



Is Big Data safe for knowledge management?

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Abstract:

The old technologies, such as data-warehouses or OLAP, do not answer anymore to the immense volume of data that companies has to deal with, must interpret it in order to take the best decision. Even BI solutions are inefficient if are not associated with a new technology: Big Data (BD). Using BD managers can take decisions in real time, answering to the challenges of market environment. BD offer the facility to take data from different sources and integrate in a unique system the embrace to smart decision making: determining root causes of failures, issues and defects in near-real time, generating coupons at the point of sale based on the customer's buying habits, recalculating entire risk portfolios in minutes, detecting fraudulent behavior before it affects your organization.

The article presents a case study: a symbolic execution of SQL statement with Java 8 and jOOQ.

Biography

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Publication of speakers:

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3. Bucea-Manea-Tonis, Rocsana & Bucea-Manea-Tonis, Radu. (2019). SMEs innovation in a network environment, case study in Romania. *Independent Journal of Management & Production*. 10. 1053. 10.14807/ijmp.v10i3.878.
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