

Big data analytics, business model innovation, and process innovation in
the financial services sector of emerging markets: do market dynamism
and big data affordances pay off?

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Abstract

Amidst technological advancements, organizations are compelled to revamp their business models and embrace innovation. This study examines how big data analytics capability (BDAC) affects business model innovation (BMI) and radical service innovation, considering the moderating effects of market dynamism and big data affordances. Using data collected from key account managers in Nigerian banks. We found that BDAC significantly boosts BMI, which in turn, enhances radical service innovation. Our findings also indicate that the positive impact of data resources on BMI is stronger at higher levels of market dynamism. Furthermore, customer behavior pattern spotting has a negative moderating effect on the relationship between BMI and radical service innovation whereas real time market responsiveness found to have a positive moderating effect on the relationship between BMI and radical service innovation. We discuss the importance and relevance of our findings for academic research and business practice.

Keywords: *Big data analytics capability (BDAC), business model innovation (BMI), radical service innovation, big data affordances, emerging markets.*

Track: Business to Business