

Diffusion of Big Data and Analytics in Developing Countries.

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Abstract:

The purpose of this study is to shed light on the capabilities for storing, analysing and sharing big data in developing countries. The study takes an in-depth look at adoption of big data as a technological innovation, as well as the adoption issues for Big Data, its availability and access. The paper presents a review of academic literature, policy documents from international agencies and reports from industry in order to assess the diffusion and adoption of big data innovation in developing countries. The study was broadened by a Google Scholar search for relevant literature where the combinations of the following key words were used big data and analytics, developing countries, and diffusion of Innovations. Diffusion of innovations can greatly accelerate adoption and utilization of Big Data, even though there are challenges faced by developing countries which limit capability and utilization of these technologies effectively. The paper presents the Innovations Diffusions Theoretical framework for the study of Big Data innovation adoption in developing countries. The study concludes that the diffusion theory concepts provide an effective mechanism for policy leaders in developing countries to maximize adoption of Big Data innovations, and can also be used in informing policy implementers on how to increase adoption rates for Big Data.

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See more

at: <http://repository.tukenya.ac.ke/bitstream/handle/123456789/1448/H048044050%20Big%20Data%20Paper%20IJES.pdf?sequence=1&isAllowed=y>