

## **Literature Survey**

Kiron et al [1] 91 % of Fortune 1000 companies are investing in BDA projects, an 85 % increase from the previous year.

Riggins et al [2] While the use of emerging internet-based technologies provides e-commerce firms with transformative benefits (e.g., real-time customer service, dynamic pricing, personalized offers or improved interaction)

Williamson et al [3] BDA can benefit online firms by improving market transaction cost efficiency (e.g., buyer seller interaction online), managerial transaction cost efficiency (e.g., process efficiency- recommendation algorithms by Amazon) and time cost efficiency (e.g., searching, bargaining and after sale monitoring).

Orlikowski et al [4] In addition to the RBV, this research views BDA from the relational ontology of sociomaterialism perspective, which puts forward the argument that different organizational capabilities (e.g., management, technology and talent) are constitutively entangled.

Jao et al [5] BDA can further solidify these impacts by enabling informed decisions based on critical insights. Specifically, in the e-commerce context, “big data enables merchants to track each user’s behavior and connect the dots to determine the most effective ways to convert onetime customers into repeat buyers”.

Barrett et al [6] service marketing offers the perspective of improving service innovation models, which has been reflected by firms such as Rolls Royce.

In this paper intends to provide a thorough representation of the meaning of big data in the e-commerce context. We have organized this paper into five main parts. Firstly, in section 2, we explain the methodological gestalt and present the results of our systematic review. By collating this information, in section 3, we then define the role of big data in ecommerce and identify alternative definitional perspectives. Secondly, in section 4, we analyze the distinctive attributes and types of big data within e-commerce. Thirdly, in section 5, we recommend different types of business value that can be derived using BDA in the e-commerce domain. Finally, we identify the challenges and provide solutions to tackle them in order to foster the growth of BDA in e-commerce.

## **Reference:**

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