



School of Business Research Seminar Series 2018-2019

“What does Big Data mean for Small Businesses?”

Dr Christina O’Connor

Date: Friday 8th March 2019

~Time: 10am – 11am

Venue: IONTH

Paper Abstract

It has been well agreed by academics and practitioners alike, that “Big Data is the new oil” (Humby, 2006) and has been perceived as the “currency of the future” (Chuen, 2015). However, the value of Big Data is dependent upon how it is analysed and used. Larger businesses are typically best positioned to disseminate, analyse and successfully utilise this data as a result of their human and financial resources. However, limited research has focused on big data for small businesses (Donnelly et al., 2015). Christina’s research which is largely based on the dunnhumby dataset (Tesco Clubcard data) explores the value, meaning and usage of Big Data by small businesses over the past 10 years. This research has roots in market orientation, working with small to medium agri-food businesses across the island of Ireland and the UK (Donnelly et al, 2015). The complexity and challenges for small businesses accessing, analysing and applying Big Data are present, however Christina’s research suggests that a complementary synergy resides between informally-based owner-manager insight and Big Data. Christina will also provide insight into related research on knowledge management of big data by small to medium sized businesses (O’Connor & Kelly, 2017) as well as concluding with her current longitudinal research study on marketing and public policy based upon the support mechanisms for small businesses and Big Data.

About the Speaker

Dr. Christina O’Connor (LLB, MSc., PhD) is a Lecturer in Marketing within the School of Business. Prior to this position Christina held academic appointments at the University of Ulster, Jordanstown, Northern Ireland and the University of Limerick, Ireland. Christina received her Doctorate from the University of Kent, Canterbury, England and spent three years of this Doctorate working alongside the Northern Ireland Department of Agriculture and Rural Development, Invest NI, Retailers and agri-food firms. Christina is a board member of the Irish Academy of Management (IAM) and her research has been published in the International Small Business Journal, Harvard Business Review blog, Journal of Knowledge Management, and Marketing Intelligence and Planning, in addition to book chapters and case studies.

To RSVP, please email business@mu.ie