Data Technology and its role in investment research and management?
   4. Does Big Data play a role in your daily work practices? If yes, please describe it.
   5. Are you aware of any internal transformation of your organization towards a more data-driven approach?
   6. Do you have any tasks and responsibilities that are directly related to the utilization of Big Data Analytics?
   7. Have your daily work practices changed since your organization engaged in more data-driven approaches? If yes, how?
   8. Does Big Data play a role in the projects you work on? For the clients? For your organization internally?
   9. What do you think are the consequences of this transformation process?
2. **Process changes at your organization**
3. Do your organization's internal processes need to change to become more data-driven?
4. Do you remember whether and how any work processes you are involved in changed as part of the data-driven initiative? If so, can you describe the process before and after the change?
5. **The Role of Big Data**
6. What role does Big Data and Analytics play in your work processes?
7. Based on your understanding, is your organization using Big Data effectively? Should your organization use Big Data more? Are you using Big Data effectively?
8. Do you know about any tools that are used at your organization in order to foster data-driven decision-making?
9. Do you receive information about your organization's progress in the data-driven initiative? Where do you receive such information from?
10. Do you know about any data-related KPIs and measures used within your organization?
11. Are there any alternatives to using Big Data?
12. **The role of the individual**
    1. What do you think is the role of the individual in the overall transformation process at your organization?
    2. To what extent do you think individuals need to change their behavior to allow the transformation toward a more data-driven enterprise?
13. **The role of management**
    1. What do you think is the role of your organization's organizational management (e.g., rules, policies, etc.) in the transformation process?
    2. How important do you deem the establishment of KPIs in order to allow for the transformation towards a more data-driven enterprise?
    3. How well has your organization's management communicated the data-driven initiative's ambitions, actions, and outcomes?
14. **What else?**
    1. Let's get back to you if we have further questions about our interview.

**References**

Bholat, D. (2015b). Big Data and central banks. *Big Data & Society*, *2*(1), 205395171557946. https://doi.org/10.1177/2053951715579469

Chen, H., Chiang, R. H. L., & Storey, V. C. (2012). Business Intelligence and Analytics: From Big Data to Big Impact. *Management Information Systems Quarterly*, *36*(4), 1165. https://doi.org/10.2307/41703503