



Big Data Analytics Capability Impact on Organizational Sustainable Development: The Mediating Factor of Absorptive Capacity

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Abstract—The purpose of this study to investigate the big data analytics capability (BDAC) and its dimensions to affects the absorptive capacity of the firms operating in automobile industry and its effect on sustainable development of the organization using mediation of Absorptive capacity. The data was collected by CEOs, and other top management of the automobile industry. To test the mediation, we used the Hayes (2008) approach with bootstrapping method. BDAC provide capacity of the organization to accept change and gives directions to make decision making to the management. This study adds to previous literature on absorptive capacity development by examining the role of BDAC that is positively contributing the automobile industry sustainable development.

Keywords— Big Data Analytics Capability (BDAC), Absorptive Capacity, Organizational Sustainable Development