Prof. Ivo Blohm - Université de St Gall

Big data, machine learning, and artificial intelligence have fundamentally changed the way organizations can use data to improve their operations and create innovation. À key driver of this transformation is the urge to analyze and integrate data that is generated beyond organizational boundaries on digital platforms on the Internet—social media, user-generated content, digital traces, or crowdsourced data. Although this data is generally acknowledged to have large potentials, systematically leveraging unstructured, dynamically changing, and noisy data sources remains a challenge for many organizations.

The work of Ivo Blohm provides an integrated end-to-end perspective for building data- driven organizations using data from digital platforms on the Internet and beyond. He systematically investigates different approaches for turning this kind of data into insight, 1.e., novel approaches for collecting and analyzing data in a (semi–) automated fashion and turning that insight into more effective and efficient decision-making and organizational value. He researches organizational structures, processes, and arrangements as well as digital innovations for data-driven value creation and appropriation. In so doing, his work focuses on domains such as innovation and product development, new venture investing, and digital work. In sum, his work contributes tobetter understand how to use novel web-based data sources and digital platforms inorder to advance business analytics as data-driven problem-recognition paradigm inorganizations.