Abstract

Big data analytics or BDA is a buzzword today. Almost every multinational e-commerce giant or management consulting organization wants to be associated in some way or other to the BDA processes. However the implementation of big data analytics is not that exciting with respect to small medium enterprises or SMEs due to various impediments. Present research focuses on identifying the various barriers to implementation of big data analytics in small medium enterprises in developing countries. It further studies the inter-relationships amongst them using ISM methodology.

References

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