Dear Students,

Please use a web browser to visit the UHV library reserves at https://library.uhv.edu/Reserves. Go through the name list to click on my name, June Lu. You should see a list of articles to read this semester. Please find and download the article entitled "How Big Data Analytics Enables Service Innovation: Materiality, Affordance, and the Individualization of Service" to read (Lehrer, Wieneke, Vom Brocke, Jung, and Seidel, 2018). This article is on how big data analytics enables service innovations.

Please keep this article for reference while preparing your term-based case analysis paper.

Dr. Lu