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(57) Abstract :
 ABSTRACT The transformation of organizations in the modern era gives huge opportunity for the analysis of large amounts of available data. In accordance with a wide variety of concepts, big data analytics have the potential to play roles in Supply Chain Management (SCM) that are much more significant than they now are. Despite the fact that big data has astonishingly captured the interest of both practitioners and scholars, notably in the marketing and financial services industries, this is the situation that has arisen. Due to the fact that this is the case, the objective of this is to thoroughly analyze these principles. The scope of the investigation spans a wide range of issues, such as the fundamentals of big data analytics, its taxonomy, and the degree of maturity of big data analytics solutions in each of them, in addition to the challenges of implementation and the principles that should be followed. In conclusion, a number of sample applications of advanced analytics will be presented as a method of illuminating some of the relatively unexplored ground in the field of pertaining to big data analytics.

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