

## 主题报告 2

大数据驱动的管理与决策研究 - NSFC 重大研究计划框架与思路

**Big Data Driven Management and Decision Sciences –  
Overall Framework and Highlights of the NSFC Grand Research Plan**

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### 报告摘要 Abstract

大数据环境下许多传统的业务管理变成或正在变成面向数据的管理，许多传统的业务决策变成或正在变成基于数据分析的决策。进而，商务分析（BA）能力构建和使能创新成为学界和业界关注的重要课题。首先，BA 成为管理与决策创新的核心能力；其次，大数据的外部性拓展了传统业务界限，使得「跨界」关联和内外数据融合成为管理与决策新视野；再者，基于 BA 的粒度缩放和全局视图成为全景式管理与决策范式的重要特点。

In the context of big data, traditional management and decision making is becoming more and more data-oriented and data analytics based. Thus, building business analytics (BA) competence and related enabling innovative capabilities is a focal point of attention for both academia and practitioners. Furthermore, the externality of big data extends the traditional business boundaries, leading to a new perspective of management and decision making in light of cross-boundary association and internal-external data fusion.