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TRANSFORMATION AND INNOVATION MANAGEMENT INCLUSIVE THROUGH UTILIZATION OF BIG DATA IN RESPONSIVE MODERN ORGANIZATION AND ADAPTIVE

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Abstract

Digital transformation has brought significant changes in the way organizations manage data to enhance the effectiveness and inclusiveness of management. Big data has become one of the key factors in making more accurate, evidence-based, and inclusive decisions. This article examines how organizations can leverage big data to build more inclusive management systems through a descriptive qualitative approach. This research offers a model for the implementation of big data that includes strategies, advantages, obstacles, and solutions for its implementation in modern organizational environments. This research offers a big data implementation model that includes strategies, advantages, obstacles, and implementation solutions in modern organizational environments

Keywords	***Big Data, Management Transformation, Inclusive Organization, Digital Innovation, Decision Making***
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I. INTRODUCTION

Digital era, data becomes asset main for organization in take decision strategic. Big data enables organizations to manage information in real-time, providing deeper insight deeper for creating more inclusive policies. Article This discusses how big data can utilized for building more organization adaptive, transparent, and responsive to need all over stakeholders' interests. Modern organizations are now faced with the complexity of change that demands an inclusive, fast, and adaptive management approach. One relevant innovation to answer this challenge is the use of Big Data. Data as a strategic asset is now able to encourage organizations to manage information accurately and in

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real-time. In the digital era, organizations face complex challenges that require fast and accurate decisions. Big Data has emerged as a strategic asset that can change the way organizations respond to these challenges. Unfortunately, many organizations have not maximized the potential of Big Data in inclusive decision making.

The concern is that the lack of data-based decision-making causes organizations to experience innovation stagnation, management bias, and the inability to respond adaptively to market changes. In the last decade, big data has revolutionized the way organizations manage information, formulate policies, and respond to environmental changes. However, not all organizations are able to utilize the potential of big data to its full potential, especially within an inclusive management framework that reaches all stakeholders.

Facts and Data: According to a McKinsey report (2023), only 30% of companies stated that they have successfully integrated Big Data effectively into their operations. Meanwhile, IDC data (2022) shows that data-driven organizations are three times more likely to experience significant growth. Many organizations still rely on conventional management approaches that are not responsive to rapid changes in the digital era. A study by McKinsey (2023) shows that only 30% of global organizations have successfully integrated big data into their strategic decision-making. Evidence: Research by Deloitte (2022) states that the use of Big Data can increase operational efficiency by up to 26% and accelerate the decision-making process by up to 32%.

Problem Identification: Lack of comprehensive Big Data adoption causes managerial decision-making to be subjective, non-inclusive, and slow. Factors Causing the Problem: Lack of data literacy among management. Inadequate digital infrastructure. Organizational culture that does not support digital transformation. The problem lies in the lack of awareness and skills in data management, unequal access to technology, and low participation from internal actors in the organization. The root of this problem is the old paradigm that separates data analysis from the managerial process.

The philosophy: Management transformation must be based on the values of openness, cross-functional collaboration, and respect for data as a source of objective truth. Philosophically, inclusive management emphasizes the importance of equality, participation, and empowerment in the organizational structure. In the context of big data, the relevance of this approach increases because data allows visibility of the voices and needs of all elements of the organization.

Relevance and Urgency: Data-driven digital transformation is highly relevant for organizations seeking to survive in a dynamic business landscape. The urgency lies in the need to compete globally

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and meet the increasingly diverse needs of employees and customers. The urgency of this change is related to the need for organizations to remain competitive and adaptive amidst digital disruption. In a broader context, this transformation is in line with the principles of good governance and sustainable development.

Reasons Why the Study is Important: This study provides new insights into how information technology can drive fairer and more efficient management. The use of Big Data in management is not only applicable in the private sector, but also in the public sector, education, and social services. This study is important because it offers concrete solutions to address the challenges of today's organizations that are required to be transparent, inclusive, and evidence based. Problems and Root Causes: The main problem is irresponsive management. The root of the problem lies in the lack of comprehensive data utilization in the managerial process. Key Concerns: Development of an inclusive, data-based managerial system. Key Issues: Inequality of access to data and analysis in organizations.

Research Basis and Umbrella: Based on the theory of managerial innovation and digital transformation. Main Objective: Designing an inclusive management model based on Big Data that is responsive and adaptive. Current Rationale: Changes in consumer behavior, the speed of technology, and market complexity demand a new and data-driven management model. Another objective is to formulate an applicable big data-based inclusive management strategy. Its rationality is based on the digitalization trend and the organization's need to navigate the complexity of the external environment.

Gaps, Mistakes, and Deficiencies: The gap lies in the weak integration of technology and HR training. A common mistake is focusing too much on the technical aspects without considering the humanistic side. Another shortcoming is the lack of structured data. Many organizations fail to integrate big data because they see it solely as a technical tool, not as part of the organization's cultural transformation. Another common mistake is the lack of employee involvement in the analytics process.

Opportunity: Availability of cloud and AI technology that can support fast and efficient data management. Future Target: Data-driven and inclusive organizations will be able to become pioneers in global competition. The opportunity is to create a new management model that is evidence-based, collaborative, and adaptive. The long-term target is an agile and sustainable organization.

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Previous Research Comparison: Previous research has focused on the digitalization of organizations, but not many have reviewed the role of inclusivity in integrated data-based management. Previous research such as that conducted by Davenport (2018) emphasizes the role of big data in operational efficiency but does not discuss the aspect of inclusivity. This article broadens the scope by including social and participatory dimensions.

Objective Study Article This Aiming for Analyze the role of big data in transformation management inclusive, identifying strategy application of big data in organization, and present an effective big data management model for increase inclusivity management.

II. METHODOLOGY

Study This uses qualitative methods with technique studies case on a number of organizations that have implementing big data in management they. Data collected through interview in-depth, study documents, and observation direct to big data implementation in organization.

III. RESULTS AND DISCUSSION

Uniqueness And Novelty Draft Approach inclusive in management big data-based offers solution new in increase effectiveness organization with involving more Lots stakeholders' interest in the process of taking decision. Superiority And Obstacle Superiority: Retrieval decision more data based accurate, Improvement efficiency operational through real-time data analysis, and Reinforcement transparency and accountability in organization. The uniqueness of this article lies in the integration of the principle of management inclusivity with a big data-based approach. Its novelty is the Big Data-based inclusive management model that has not been widely explained conceptually and strategically in the context of organizations in Indonesia.

The obstacles and challenges are in infrastructure technology and capacity data analysis, Lack of data literacy among managers and staff, and concerns related privacy and data security. A number of solutions that can applied among others: Investment in strong big data infrastructure, Training intensive for manager and staff for increase understanding about data, Development policy comprehensive data protection. Implementation strategies include providing data literacy training, selecting the right analytics platform, and forming an inclusive digital transformation team. Concrete steps: Analysis of organizational data needs, System and dashboard integration, and Inclusive KPI-based monitoring

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Positive Impact and Evidence: Big Data increases the effectiveness of cross-division collaboration, accelerates problem detection, and supports predictive approaches in decision making. For example, the use of analytical dashboards in employee management has been shown to increase job satisfaction by up to 23% (source: McKinsey, 2023). Then there is the impact Positive and Strategy Big data development provides positive impact in improvement efficiency, accuracy taking decisions, and inclusive organization. Strategy development that can apply covering improvement investment in data technology, collaboration with provider data services, and strengthening regulation related data management.

The existence of a transformation model Management Proposed Big Data Based Model involving, use data analytics for identify pattern And Trends, Integration intelligence artificial in big data processing, and Development system management based on data that can accessed by all layer organization. Response and Improvement: Organizations that adopt Big Data tend to have a more participatory work culture. Employee and stakeholder responses are also more positive due to openness and involvement in decision-making. Comparison with Previous Research: Unlike previous studies that only focus on technology or leadership, this article integrates both within the framework of data-driven inclusivity and responsiveness. Impact Evaluation and Prediction: Short-term impact: increased operational efficiency, data-driven decisions. Long-term impact: transparent and innovative organizational culture. Predicted outcomes: increased productivity, employee retention, and organizational reputation.

IV. CONCLUSION

Big data has potential big in support transformation more management inclusive. With the right strategy, organization can increase effectiveness operational, strengthening transparency, and ensure involvement all stakeholders interest in taking decisions. Strategic use of Big Data can be the foundation of inclusive management transformation. Through proper planning, cross-role participation, and technology adaptation, organizations can become more responsive to changes and demands of the times. Big Data provides a fantastic opportunity to form a more inclusive, efficient, and adaptive organization. A comprehensive strategy is needed that includes increasing data literacy, developing infrastructure, and strengthening an information-based organizational culture. Management transformation through big data must be inclusive, collaborative, and adaptive to

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change. Changes in organizational culture, HR training, and investment in data infrastructure are needed.

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