1. TITLE: **Big data consumer analytics and the transformation of marketing.**

AUTHOR: S. Erevelles, N. Fukawa, and L. Swayne

Consumer analytics is at the epicenter of a Big Data revolution. Technology helps capture rich and plentiful data on consumer phenomena in real time. Thus, unprecedented volume, velocity, and variety of primary data, Big Data, are available from individual consumers. To better understand the impact of Big Data on various marketing activities, enabling firms to better exploit its benefits, a conceptual framework that builds on resource-based theory is proposed. Three resources—physical, human, and organizational capital—moderate the following: (1) the process of collecting and storing evidence of consumer activity as Big Data, (2) the process of extracting consumer insight from Big Data, and (3) the process of utilizing consumer insight to enhance dynamic/adaptive capabilities. Furthermore, unique resource requirements for firms to benefit from Big Data are discussed.

1. **TITLE**: **Big data analytics.**

**AUTHOR**: P. Russom et al.

Big Data Analytics offers a nearly endless source of business and informational insight, that can lead to operational improvement and new opportunities for companies to provide unrealized revenue across almost every industry. From use cases like customer personalization, to risk mitigation, to fraud detection, to internal operations analysis, and all the other new use cases arising near-daily, the Value hidden in company data has companies looking to create a cutting-edge analytics operation.

Discovering value within raw data poses many challenges for IT teams. Every company has different needs and different data assets. Business initiatives change quickly in an ever-accelerating marketplace, and keeping up with new directives can require agility and scalability. On top of that, a successful Big Data Analytics operation requires enormous computing resources, technological infrastructure, and highly skilled personnel.

All of these challenges can cause many operations to fail before they deliver value. In the past, a lack of computing power and access to automation made a true production-scale analytics operation beyond the reach of most companies: Big Data was too expensive, with too much hassle, and no clear ROI. With the rise of cloud computing and new technologies in compute resource management, Big Data tools are more accessible than ever before.

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The data explosion over the last couple of years combined with technological advances has opened up a new way of analysing and gaining information from the data. The evolution of Big Data has led to the rise of Big Data Consumer Analytics wherein the large resources of data are used to extract information and then exploited to create value. This has transformed the way marketing is done and the interaction between the firm and its customers. In this research, we explore the properties of Big Data and how they can influence marketing campaigns by providing the right kind of information a marketer is looking for, that will help the firm to move ahead of its competitors. We shall also explore how the traditional knowledge-based view has limitations when implemented with Big Data and why it should be combined with an ignorance-based view to make the most of the data. The importance and impact of using Big Data Consumer Analytics in the marketing strategies and how certain firms have created advantages for themselves with the help of the data has been discussed. Some of the challenges and limitations have been mentioned in the end.

1. **TITLE: Predicting the semantic orientation of adjectives**

**AUTHOR:** V. Hatzivassiloglou and K. R. McKeown,

We identify and validate from a large corpus constraints from conjunctions on the positive or negative semantic orientation of the conjoined adjectives. A log-linear regression model uses these constraints to predict whether conjoined adjectives are of same or different orientations, achieving 82% accuracy in this task when each conjunction is considered independently. Combining the constraints across many adjectives, a clustering algorithm separates the adjectives into groups of different orientations, and finally, adjectives are labeled positive or negative. Evaluations on real data and simulation experiments indicate high levels of performance: classification precision is more than 90% for adjectives that occur in a modest number of conjunctions in the corpus.

1. **TITLE**: **Recognizing contextual polarity in phrase-level sentiment analysis**

**AUTHOR**: T. Wilson, J. Wiebe, and P. Hoffmann,

This paper presents a new approach to phrase-level sentiment analysis that first determines whether an expression is neutral or polar and then disambiguates the polarity of the polar expressions. With this approach, the system is able to automatically identify the *contextual polarity* for a large subset of sentiment expressions, achieving results that are significantly better than baseline.