

LITERATURE SURVEY

S. NO	Title and Author	Year	Techniques	Findings pros/cons
1	<p>COVID-19 pandemic in the new era of big data analytics: Methodological innovations and future research directions</p> <p>Author: Sheng, Jie and Amankwah-Amoah, Joseph and Khan, Zaheer and Wang, Xiaojun.</p>	2021	Descriptive/Diagnostic, predictive and prescriptive analytics	Against the backdrop of the pandemic, our study outlines a number of challenges and big data analytics applications in areas such as the future of work, new marketing practices with changing consumer behaviours, product/service development and innovation, global value chains and challenges in sustainability, governance and public policies
2	<p>IRIS: A goal-oriented big data analytics framework on Spark for better Business decisions</p> <p>Author: Park, Grace and Park, Sooyong and Khan, Latifur and Chung, Lawrence</p>	2017	Data analysis, Decision making, Parallel processing, Query processing.	Problems against business goals of the current process and solutions for the future process are explicitly hypothesized in the conceptual model and validated on real big data using big queries or big data analytics. As an empirical study, a shipment decision process is used to show how IRIS can support better business decisions in terms of comprehensive understanding both on business and data analytics, high priority and fast decisions.
3	Fostering B2B sales with customer big data analytics	2020	Big data analytics, Customer analytics, Marketing analytics, Firm performance, Customer relationship	The study forms a holistic view of the relation between customer big data analytics and company performance, as the data collection obtained results from various industry sectors rather than focusing on big data

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	Author: Hallikainen, Heli and Savimäki, Emma and Laukkanen, Tommi.		management, Big data-enhanced, Database marketing.	analytics within a specific industry. The scope of this study was limited to exploring the use of customer big data in managing B2B customer relationships and modelling the impact of big data analytics on company performance with an analytics culture as a moderator.
4	Enabling integrated business planning through big data analytics: a case study on sales and operations planning. Author: Schlegel, Alexander and Birkel, Hendrik Sebastian and Hartmann, Evi	2020	Integrated business planning, Sales and operation planning, Demand and supply planning.	The results show the relevancy of establishing BDAC within an organization to apply IBP by providing empirical evidence of BDA solutions in S&OP. The study highlights how BDAC increase an organization's information processing capacity and consequently enable efficient and effective S&OP. Practical guidance toward the development of tangible, human and intangible BDAC in a particular sequence is given.
5	Low-field benchtop NMR spectroscopy: status and prospects in natural product analysis. Author: van Beek, Teris Andre.	2021	Commercial LF instruments were compared. A literature search was performed for articles using and discussing modern LF-NMR. Next, the articles relevant to natural products were read and summarised.	As the spectral resolution of LF instruments is limited, they are not used for structure elucidation of new natural products but rather applied for quality control (QC), forensics, food and health research, process control and teaching. Chemometric data handling is valuable. LF-NMR is a rapidly developing niche and new instruments keep being introduced.

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6	<p>Determination of pesticide levels in wastewater from an agro-food industry: Target, suspect and transformation product analysis.</p> <p>Author: Campos-Manas, Marina Celia and Plaza-Bolanos, Patricia and Martinez-Piernas, Ana Belen and Sanchez Perez, Jose Antonio and Aguera, Ana.</p>	2019	<p>Pesticides, Transformation products, Industrial wastewater, Target and suspect analysis, Agro-food industry</p>	<p>The results revealed the presence of 17 of the target pesticides analysed and 3 additional ones as a result of the suspect screening performed by HRMS. The TPs were investigated for the pesticides found at the highest concentrations: imazalil (7038-19802 ng/L), pyrimethanil (744-9591 ng/L) and thiabendazole (341-926 ng/L). Up to 14 TPs could be tentatively identified, demonstrating the relevance of this type of studies. These data provide a better understanding of the occurrence of pesticides and their TPs in agro-food industrial effluents.</p>
7	<p>The evolving research of customer adoption of digital payment: Learning from content and statistical analysis of the literature.</p> <p>Author: Sahi, Alaa Mahdi and Khalid, Haliyana and Abbas, Alhamzah F and Khatib, Saleh FA.</p>	2021	<p>Digital Payment, Mobile Payment, Mobile wallet, MPayment, Electronic Payment, Virtual Payment, Virtual Payment, Cashless payment, ePayment, e-Payment, customer, consumer</p>	<p>Despite the numerous implications derived from the study, it has some limitations. This study relies on the research documents indexed in Scopes and WoS only. Hence, more databases may be added to the future review to cover a broader range of relevant materials. These terms might not cover all related literature. The findings of this study should be interpreted with caution. Hence, future researchers are encouraged to consider the provider side of digital payment technology. Finally, the lack of language skills and restrictions on item availability excluded some</p>

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				<p>publications in non-English languages. Despite the mentioned limitations, our comprehensive literature review compiled various scholarly articles for review, building a solid foundation of literature that accurately represents quality and influential contributions to the field's governance research. Hence, we anticipate that excluding certain publications will have a minimum impact on the overall result of our study. We believe that our study serves as a starting point for a profound understanding of the current state of customer perspective of digital payment.</p>
8	<p>Customer purchase decision model, supply chain management and customer satisfaction: Product quality and promotion analysis.</p> <p>Author: Mappesona, Henry and Ikhsani, Khilyatin and Ali, Hapzi</p>	2020	Multiple linear regression analysis	<p>When consumers see the Botol Sosro tea advertising and want to buy the brand, but it is still difficult to reach from the location of the place of residence or where consumers are doing activities. As a result, consumers choose other ready-to-drink tea that consumers can easily reach. The lack of spread of purchase channels from Botol Sosro tea brand can influence consumer purchase decisions. PT. Sinar Sosro must evaluate the distribution channel or the selection of consumer purchasing channels for Botol Sosro tea</p>

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				<p>products, so can improve consumers’ purchase decisions on this product.</p> <p>To improve purchase decision for Botol Sosro tea products as a whole, PT. Sinar Sosro must continue to create the latest innovations or establish cooperation with outside parties and improve both internal and external sides so that it remains one of the companies with ready to drink tea products that have good product quality and attractive promotions for consumers when they want to make</p> <p>decisions purchase of ready-to-drink tea products.</p>
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9	<p>Relationship between customer sentiment and online customer ratings for hotels-An empirical analysis.</p> <p>Author: Geetha, M and Singha, Pratap and Sinha, Sumedha</p>	2017	<p>Hotel categories,</p> <p>Customer ratings,</p> <p>Customer sentiments,</p> <p>Sentiment analysis.</p>	<p>The study explores customer sentiments and expresses them in terms of customer sentiment polarity. Our results find consistency between customer ratings and actual customer feelings across hotels belonging to the two categories of premium and budget. Customer sentiment polarity explains significant variation in customer ratings across both the hotel categories. With regard to managerial implications, the study finds that, when compared with premium hotels, managers of budget hotels should improve their staff performance and hotel services. The present study is not exhaustive and other factors like customer review length and review title sentiment can be analyzed for their effects on customer ratings.</p>
10	<p>Superstore retailing in Bangladesh: A comprehensive literature review from consumer perspective</p> <p>Author: Alam, Mirza Mohammad Didarul and Noor, Nor Azila Mohd</p>	2019	<p>Superstore,</p> <p>consumer behaviour,</p> <p>customer loyalty.</p>	<p>A comprehensive model for examining the customer loyalty towards superstore is still missing in the existing literature. Most of the study either concentrated to analyse the descriptive variables or examined the relationship between service quality and customer satisfaction or between customer satisfaction and customer loyalty. Hence, it is urgency for the future study to identify the influencing variables of customer loyalty through</p>

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				<p>extensive examination of the existing literature from the global perspective. Today, it is important for the store managers to retain their existing customers compare to attract a new one (Datta et al., 2018) just to confirm their sustainable growth. From consumer perspective, thus, managing a loyal customer base is unavoidable for the superstore owners. Hence, future studies can take into consideration numerous influencing variables of customer loyalty, such as, perceived service quality, perceived customer value, perceived trust, customer convenience, customer satisfaction, store image, corporate image, customer engagement, etc.</p>
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11	<p>The effects of apologies for service failures in the global online retail</p> <p>Author: Sengupta, Sanchayan and Ray, Daniel and Trendel, Olivier and Vaerenbergh, Yves Van.</p>	2018	<p>E-Tail,</p> <p>Global e-commerce,</p> <p>Online retails,</p> <p>Service apologies,</p> <p>Service failure,</p> <p>Service recovery.</p>	<p>Taking a cross-cultural perspective, Study 1 shows that Eastern customers attach more value to a manager (vis-à-vis a frontline employee) offering an apology than Western customers in an offline retailing context, but not in an online retailing context. In an online setting, Study 2 further extends these insights by showing that the status of service personnel matters for Eastern customers, but only if the apology is provided publicly on social media and not if the apology is provided online privately. Global e-commerce managers can benefit from these findings when developing their service recovery strategies. By demonstrating that recovery strategies that are proposed and tested in offline settings are non transferrable to online settings, this article provides a clearer understanding of service recovery across online and offline channels. Based on face theory, this research highlights the public versus private nature of an apology in a global online retailing context, thus contributing to the emerging research in online service recovery.</p>
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