

**IMPLICATIONS OF BIG DATA ANALYTICS AND
BUSINESS INTELLIGENCE SYSTEMS ON
ORGANIZATION DECISION MAKING PROCESS IN
REFERENCE TO INDIAN COMPANIES**

**भारतीय कंपनियों के संदर्भ में संगठन निर्णय लेने की प्रक्रिया पर
बिग डेटा एनालिटिक्स और बिजनेस इंटेलिजेंस सिस्टम के प्रभाव**

A

Thesis

**Submitted for the Award of the Ph.D. degree of
PACIFIC ACADEMY OF HIGHER EDUCATION
AND RESEARCH UNIVERSITY**

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2023