

Table of Contents

International Journal of Systems and Service-Oriented Engineering

Volume 7 • Issue 2 • April-June-2017 • ISSN: 1947-3052 • eISSN: 1947-3060

An official publication of the Information Resources Management Association

Special Issue on Big Data Systems, Analytics, Techniques, and Services

Guest Editorial Preface

- vi William H. Money, Baker School of Business, The Citadel, Charleston, SC, USA
Stephen H. Kaisler, SHK & Associates, Laurel, MD, USA

Research Articles

- 1 **Big Data: The Path to Maturity**
Stephen H. Kaisler, SHK & Associates, Laurel, MD, USA
William H. Money, Baker School of Business, The Citadel, Charleston, SC, USA
Frank Armour, American University, Washington, DC, USA
J. Alberto Espinosa, American University, Washington, DC, USA
- 24 **Adaptive Modeling and Dynamic Targeting for Real Time Analytics in Mobile Advertising**
Donald Kridel, University of Missouri, St Louis, MO, USA
Dan Dolk, Naval Postgraduate School, Monterey, CA, USA
David Castillo, Early Warning, Inc., Scottsdale, AZ, USA
- 40 **Service-Oriented Cost Allocation for Business Intelligence and Analytics: Helping Service Consumers to Increase Business Value**
Raphael Grytz, Paderborn University, Paderborn, Germany
Artus Krohn-Grimberghe, Paderborn University, Paderborn, Germany
- 58 **Integrating Big Data Services Into an Undergraduate MIS Curriculum**
Scott Jensen, San Jose State University, San Jose, CA, USA

COPYRIGHT

The **International Journal of Systems and Service-Oriented Engineering (IJSSOE)** (ISSN 1947-3052; eISSN 1947-3060), Copyright © 2017 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The International Journal of Systems and Service-Oriented Engineering is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; The Standard Periodical Directory; Ulrich's Periodicals Directory