Strategic Technology and Innovation Management Programme 2019

Creating and capturing value from data

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In an increasingly digitized world, data is regarded as important resource. Many companies are facing the challenge of creating and capturing value from data. Decision makers often lack a comprehensive view of what value could be captured from existing data, which data is already available and which data needs to be added to make it valuable.

Aims

- to investigate how firms can create and capture value from data
- to help firms identify value opportunities from data

Approach

- Apply the concept 'value uncaptured' from previous research to the context of digitalization

Deliverables

- A tool for identifying opportunities of creating and capturing value from data
- Workshop slides

Engagement opportunities

- **Identify barriers to implement data projects in your company and potential solutions**

- **Use the tool in a workshop**

Progress

Barriers

- Barriers to implement big data projects in operations and supply chain management
- Cause and effect of the barriers