

Can Big Data Analytics Support Innovation?

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Abstract

We developed an empirical research to argue a new product success is a function of firm's customer agility and product innovation performance. Using data through a questionnaire with structural equation modeling approach to analysis it, we find interesting results. The findings confirms that our integrative framework identifying the links among firm's customer agility, new product success and big data analytics capabilities. The results also show big data analytics shapes firm's customer agility in achieving new product success.

Keywords: *firm's customer agility; new product success; big data analytics*

Track: Innovation Management & New Product Development