

## Editorial Preface

# Special Issue on Impact of Analytics on Management Decision Making

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Businesses that make smarter decisions have always enjoyed greater success. The difference in the era of Big Data is that companies can now advance rapidly and at scale by leveraging the power of business analytics. Business leaders today are using the technologies of tomorrow to make quantum leaps in how they extract value from their data. Business analytics (BA) is the iterative, methodical exploration of an organization's data, with an emphasis on statistical analysis.

This special issue edition of International Journal of Information System and Social Change (IJSSC) deals with business analytics, an emerging area in modern business decision making. Organizations are using analytics strategically to make better decisions and improve customer and shareholder value. Business Analytics is a data-driven decision making approach that uses statistical and quantitative analysis, information technology, management science (mathematical modelling, simulation), along with data mining and fact-based data to measure past business performance to guide an organization in business planning, predicting the future outcomes, and effective decision making. Business Analytics tools are also used to visualize and explore the patterns and trends in the data to predict future business outcomes with the help of forecasting and predictive modelling.

This special issue contains four revised and extended papers that provide deep research results to report the advance in the field of business analytics. The four papers in this special issue cover a range of aspects of business analytics. The first paper "Building Web-Analytics system to measure perceived source credibility in electronic word of mouth communication" by Prof. Anshu Rani and Dr Shivaprasad H N, shows the extent to which business analytics tools are used in the research of eWOM source credibility determination. The second paper "Buy-Back of Shares and Its Signalling Theory: A Decision Making Using RIDIT Analysis" by Prof. Prema Sundara et.al., deals with investors decision using RIDIT analysis for buyback of shares. The third article deals with "CryptoCurrency: A Black and White Analysis" by Parameshwar et al., delves into using analytics in cryptocurrency as it seeks to compete with and also replace traditional currency. The fourth article is "Marketing Analytics for Customer Engagement" by Samala Nagaraj deals with Integration of marketing analytics with artificial intelligence (AI) to enhance marketers understanding of customer engagement.

In summary, the goal of this special issue is to present both novel solutions to challenging technical issues in the area of business analytics. The papers provide clear proof that business analytics is playing a more and more important and critical role in supporting various decisions in the industry. It is also believed that the papers will further research new best practices and directions in this emerging research discipline.

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