A CHRONOLOGY OF BIG DATA ADOPTION: REVIEW OF LITERATURE

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Abstract: In this present era, big data is rapidly gaining the momentum regarded as a necessity tool in accelerating competitive advantage of the economy of a country. Big Data had increasingly revealed on its direct impact on productivity, performance and productivity of companies in this present age on wide usage of IT. Essentially, it is important to realize on the understanding of the determinants on Big Data adoption. This paper aims to provide the review of literature on identifying the determinants on Big Data. Consequently, this study helps to enrich the evolution of the determinants, underpinning theory, research methodology and design utilized problem or challenges and solutions for achieving the benefit gains by using Big Data. Currently, there are few review on literature about Big Data adoption model in Information System (IS) field. This study will review on the top-tier journal or articles on the Big Data determinants to fill in this gap. A systematic review approach is employed for this study. The investigation will concentrate on theoretical model, research methodologies, research design and contribution and industry-focus areas. Overall findings found that Big Data is an important area of research in the field of Information System (IS) to organization or companies. The major contribution of this study is development of classification, explanation and adaptation of different research methodologies for future research. In conclusion to this study, Future research, exploring and examining determinants in refining the IS theory for Big Data, development of scale and measurement in various industry segment and regions.

Keywords: Big Data, Information System, Literature Review, Content Analysis,

1. INTRODUCTION

In the world of Internet today, it represents a big space where massive amount of information are added every day. In recent years, the development of big data adoption had increased rapidly. Recent IS research about Big Data technology lack focus on the determinants that impact companies despite its benefit to performance and productivity to the companies. IT and IS researchers and practitioners had faced with major challenges since the rate of growth is rapidly surpassing the