

## Introduction to HICSS-58 Minitrack: Data and Analytics Driven Digital Transformation in Organizations and Society

Olivera Marjanovic  
Macquarie University  
Australia  
[olivera.marjanovic@mq.edu.au](mailto:olivera.marjanovic@mq.edu.au)

Barbara Dinter  
Chemnitz University of Technology  
Germany  
[barbara.dinter@wirtschaft.tu-chemnitz.de](mailto:barbara.dinter@wirtschaft.tu-chemnitz.de)

Thilini Aiyachandra  
Xavier University  
USA  
[ariyachandrat@xavier.edu](mailto:ariyachandrat@xavier.edu)

Data and analytics are becoming critical for effective Digital Transformation (DT), both within and beyond organizational boundaries. Drawing from the rich history of business intelligence, analytics and related research, this minitrack aims to pave the way for important, future-oriented conversations, such as those about the role of data and analytics in DT of organizations and society, how data and analytics are used to drive DT, what are the intended and unintended outcomes and ethical consequences of analytics-driven DT, what kind of analytical skills and methods are needed for DT and how is analytics itself transformed along the way. In doing so, this minitrack recognizes DT as an important frontier of data and analytics research, opening up new research challenges and calling for the well-established concepts and approaches to analytics-driven value creation to be revisited and re-evaluated.

This year's minitrack includes the following two research papers:

The opening paper by **Quenum, Mosconi** and **Gagnon** explores the perennial topic of data storytelling, focusing on its key dimensions. Using a scoping literature review method, the authors reviewed Business Intelligence & Analytics (BI&A) literature, published between 2000 to 2024. Based on the insights obtained, in particular those related to data-centric and user-centric elements of storytelling, the authors propose a data storytelling framework and articulate four future research challenges.

The second paper by **Junker** and **Fischer** focuses on the important research and practical challenge of scaling data and analytics use cases and initiatives in industrial companies. Based on the insights from expert interviews conducted in large manufacturing organizations, the authors propose a framework consisting of scaling challenges, enablers, and approaches to data and analytics use cases and initiatives. The proposed framework also considers development, governance, business and use case lifecycle perspectives. Informed by the framework, the authors discuss practical implications and propose a future research agenda for scaling of data and analytics initiatives and use cases, taking the organizational perspective.

We trust that you will find this year's selection of papers on data storytelling and scaling of data & analytics initiatives interesting and relevant for your own research, education and/or professional practice in data and analytics driven digital transformation.