

Preface

The availability of Big Data, low-cost commodity hardware, and new information management and analytic software have produced a unique moment in the history of data analysis. The convergence of these trends means that we have the capabilities required to analyse astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue, and profitability. Every business organization, small or big, needs valuable data and insights. When it comes to understanding your target audience and customer's preferences, big data plays a very important role. It even helps you anticipate their needs. The right data needs to be effectively presented and properly analyzed. It can help a business organization achieve various goals. This book will strengthen the research in the following fields:

- Role of Big Data Analytics in attaining competitive advantage.
- How Big Data is shaping the future of the business
- Improving Business Marketing Efficiency using Big Data
- Drawing Meaning Out of Big Data- In-Depth Insights
- Big Data a Big Profit-Making and productive way of business
- Big Data a Big Way Forward
- Faster, Better Decision Making Using Big Data
- Big Data for Society as a Whole.

Data plays a huge role in understanding valuable insights about target demographics and customer preferences. From every interaction with technology, regardless of whether it's active or passive, we are creating new data that can describe us. With data being captured through products, video cameras, credit cards, cell phones, and other touchpoints, our data profile is growing exponentially. If analyzed correctly, these data points can explain a lot about our behavior, personalities, and life events. Companies can leverage these insights for product improvements, business strategy, and marketing campaigns to cater to the target customers. With this focus in mind,

this book is written that will help the digital marketers to understand the Big Data in a better way and to get a meaning full information out of that.

Chapter 1: Enriching User Experience by Transforming Consumer Data Into Deeper Insights

In every field, during a particular era, there is someone, who stands up to a cause. There is a “North Star” in the sky, to guide the “navigator”, who might erringly go astray to reach destination. The star gives direction, through sheer stability. Consumer analytics as such is widely accepted throughout the world. It specially has a very firm footing in enriching user experience, thanks to the gigantic data collection exercise. The popularity seems to have stemmed from the fact that, Analytics is the real “navigator”, based on data facts, has the panacea for the business problems and leads the way forward, whenever required. Customer journey analytics as a key instrument in the profitability framework. It also aims to provide a view of customers which is essentially dynamic in nature and other key data points observed during the life cycle of a customer. It further covers ahead of the prevailing product ownership and user data for inculcating the information such as digital channel interactions, social media, voice-of-the-consumer interactions, sentiment analysis, and more.

Chapter 2: A Study on Text Summarization From Multi Documents for Big Data Analytics – Text Summarization With Big Data Analytics

Multi-document summarization extracts and summarizes the information without affecting its original context from the different sources of documents. It has been carried out using extractive text summarization and abstractive text summarization. Extractive text summarization extracts summaries from verbatim lines and abstractive text summarization extracts and generates new lines of summary from the source documents. Abstractive summarization is an advanced technology compared to extractive summarization. In most internet searches, the search algorithm shows the results from different websites. However, the search takes place from hundreds, thousands, maybe millions of documents. To handle and manipulate these huge amounts of data big data and its techniques are applied widely. This research addresses big data techniques and tools available for multi-document summarization. It also studies extractive summarization of multi documents from internet resources with maximum coverage and word frequency counting using K-means clustering.

Chapter 3: Determinant Attributes of Store Choice in Organized Retail

Intense competition and price wars in the retail sector provide impetus to examine consumer behavior in the retail industry. It has become increasingly important to scrutinize what drives consumers' choice of retail stores. This paper addresses this need and aims to establish the factors that drive consumers' retail choice behavior. The empirical setting for the study was five organized Indian retail stores: Easy Day, Big Bazaar, More, Reliance Fresh and Freshmart. Data were collected with the help of a questionnaire (n=700) in a store-intercept survey. Data were analyzed using multivariate data analysis techniques. A model identifying the variables that predict retail store choice probabilities was developed and tested. Results establish that atmospherics, merchandise assortment and customer satisfaction have a significant positive impact on retail store choice. On the other hand, price has a significant negative impact on retail store choice. Implications are discussed.

Chapter 4: Digitalization and Work Behaviour

The digital economy has brought in its wake numerous issues of a technological kind. It has affected every element within the organization viz. structure, informal work relationships, culture and most importantly managerial leadership. Because of new technologies emerging every day, the process of change has become persistent and a paradigm shift has been witnessed in the management of workplace behaviour. The article comprises of 3 sections: Concepts underlying organizational behaviour and the meaning of digitalization are discussed in the first section; the second section is an analysis of the changing leadership framework and its role in digital business transformation; and the third section highlights the positive and negative effects of a digital workplace on employee behaviour. The discussion concludes with comments on the significance of a digital workplace in Covid-19 era. The primary objective of this chapter is to identify and organize the accumulated knowledge on the implications of digital transformation for organizational behaviour and provide critical insights thereof.

Chapter 5: Social Media, Crowdsourcing, and Marketing

Social media has emerged as a new playing ground for digital marketing. Supporting the resource view of the organization, crowdsourcing is a strong platform for social media marketing. Crowdsourcing on social media for marketing is strengthening companies in terms of saving marketing expenditure, promoting at speed of light and enhancing the organizational learning, collaboration and performance. The chapter

tries to focus on the relevance of social media, crowdsourcing and marketing which help the company to improve, innovate and cultivate on the crowdsourced wisdom. The future of social media, crowdsourcing and marketing depends on how companies change the way they perceive about the stakeholders, business and processes.

Chapter 6: Big Data Impacts in Tourism Research

Big data is one of the most in-demand and generally uses the term to illustrate the mounting increase and availability of data in the modern age which is believed to be maintained or either it is also expected to grow in the nearby future. Talking about tourism research even at an early-stage big data has shown very wondrous improvement in tourism research. This might be the first attempt to present a capacious literature review on different types of big data tourism research. By data informant the big data related to tourism comes into web search data, online booking data, web page visiting data, etc. Which carries different information, different data types address and different tourism-related issues? As mentioned above each type a structural analysis is conducted from the perspective of research focuses on the characteristics of data the techniques which are used in the analysis, major challenges, and further directions. This chapter simplifies a meticulous understanding of this sunrise research and offers a valuable vision into its future possibilities.

Chapter 7: Resilience by Academic Institutions During COVID-19 – A Review-Based Study

COVID 19 has affected our educational sector adversely which resulted in the closure of all academic institutions. This global health crisis demanding social distancing as the way to keep the virus away, also forced the academic institutions to adapt this physical distancing from the students as well as colleagues. The faculty at this time of the hour needs to be motivated in order to be innovative, interactive and accessible. The Pandemic event has not only led to the disappearance of old teaching methods but also the adoption of the modular concept of E-Learning solving the problem of teaching the students at home. Through a review-based study, we will discuss the diverse response by the academic institutions and assess their resilience towards education and transition to online learning during challenging times. Through this study, we opined that significant opportunities are there which will help in learning from pedagogical developments of other academic institutions. This will help in strengthening the collective response to COVID 19.

Chapter 8: Digitalization and Work Behaviour – A Paradigm Shift

Digital marketing managers are feeling the ever-increasing pressure to show the contribution of marketing activities and it's their primary concern towards their organization. The absence of responsibility has harmed the expected outcomes from the marketing campaigns. The best way to recover its impact is to show the results of advertising in financial terms to top administration. Previous research shows that the capacity to quantify marketing performance significantly affects firm execution, benefit, stock returns, top administration fulfilment with advertising, and advertisers' standing inside an association. This research paper discusses about the various challenges faced by the organizations in measuring the digital marketing performance and significance of measuring the online marketing performance through better online execution. The findings of this study reveal that data produced through digital analytics can be utilized for estimating and optimizing performance of digital marketing campaigns.

Chapter 9: Online Advertising Strategies in Indian and Australian E-Commerce Companies – A Comparative Study

Online advertising and marketing in which promote the different types of products through various kinds of advertising modes to customers. Online advertising is promotional messages that show up on the monitors of online laptops, desktops, tablets, televisions, and smart phones. The main objective of the study is to analyze the online advertising and impact comparison of online advertising strategy which is adopted by Indian and Australian e-commerce companies. To achieve the objectives of this study, take the sample of 5 Indian and 5 Australian e-commerce companies. This study also found that the Indian and Australian e-commerce companies have inter-connected. Online advertising in India has been flourishing and also increasing because of launched 4G connections which is good for the future of online marketing. This chapter explains comparisons of Indian and Australian e-commerce companies and also focuses on the top ten platforms to increase sales and customer attraction through advertising. The future of online advertising is brilliant and unlimited.

Chapter 10: An Empirical Study on Pharmaceutical and Personal Care Stocks Using Sharpe's Single Index Model

As the various avenues for better returns in India are slowly dwindling due to various global scenarios as well as due to domestic government policies, more and more people are turning towards stock market for better returns. This poses a challenge to

the fund managers during when they have to construct a portfolio, which maximizes return and minimizes risk. This has become more and more challenging in the recent years as the investors are also becoming more knowledgeable. Timely and correct investment decision on part of the investor requires an in-depth knowledge of the stock that he intends to procure and the theories behind portfolio management. This research paper mainly focuses on construction of an optimal portfolio comprising of top Pharmaceutical companies and FMCG companies in India. Sharpe ratio return analysis is the tool that is used to construct the optimal portfolio. Monthly returns data of last 10 years of the said companies are regressed against monthly return data of Nifty for better comparison.

Chapter 11: An influence of Digitalization and Recent Innovations on the Hospitality and Tourism Sector

Our lifestyle cravings are voracious. The hospitality sector ensures guests are pleased with every new application & connected system that continues to become a business success. For guests, digital technology means a simple life where customer service is all about it. The transition of hospitality is at its tilt stage where everything is possible due to digital technology, where the ability to be improved by the correct technique from the movement of the reservation to check-out and from the ease of connecting to the hotel guest network to the temperature of the guest room when entering for the first time. Therefore, advancement in emerging technologies provides an opportunity for the hospitality business. As hotels strive for their growth to have more guest satisfaction with better experience, provisions, and management, hotels are forging and forging.

Chapter 12: Impact of Digital Marketing on the Buying Behaviour of Youth With Special Reference to Uttarakhand State

The buying behaviours of consumers are changing very rapidly in today's consumer-oriented market. New technologies are evolving in the market to attract customers. Today smartphone becomes our necessity to cope with the changing dynamics of the market and society as a whole. Due to the competitive price offer by the various cellular operators, the reach of the Internet become easy for all. Due to ease of use the young generations are using the application of the internet for various uses especially for purchasing goods and services. Today every company is applying digital marketing tool to attract customers, especially the young generation. As per the report published in Economics time the internet user in India is expected to

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reach 627 million by the end of 2020. Due to digital marketing, the new concept of shopping evolved in the market which we call off shop retailing.

Chapter 13: i-Branding as a tool of Integrated marketing – An Empirical Study of Youngster Satisfaction

I-branding is one of the fastest-growing aspects of internet marketing. Internet marketing is still an experimental area that continues to grow, evolve and adapt. The use of the Internet as a branding tool is an important area of study since the literature on Internet branding is currently in the formative stage. This study investigated the relationship of various factors with respect to customer satisfaction of youths towards purchasing through the internet. The sample size is comprised of 520 respondents from various regions of Punjab. For this purpose, CFA has been applied to analyze the customer satisfaction of internet marketing among youngsters. Finally, this paper would help academicians as well as an industry expert to analyze the potential of I-branding in the coming future.

Chapter 14: OYO (The Journey) – The Deeper Insights

From a humble beginning in 2013, OYO is today the world's second largest hospitality chain of franchised and leased hotels, living spaces and homes. OYO has a global presence with large-scale operations in many countries. This case outlines OYO's complicated growth journey from a rapidly growing start-up to an ethically maligned business venture. It also underscores OYO's business and revenue model, work culture and growth strategies. It also provides a sneak peek about the major problems faced by OYO and how should OYO cope up with these challenges now.

Chapter 15: Social Media Marketing – Social Media Marketing as New Marketing Tool

Nowadays, businesses are growing very rapidly. To connect with every customer or a person they are using different strategies. In this process, marketing becomes the most important thing. As now most of the people are using social media, it has become one of the best platforms for marketing the product. On social media, people can share their views and opinions and also get knowledge about the product and its updates. One of the fundamental reasons for utilizing social media in marketing is as a specialized apparatus that makes the organizations open to those interested in their product and makes them visible to the individuals who have no information of their products. These companies utilize social media to make a buzz, and learn from and target customers. Therefore, companies need to look at various social

media platforms where their customers exist in this chapter, the concept of social media marketing is discussed with some brief with practical examples of companies applying social media marketing tool.

Chapter 16: Developing a Framework to Study the Impact of Contingent Factors on Business Performance Using Strategic Cost Management – A Meta-Analysis Study

In the present scenario, cost and management accounting techniques have proved effectiveness in decision making as it provides value creation. Therefore, the need for transforming of traditional cost and management accounting to strategic cost management has been recognized. Manufacturing or service industries continuously seek to achieve business performance with the help of strategic cost management using contingency theory. This paper provides a semi-systematic review of the articles and research papers examining major themes found in the literature focusing on impact of various factors that are contingent in nature on the business performance through usage of strategic cost management. Systematic analysis of literature identified numerous relevant articles and research papers in eminent journals. The results indicated that there exists an interrelationship among variables and the finding supports central proposition of contingency theory where business performance increases with the usage of strategic cost management and contingent factors.

Amandeep Singh

Chitkara Business School, Chitkara University, India