Table of Contents

Preface ........................................................................................................................................... xvi

Acknowledgment .......................................................................................................................... xx

Section 1
Insights from the Academia and Practitioners

Chapter 1
Big Data Analytics: Academic Perspectives.................................................................................. 1
  Muhammad D. Abdulrahman, The University of Nottingham – Ningbo, China
  Nachiappan Subramanian, University of Sussex, UK
  Hing Kai Chan, The University of Nottingham – Ningbo, China
  Kun Ning, The University of Nottingham – Ningbo, China

Chapter 2
Big Data Analytics: Service and Manufacturing Industries Perspectives.............................. 13
  Nachiappan Subramanian, University of Sussex, UK
  Muhammad D. Abdulrahman, The University of Nottingham – Ningbo, China
  Hing Kai Chan, The University of Nottingham – Ningbo, China
  Kun Ning, The University of Nottingham – Ningbo, China

Section 2
Big Data on Operations and Supply Chains

Chapter 3
  Usha Ramanathan, Nottingham Trent University, UK
Chapter 4
Big Data Analytics for Predictive Maintenance Strategies................................. 50
C. K. M. Lee, The Hong Kong Polytechnic University, China
Yi Cao, The Hong Kong Polytechnic University, China
Kam Hung Ng, The Hong Kong Polytechnic University, China

Chapter 5
Data-Driven Inventory Management in the Healthcare Supply Chain............... 75
Shuojiang Xu, University of Nottingham, UK
Kim Hua Tan, University of Nottingham, UK

Chapter 6
Role of Operations Strategy and Big Data: A Study of Transport Company ...... 92
Arvind Upadhyay, University of Brighton, UK
Mahmood Ali, University of Business and Technology Jeddah, Saudi Arabia
Vikas Kumar, University of the West of England, UK
John Loonam, Dublin City University Business School, Ireland

Section 3
Big Data and Emerging Technology

Chapter 7
Big Data and RFID in Supply Chain and Logistics Management: A Review of the Literature and Applications for Data Driven Research.......................... 108
Thanos Papadopoulos, University of Kent, UK
Angappa Gunasekaran, University of Massachusetts – Dartmouth, USA
Rameshwar Dubey, Symbiosis Institute of Operations Management, India
Maria Balta, Brunel University, UK

Chapter 8
Developing an Integration Framework for Crowdsourcing and Internet of Things with Applications for Disaster Response.............................................. 124
Rameshwar Dubey, Symbiosis International University, India

Chapter 9
Supply Chain Coordination Based on Web Service ...................................... 137
Kamalendu Pal, City, University of London, UK
Section 4
Social Media Data Research

Chapter 10
Exploring the Hidden Pattern from Tweets: Investigation into Volkswagen Emissions Scandal .......................................................... 172
  Ying Kei Tse, University of York, UK
  Minhao Zhang, University of York, UK
  Bob Doherty, University of York, UK
  Susan R. Moore, University of York, UK
  Tom Keefe, University of York, UK

Chapter 11
Swift Guanxi Data Analysis and Its Application to E-Commerce Retail Strategies Improvement ............................................. 199
  Ewelina Lacka, Strathclyde University, UK

Chapter 12
Applying Big Data with Fuzzy DEMATEL to Discover the Critical Factors for Employee Engagement in Developing Sustainability for the Hospitality Industry under Uncertainty .................................................. 218
  Kuo-Jui Wu, Dalian University of Technology, China
  Li Cui, Dalian University of Technology, China
  Ming-Lang Tseng, Lunghwa University of Science and Technology, Taiwan
  Jiayao Hu, The University of Nottingham, UK
  Pham Minh Huy, Lunghwa University of Science and Technology, Taiwan

Compilation of References .......................................................... 254

About the Contributors .............................................................. 289

Index .................................................................................................. 296