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ABSTRACT BOOK

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**Title of the Paper:** Assessment of Big Data Management on Investments at Higher Education Institutions (Universities)

**Problem Statement:** In the competitive global environments, universities have become very important since they develop very innovative ecosystems for the economy by conducting right investments: therefore, Big Data Management is needed to make right decisions

**Research Questions:** Which investment area is more important than the other, especially about systems, infrastructures, human capital, and research and development is questioned while decreasing costs and expenses. Purpose of the Study: In order to make right decisions on university investments while decreasing the costs and expenses, the new assessment is needed by using Big Data Management (BGM), which is a very complex system to conduct properly. So, BGM Assessment has developed to understand the priorities fields for the investments, which have impacts.

**Research Methods:** In the development of this assessment, after the systematic deep interviews were conducted with the experts of the university management, the critical literature review was done to develop the items. In the content validity, eight experts' recommendations had taken and the 120 items was assessed with a five-point scale in the sample consisted of 158 experts from five different universities.

**Findings:** The item-total correlation test, comparisons for upper and lower 45 % groups, exploratory factor analysis, and Alpha coefficient were used for psychometric examination. All items had factor loadings more than 0.65. Cronbach's  $\alpha$  for the entire scale was 0.96. In the internal consistency, each of the scales reinforced the results of factor analysis, showing that the results were significantly consistent.

**Conclusions:** Consequently, since the psychometric quality of the instrument has proved high quality, the results BGM Assessment are found reliable and valid to measure systematically right decisions on university investments, particularly on systems, infrastructures, human capital, and R&D while decreasing the costs and expenses. Hence, the BGM Assessment will open new dimensions for the university managers' in their investment decisions.

**Key Words:** Assessment, Big Data Management, Investments, Higher Education Institutions, Universities

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