Big Data Management Readiness among Public Universities in Malaysia

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A B S T R A C T

Big data is one new technology that businesses use to achieve and maintain high competitive advantage in current Internet and Cloud-based business environment. Big data technologies are presently growing in higher education institutions, especially in the United States, the United Kingdom and Europe. However, the use of big data technologies in Malaysia is relatively small and in its infancy. In Malaysia, though big data approach has been received well in banking and marketing sectors; its embrace is rather insignificant in the education segment. Hence, it is vital for big data research to establish its footing on this essential area of future human capital development for the country. Based on the model of Unified Theory of Acceptance and Use of Technology (UTAUT), this research analyzes the factors that may affects the readiness of big data management, as well as the intention and behaviour to adopt the technology of big data in Malaysian higher education institutions. Consequently, the institutions can use the findings as a guide to utilize big data technology for better innovative data- driven teaching, learning orientation and decision-making.

Keywords: *Big Data Management; Competitive Advantage; Teaching; Learning; Readiness; University; Malaysia*