

**The use of Big Data in enhancing corporate competitiveness and the related governance issues**

**「如何使用大數據以增強企業競爭力，及其有關的企業管治措施」**

Big data is defined as high volume, high velocity and/or high variety information assets that require new forms of processing to enable enhance decision making, insight discovery and process optimization. The large quantity of data collected, stored and transferred by new technologies has been reshaping priorities for many businesses. A corporation which adopts a correct approach to deal with Big Data will facilitate ways of improving performance and productivity, enhancing competitiveness and creating new wealth for its shareholders and stakeholders.

1. What are Big Data
2. The development of Big Data
3. What Big Data mean for business
4. The specific uses of Big Data with illustrative cases
  - Valuation of data assets
  - Decision making
  - Risk management
  - Identification and development of new markets
  - Improving operating efficiency
  - Creating value through data sharing
5. Corporate governance issues relating to Big Data

大數據指大量、高速及多樣化之資訊，經新方式處理，可以改善決策、發現亮點、優化程式，及厘定業務之優先次序。一間正確使用大數據之企業，能提高績效、生產力及競爭力，為股東及持分者創造財富。

一、何謂大數據

二、大數據之發展

三、大數據對企業之意義

四、大數據之具體用途(個案說明):

- 信息資產估值

- 厘訂策略

- 管理風險

- 尋找及拓展新市場

- 提高營運效率

- 共用數據，創造價值

五、大數據有關之企業管治措施