

PHD Outline

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1 Introduction

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1.2 Research design

1.3 Chapters outline

1.4 Problem statement

1.5 References

2 Literature Review

2.1 Motivation

2.2 Big Data

2.2.1 Value of big data

2.2.2 Big data characteristics

2.2.3 State of art

2.2.4 The dark side of the moon(big data challenges)

2.3 Reference architectures

- 2.3.1 The concept of reference architectures**
- 2.3.2 Concrete architectures**
- 2.3.3 How reference architectures vary**
- 2.3.4 Value of reference architectures**
- 2.3.5 Reference architecture as the cornerstone**
- 2.3.6 Reference architectures in practice**
- 2.3.7 Reference architectures in academia**
- 2.3.8 White papers**

2.4 Ecommerce systems

- 2.4.1 State of art**
- 2.4.2 Ecommerce and big data intersection**
- 2.4.3 Data-oriented ecommerce practices**
- 2.4.4 Smart ecommerce systems**
- 2.4.5 Ecommerce common modules**
- 2.4.6 Ecommerce architectures in practice**
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3 Research Methodology

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- 3.2 Research Design**
- 3.3 Design science Research**
- 3.4 Theory**
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4 Design

4.1 Architectural views

4.2 Fabrics

4.3 TBD

5 Discussion & Evaluation

5.1 The prototype

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6 Conclusion