



MILANO, 17.10.2018

BIG DATA, PREDICTIVE ANALYTICS & MANAGEMENT CONTROL SYSTEMS

6.00 PM - Lecture Hall Libreria Egea, viale Bligny 22 - Milano

Digitisation is requesting to business leaders to develop new business models, more and more based on intangible assets. New approaches in performance measurement are requested for bringing quality and rigour in managerial decision-making. In this context big data and predictive analytics are essential for generating value-creating insights and becoming effective business partnership. However controllers and finance professionals are struggling to get valuable insights from their data. The workshop will try to give answers to some relevant questions:

- # Which are the new value drivers to be monitored?
- # Which are the phases of the planning and control cycle most affected by the use of big data and predictive analytics?
- # What are the "right" actions to do for evolving into an information broker role?

Speakers:

EDILIO E. ROSSI, Digital Finance & Supply Chain Sales Development Director, Oracle

ANDREA DOSSI, Associate Professor of the Department of Accounting at Bocconi University, Associate Dean for Faculty, SDA Bocconi

Cocktail will follow.



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