



ECU BUSINESS FLASHLIGHT SOCIAL MEDIA AND DATA ANALYTICS IN THE AGE OF BIG DATA

Edith Cowan University's School of Business and Law invite you to the ECU Business Flashlight, a regular forum for researchers and practitioners to engage in collaborative dialogue with industry and government on relevant issues in business and management.

Data revolution has taken off at such a great pace that 90% of the data in the world today has been created in the last two years. Big data comes from everywhere; posts from social media sites, purchase transaction records, sensors used for weather monitoring, IoT devices, and enterprise data collection, are some examples. The creation of big data has increased the development of analytic tools. Social Media and Big Data Analytics are quickly becoming an important area of focus for both industry and academia. Analytics from big data are now used for marketing campaigns, fraud detection, improvement of customer value, and optimising business processes. In this first ECU Business Flashlight for 2017, two researchers, a social media marketer and an analyst will provide their insights on the development and future direction of this trending topic.

When: Friday, 21 April 2017

**Where: Level 2, Meeting Room 8,
Perth Convention & Exhibition Centre,
21 Mounts Bay Road, Perth**

**Time: 17:30 Registrations
17:30 – 18:45 Presentations
18:45 – 19:30 Networking over refreshments**

To register and obtain your free admission pass for this event, please log on to the Eventbrite website:

<https://ecubusinessflashlight12017.eventbrite.com.au>

Kind regards,
Associate Professor Hadrian Djajadikerta
Associate Dean Research
School of Business and Law

This forum will feature the following presenters:

[Kohen Grogan](#) is a tech entrepreneur, social media marketer, founder and Managing Director of Yappy Group. A 40 under 40 winner at just 27, Kohen founded Yappy Group in 2012 because he believed that Social ROI wasn't just possible, but better and more accountable than any other existing platform. Yappy is now a social media agency with clients including Thermomix, Finbar and McDonald's. Within five years, the company has won multiple awards and is developing Yappy2, a fully automated social media software as a service product. He is a firm believer in philanthropy and serves on the board of the education charity, Classroom of Hope, which provides child-friendly education for children in developing countries.

[Jonathan McCormick](#) is a director in the Analytics and Information Management Practice of Deloitte Consulting. He specialises in analytics strategy and oversees the analytics practice in WA. At Deloitte, his main focus is on business improvement through innovation, sustainable information management, visualisation, and analytics solutions. Jonathan has over ten years experience in business analytics and information management consulting. He has been involved in providing client side solutions to various sectors including mining, government, and education.

[Dr Abhay Kumar Singh](#) is a senior lecturer and researcher at ECU's School of Business and Law. He has a B.Tech in Information Technology, an MBA and a PhD in Finance. Abhay has over 70 publications on a range of topics including finance, investments, econometrics, machine learning, and data analytics. Having published a book, his current research includes new and contemporary topics such as Social Media Analytics and Big Data in Finance. Abhay is also a member of the 2017 – 2018 Australian American Young Leadership Dialogue.

[Dr Helen Cripps](#) is a senior lecturer and researcher at ECU's School of Business and Law. Her primary focus is industry based research across multiple sectors including maritime, retail, electronic health, print media, tourism, and start-ups. Helen's research sits at the nexus of online media, technology adoption, and innovation. She draws on her large network of government, industry, and academic contacts nationally and internationally.