

Potentials and Strategies of Big Data as a New Value Generator

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Abstract

As the development of IT and the popularization of smart devices have strengthened real-time accessibility, 'Big Data' is getting the spotlight as a emerging issue. Global research institutes and governments recently specified big Data as an emerging keyword, paying attentions to its economic values. Korea, particularly the Korean public sector, recently pays attentions to big data. Because it is increasingly important to make creative use of advanced systems and massive database through the electronic government. This paper analyzes as follows: Why does 'Big Data' emerge fast? Features & prospective roles of big data; and suggests the direction of policy responses for big data era.