DATA TO INSIGHTS, INSIGHTS TO VALUE IN GLOBAL ASIA: A SOCIAL INFORMATICS APPROACH

STATEMENT OF RESEARCH PROJECT

This PhD project addresses the research question of “How to turn data insights into value?”

A translational approach will be developed based on rigorous research of organizations in Global Asia. The main supervisor has ready access to organizations involved in food innovation, digital marketing, intelligent healthcare, smart construction and manufacturing, animal conservation, and eco-tourism. The translational approach will specify the translation process, activities, stakeholder roles, and an accompanying scaffolding toolkit for application in a multicultural context. The study will be theoretically informed by the social informatics perspective and theories of robust action and systems thinking. The main research method is action design research and both quantitative and qualitative data will be analyzed.

This research project has a strong practice impact. The translational approach can be applied in a wide variety of data-driven disciplines and industries. It addresses a challenge that many contemporary organizations are struggling with – data are not leading to insights and driving actions. Forrester reports that 74% of organizations want to be “data-driven,” but only 29% are actually successful at connecting analytics to action. Even though many organizations have invested substantially in data analytics, there have been a lack of guidance and tools for ensuring that data insights inform strategic decisions.

Developing the translational approach is, by nature, interdisciplinary, because it requires knowledge of data analytics, information science, and knowledge of the application domain. The project poses a great opportunity for developing a PhD candidate into an interdisciplinary researcher that is capable of conducting rigorous research with demonstrable practice impact.

SCOPE OF WORK FOR SELECTED PHD STUDENT

Under the guidance of the supervisors, the PhD student will develop the data-insight-value translational approach based on the social informatics perspective and robust action theories, and propose scaffolding tools for the approach using systems thinking theories. The student will also work with practitioners in knowledge-intensive organizations to implement the proposed approach and collect feedback for refining the approach. The student will have the opportunity to lead and organize a small team of part-time research assistants in data collection and analysis, as well as developing an online toolkit for the translational approach. Throughout the project, the student will learn how to effectively record and report research findings for dissemination in academic publications.