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From Records to Insight: Leveraging records management for enhanced big data decision making

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Abstract
This study explores how integrating records management with big data analytics enhances organizational decision-making. It highlights the limitations of traditional record systems in handling the speed and volume of big data. Using a qualitative approach involving interviews and case studies, the research shows that effective integration improves data quality, accessibility, and usability, leading to more informed decisions. The study offers practical strategies for embedding records management in big data governance, providing insights for institutions aiming to modernize information practices.

Keywords: records management, big data, decision making

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1.0 Introduction

1.1 Research Background

In the digital transformation era, the exponential growth of big data introduced significant opportunities and complex challenges for organizations aiming to improve their decision-making processes. Big data refers to vast volumes of information generated at high velocity and in various formats, including structured, semi-structured, and unstructured data (Mayer-Schönberger & Cukier, 2013). This dynamic and heterogeneous data environment often exceeded the capabilities of traditional records management (RM) systems, which were originally designed to handle static and structured information. Conventional RM focused on systematic records control throughout their lifecycle, emphasizing metadata management, data integrity, and regulatory compliance (Godbold, 2017). However, big data's fast-paced and unstructured nature posed substantial limitations to these traditional practices. For example, managing digital content such as multimedia, emails, or social media interactions remained beyond the scope of many RM frameworks, which were primarily built around structured data types (Duranti & Rogers, 2012; Goh, 2021).

Although extensive literature exists on big data and records management independently, few studies have addressed their convergence. Research on big data tended to overlook the foundational role of RM in supporting effective data governance, traceability, and quality assurance (McAfee et al., 2012; Dhamija et al., 2022). Conversely, RM literature had yet to comprehensively examine how

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established records practices could be adapted to meet the evolving demands of the big data era. This gap revealed a critical area of inquiry that this study sought to address. The study aimed to propose a conceptual framework that strengthened decision-making capabilities through enhanced data governance and lifecycle control by examining how RM principles could be integrated with big data analytics.

The specific objectives of this study were to (1) identify the challenges that traditional RM systems faced in big data contexts, (2) develop an integrative RM–big data framework, and (3) provide practical recommendations for organizations operating in data-intensive environments. Through this exploration, the paper contributed to bridging the gap between RM and big data, offering theoretical insights and actionable strategies in information governance.

1.2 Research Purposes

The purposes of this study are as follows:

1. Identifying the areas of concern in the traditional RM systems brought about by the big data landscape.
2. Suggest a framework that would assist in amalgamating RM and big data analytics.
3. Identifying the role played by effective RM practices in making big data-informed decisions.

1.3 Research Questions

The research questions of this study are as follows:

1. What are the critical issues affecting the integration of RM with big data analytics?
2. How can RM practices be changed in a big data environment to improve data governance and quality?
3. How can organizations optimize the use of RM for effective decision-making?

2.0 Literature Review

A literature review related to the study's problem was conducted. The review highlights the roles of records management in big data decision-making.

2.1 Records Management in the Digital Age

2.1.1 Evolution of Records Management

Records management (RM) has evolved from manual and paper-based processes to digital systems that support compliance, retention, and archival. However, with the onset of big data—defined by the 3Vs (Volume, Velocity, Variety)—organizations require RM practices that address data quality, metadata, accessibility, and privacy (Kitchin, 2021; Wamba et al., 2022; O'Neill, 2020). Traditional RM systems are limited in handling unstructured or real-time data streams, highlighting the need for updated, flexible methodologies.

2.1.2 Challenges in Digital Records Management

Digital transformation introduces new challenges for RM. Unstructured data, such as emails, social media content, and multimedia files, is difficult to manage using traditional systems that rely on predefined structures (Alhassan, Sammon, & Daly, 2020). Moreover, poor metadata quality undermines the accessibility, retrievability, and long-term preservation of digital records, affecting both usability and compliance (Thibodeau, 2020; Almayali & Mansoor, 2022).

2.1.3 Integration of RM with Digital Technologies

Recent advancements in cloud computing, enterprise content management (ECM), and analytics tools have reshaped RM practices. ECM systems help manage structured and unstructured records efficiently by enabling capture, classification, and storage (Le, Luong, & Hoang, 2023). The integration of analytics allows records professionals to gain real-time insights and support decision-making, but also raises challenges in data privacy and ethical governance (Rahim et al., 2019; O'Neill, 2020).

2.1.4 Regulatory and Compliance Issues

RM must ensure adherence to strict regulations such as GDPR, Malaysia's PDPA, and other industry-specific standards. These require secure handling, retention, and auditability of records. Effective RM systems embed data governance frameworks to enforce compliance and traceability (Alhassan et al., 2020; Le et al., 2023).

2.1.5 Future Directions in Records Management

Emerging technologies like artificial intelligence (AI) and machine learning (ML) are expected to play a central role in the future of RM. These technologies automate metadata tagging, enable intelligent search, and support predictive analytics for document lifecycle management (Abubakar et al., 2022; Almayali & Mansoor, 2022). However, implementation demands updated skills, ethical considerations, and strong cybersecurity frameworks.

2.2 Overview of Big Data

2.2.1 Big Data Analytics and Governance

Big data analytics enables organizations to extract value from complex, large-scale datasets using AI, ML, and advanced modeling (Gandomi & Haider, 2021). While analytics tools evolve rapidly, the integration of RM principles into these environments remains insufficient, creating a governance gap (Zhang, Wang, & Wang, 2023).

2.2.2 Techniques and Tools in Big Data Analytics

Big data analytics employs machine learning, data mining, and natural language processing techniques to extract value from raw data. For instance, deep learning models can identify non-linear patterns, while data mining helps uncover hidden correlations for business

strategy (Alhassan et al., 2020; Nguyen & Tran, 2021). These tools provide speed, scalability, and accuracy that support agile decision-making.

2.2.3 The Role of Big Data in Strategic Decision-Making

Big data enhances decision-making by enabling real-time trend analysis, risk assessment, and forecasting. In marketing, operations, and customer experience, predictive models help anticipate behavior and personalize services (Dhamija et al., 2022; Le et al., 2023). This data-driven approach supports organizational agility and competitiveness.

2.2.4 Challenges and Limitations

Despite its benefits, big data presents challenges like data integration, quality assurance, and overload. Decision-makers may struggle to extract relevant insights from vast datasets without governance standards (O'Neill, 2020; Abubakar et al., 2022). Compliance, ethical risks, and cybersecurity threats further complicate data-driven operations.

2.2.5 Future Directions in Big Data Analytics

Ongoing AI, blockchain, and the Internet of Things (IoT) innovations will likely expand big data's potential. These technologies enhance transparency, decentralize data control, and improve real-time analytics (Nguyen & Tran, 2021; Zhang et al., 2023). Future efforts should integrate RM to strengthen analytics ecosystems' ethical and operational foundations.

2.3 Leveraging Records Management for Enhanced Big Data Decision-Making

The intersection of records management (RM) and big data analytics has become critical for improving decision-making processes in data-intensive organizations. As businesses increasingly rely on big data to generate strategic insights, effective RM practices ensure data quality, accessibility, and compliance (Dhamija, Bag, & Ghosh, 2022; Almayali & Mansoor, 2022). Traditional RM systems, which were typically designed for structured data, faced limitations when managing the unstructured and semi-structured nature of modern data, including emails, social media content, and multimedia formats (Nguyen & Tran, 2021). Updating RM frameworks to accommodate these formats was essential for enabling comprehensive data analysis and supporting advanced analytics tools (Le, Luong, & Hoang, 2023).

Data quality remained a foundational element in big data analytics, as reliable and accurate information was necessary for deriving meaningful insights and supporting evidence-based decisions (Gandomi & Haider, 2021). RM practices improved data quality by enforcing data governance protocols, standardizing metadata, and implementing effective data retention and retrieval procedures (Abubakar et al., 2022). For instance, RM systems facilitated data lineage tracking, enhancing analytical outcomes' trustworthiness and traceability (Wamba et al., 2022).

Furthermore, data integration and interoperability were essential in big data environments, where insights were often drawn from diverse and decentralized data sources. RM supported this integration by applying unified metadata schemas and enforcing consistent data structures, allowing seamless cross-platform analysis (Alhassan, Sammon, & Daly, 2020). In addition, RM frameworks helped organizations comply with data protection laws such as the General Data Protection Regulation (GDPR) and Malaysia's Personal Data Protection Act (PDPA) by embedding retention schedules, access controls, and audit trails into digital systems (O'Neill, 2020).

Practical applications of RM–big data integration have already demonstrated significant benefits across various sectors. In healthcare, for example, RM practices were adapted to manage electronic health records (EHRs) and link them with big data analytics platforms, enhancing patient care and operational efficiency (Le et al., 2023). Similarly, the financial sector utilized RM principles to support analytics in fraud detection, regulatory reporting, and risk assessment (Dhamija et al., 2022).

Looking ahead, the integration of artificial intelligence (AI) and machine learning (ML) into RM systems was expected to automate core records management tasks, improve metadata accuracy, and enhance the scalability of information governance practices (Abubakar et al., 2022). As big data technologies continued to evolve, RM practices needed to advance in parallel to ensure organizations could fully leverage their data assets for informed and ethical decision-making (Zhang, Wang, & Wang, 2023).

3.0 Research Design

This study adopted a qualitative research design to investigate how records management (RM) could be optimized to enhance decision-making within big data environments. It aimed to explore critical questions, including how RM practices influence data quality, the challenges of integrating RM with big data analytics, and potential improvements required to strengthen RM practices in dynamic digital contexts.

Semi-structured interviews were conducted with key stakeholders, including records managers, data analysts, and IT professionals, to collect in-depth insights. These participants shared their experiences and perspectives on data governance, analytics integration, and digital transformation initiatives (Marshall & Rossman, 2021).

The study was guided by ISO 15489-1:2016(E), an international standard that outlines best practices in records management, particularly focusing on creating, controlling, and preserving reliable and usable records. In addition, several theoretical models and frameworks informed the research, including the Records Life Cycle, Records Continuum Model, Information Management Framework, and the InterPARES project. These frameworks emphasized the importance of managing records across their lifecycle to ensure authenticity, reliability, and accessibility. However, recent literature highlighted the need to adapt these models to support big data environments' decentralized, real-time, and often unstructured nature (Abubakar et al., 2022). This study sought to address that gap by exploring how RM functions could be reconfigured to support modern analytics platforms.

Beyond interviews, the research included case study analyses of organizations successfully integrating RM with big data analytics. These cases were selected based on evidence of improvements in data quality, compliance, and strategic decision-making. The goal was to identify best practices and contextual factors contributing to effective RM-analytics integration (Le, Luong, & Hoang, 2023).

The qualitative data obtained from interviews and case studies were analyzed using a thematic analysis approach. This method allowed for identifying recurring patterns, challenges, and themes related to RM in big data environments (Nowell et al., 2017). The insights gained from this analysis contributed both theoretical understanding and practical recommendations for aligning RM strategies with data-driven decision-making models.

By integrating empirical data, theoretical perspectives, and real-world case analyses, this study provided a multi-dimensional understanding of how RM can be enhanced to support big data governance. The findings aimed to bridge current knowledge gaps and deliver actionable strategies to improve organizational decision-making through effective records management.

4.0 Methodology

This study adopted a qualitative research methodology to investigate how records management (RM) can be effectively integrated into big data environments to improve organizational decision-making. Two primary data collection methods were utilized: semi-structured interviews and organizational case studies. These approaches allowed for a comprehensive understanding of RM practices across different sectors.

4.1. Data Collection

Semi-structured interviews were conducted with three informants selected through purposive sampling based on their experience in RM and data analytics:

Informant A, from the renewable energy sector, provided detailed insights into project documentation and engineering records management within large-scale solar initiatives.

Informant B, from the finance industry, offered perspectives on records management in a highly regulated environment, emphasizing inactive records and the use of big data for post-processing analysis.

Informant C, representing the technology and commerce sector, discussed practices for handling structured, semi-structured, and unstructured data in a commercial data ecosystem.

Each interview lasted between 60 and 120 minutes, was conducted in a semi-structured format, and was audio-recorded and transcribed with the participants' informed consent.

In parallel, organizational case studies were developed to analyze how RM strategies were operationalized with big data initiatives. These case studies involved the review of internal documents, system architecture, and follow-up interviews with relevant personnel. Combining interviews and case study data provided contextual richness and triangulated perspectives.

4.2 Data Analysis

The data collected from interviews and case studies were analyzed thematically to assess the applicability of records management standards—particularly the core elements outlined in ISO 15489-1:2016(E)—within big data environments. The analysis aimed to determine whether traditional RM principles such as classification, retention, metadata, access control, and integrity were suitable for supporting big data's scale, complexity, and unstructured nature.

Braun and Clarke's (2006) six-phase thematic analysis framework was applied, which included:

- Familiarisation with the data
- Generating initial codes
- Searching for themes
- Reviewing themes
- Defining and naming themes
- Producing the final report

From this process, three major themes emerged, reflecting the degree to which ISO 15489-based RM practices align with big data requirements:

- Adaptability of ISO 15489 elements to big data systems: Assessing how foundational RM functions such as classification, retention scheduling, and metadata management apply to dynamic and high-volume data environments.
- Limitations in managing unstructured and real-time data: Identifying gaps in current RM standards when applied to unstructured formats such as multimedia, social media, and log files.
- Compliance and governance integration: Evaluating how ISO 15489 principles support legal, regulatory, and ethical requirements in big data contexts.

This approach provided a structured framework for critically assessing the strengths and shortcomings of existing RM standards in light of contemporary data practices. The resulting themes informed the development of practical recommendations for evolving RM frameworks to better support big data governance.

4.3 Validity and Trustworthiness

Multiple validation strategies were employed to ensure the credibility and rigor of the findings. Member confirmation was conducted by seeking feedback and validation from participants on the proposed final framework, ensuring that it accurately reflected their experiences and insights.

In addition, member checking was applied during the analysis phase by sharing preliminary findings and thematic interpretations with selected participants. Their feedback confirmed the accuracy and relevance of the identified themes. This process enhanced the trustworthiness of the data interpretation and ensured that the results were grounded in the participants' perspectives.

5.0 Findings

This study's findings are derived from semi-structured interviews with professionals across the renewable energy, finance, and technology sectors and organizational case analyses. The analysis evaluated the applicability of records management (RM) elements, particularly those outlined in ISO 15489-1:2016(E), in managing big data environments. Three overarching themes emerged, highlighting both the strengths and limitations of existing RM practices in the context of big data.

5.1 Adaptability of ISO 15489 Elements to Big Data

Participants across all sectors acknowledged the relevance of ISO 15489 principles, such as classification, metadata management, and retention schedules, providing a structured foundation for information governance. However, they emphasized the need for greater flexibility and automation to support the scale and complexity of big data. For instance, Informant C from the technology sector noted that manual classification processes outlined in ISO 15489 were insufficient for handling continuously generated unstructured data such as application logs and user interactions. Organizations that had integrated RM with analytics platforms reported improved data traceability and lifecycle control, particularly when metadata standards were aligned with analytical tools.

5.2 Challenges in Managing Unstructured and Real-Time Data

A significant limitation identified was the inability of traditional RM systems to effectively manage unstructured and real-time data, which now constitutes a large portion of organizational information assets. Informants highlighted that ISO 15489's structured approach worked well for conventional records (e.g., reports and contracts) but lacked specific guidance on managing non-textual data such as images, sensor feeds, or social media content. For example, large volumes of technical drawings and site imagery could not be easily indexed or retrieved under current RM systems in the renewable energy case. This gap created obstacles for data-driven decision-making and analytics readiness.

5.3 Metadata and Compliance as Enablers of Analytics Readiness

Despite the challenges, metadata management and regulatory compliance—two core elements of ISO 15489—were found to be critical enablers in big data environments. Informant B, from the finance sector, stressed that clear metadata schemes facilitated integration with compliance monitoring systems and audit trails. Moreover, case organizations that implemented metadata-driven RM practices were more capable of aligning their data assets with legal and operational requirements such as the GDPR or PDPA. Organizations also demonstrated improved readiness for analytics by ensuring that data lineage, access history, and classification were consistently maintained.

5.4 Sector-Specific Variations and Best Practices

While all participants recognized the need to adapt RM to suit big data demands, the degree of adaptation varied by sector; the finance sector exhibited higher maturity levels due to strict compliance obligations, whereas the energy and technology sectors were still transitioning towards more dynamic RM systems. Across cases, best practices included automating classification using machine learning, embedding metadata into content at the point of creation, and integrating RM directly into enterprise data pipelines.

These findings suggest that while ISO 15489 provides a valuable foundation, it requires contextual adaptation to remain effective in big data environments. Organizations that proactively align RM practices with analytical systems, metadata standards, and automation technologies are better positioned to achieve governance, compliance, and data-driven decision-making outcomes.

6.0 Analysis and Discussion

This qualitative research sought to explore how RM could be strategically enhanced to support decision-making using big data. The major research problems intended to be answered included determining the extent to which the asked RM practices affected big data quality, the challenges of reconciling RM with big data analysis, and the area of more effective RM practices. For this purpose, semi-structured interviews were held with records managers, data specialists, and computer specialists focusing on their experiences and opinions (Kvale & Brinkmann, 2015).

Furthermore, best practices and contextual factors that affected the successful utilization of big data were determined and studied in case studies of organizations where RM complemented big data (Yin, 2018). Thematic analysis was used in the interview parts of the narrative and the case studies to determine RM and big data-related common issues, themes, and questions, and how RM can be modified for optimal decision-making in the organization (Braun & Clarke, 2006). This was intended to offer useful suggestions for practically integrating RM and big data, enabling organizations to refine their data management and decision-making (Chen, Chiang, &

Storey, 2012). Using these approaches, the research aimed at addressing the issues in the existing knowledge, providing measures to improve big data analytics through effective RM, and providing insights that were missing in the existing knowledge.

Moreover, the findings align with and extend current records management and information governance theories. The integration of RM into big data workflows echoes the principles of the Records Continuum Model, particularly the emphasis on maintaining context, provenance, and authenticity throughout the record's lifecycle. This continuity is essential for ensuring data remains usable, traceable, and trustworthy.

The challenges in managing unstructured data suggest a need for updated strategies that incorporate machine learning and metadata automation. These findings align with Smallwood's (2021) assertion that RM must evolve alongside digital transformation trends to remain effective. Furthermore, the emphasis on metadata and compliance highlights the continued relevance of regulatory frameworks such as GDPR, which place legal and ethical obligations on managing data and records.

From a practical perspective, organizations that proactively embed RM into their big data strategy are better positioned to ensure data quality, enhance analytics, and reduce compliance risks. For researchers, this study contributes to the limited body of work exploring the intersection of RM and big data governance.

6.1 Identification of New Directions for Further Research

While this study offers foundational insights into integrating records management (RM) with big data analytics, it also highlights several opportunities for further academic investigation. As organizations continue to digitize their operations and adopt advanced analytics, new research is needed to address emerging challenges and validate the long-term effectiveness of integrated RM frameworks.

First, future studies could explore the quantitative impact of RM on data quality and decision-making by developing measurable indicators and conducting empirical analyses across different sectors. Such work would complement qualitative findings and provide a stronger evidence base for policy and practice.

Second, research is needed into automating RM functions, particularly the use of artificial intelligence (AI) and machine learning for automated classification, retention scheduling, and metadata generation. Examining how these technologies affect RM accuracy, efficiency, and compliance could provide actionable insights for system design and organizational readiness.

Third, researchers should consider cross-cultural and international comparisons to understand how regulatory, cultural, and technological differences influence the adoption and success of RM strategies in big data contexts. Comparative studies across jurisdictions would help refine global RM standards and support harmonization efforts.

Finally, the role of user behavior and digital literacy in adopting RM systems within big data environments is an underexplored area. Investigating how end-users interact with RM tools—and how their awareness and attitudes affect compliance and data quality—could inform more user-centric RM frameworks and training programs.

These future directions can contribute to evolving the discipline of records management, ensuring its continued relevance and resilience in the face of rapid digital transformation.

7.0 Results

The results of this research elaborate further on the essentiality of RM Information management systems decision-making in the era of big data. RM in particular, if integrated with big data analytics, is beneficial to an organization that aims to make maximum use of the data at its disposal.

First, good records management practices improve data quality and accessibility, essential for effective big data analytics. According to Chen, Chiang, and Storey (2012), timely and effective high-quality analysis can result in the smart decision-making many organizations aspire to. The studied data suggests that firms that invest heavily in establishing good records management systems experience improvements in data accuracy and integrity, which enables access to quality insights and minimizes the impact of data problems such as inconsistency and poor quality that negatively affect the analysis (Mayer-Schönberger & Cukier, 2013). There is now more focus on utilizing records management as an enabler of data quality and availability on a real-time basis to improve predictive decision-making (Singh & Moore, 2024).

Second, the study determines that the application of cloud-based systems and other automated tools is associated with significantly improving the scalability and efficiency of big data workloads. It has been established that cloud-based records management is important for accommodating large quantities of data as it offers diverse processing and storage capabilities (Yates & Crampton, 2017). Streamlined management of data facilitated by automated tools also cuts waste and maximizes output in an analytic setting (Godbold, 2017). The adoption of cloud-based records management tools has now been shown to enhance data-driven decision-making in organizations (Nguyen & Tan, 2023).

To put it succinctly, the current research analyses the extent to which artificial intelligence is expected to transform records management by automating work and enhancing data management. According to Brynjolfsson and McElheran (2016) and Goes (2014), AI applications such as natural language processing and machine learning facilitate advanced functions including data organization, anomaly detection, and predictive analytics. These solutions assist an organisation in enhancing the efficiency with which it manages and analyses data, enhancing the speed and quality of business decisions. Moreover, there is growing literature support for the capacity of AI to automate the processes of data governance and predictive analytics (Anderson & Zhao, 2022).

Drawing on the resources and technology offered by big data, effective records management, if properly exercised, can help address the challenges associated with big data and optimize the quality of decisions made.

8.0 Conclusions

This study investigated how RM practices can be integrated into big data environments to improve decision-making. It identified key challenges, including managing unstructured data, the lack of embedded RM systems in data analytics workflows, and issues around compliance and metadata.

Integrating records management (RM) with big data analytics presents a transformative opportunity for organizations seeking to enhance their decision-making processes. This study highlights that effective RM is not merely an ancillary function but a core component that underpins the successful utilization of big data. The alignment of RM practices with big data strategies facilitates improved data quality, accessibility, and governance, essential for deriving actionable insights and making informed decisions.

The opportunities for innovation in records management are vast and offer significant potential for enhancing big data decision-making. By integrating advanced analytics, adopting cloud-based solutions, and leveraging AI, organizations can improve their RM practices and derive greater value from their big data investments. These innovations address current challenges and position organizations to adapt to future developments in data management and analytics.

9.0 Limitation

One notable limitation of this study is the rapid pace of technological change. The continuous evolution of big data technologies and analytics platforms challenges the long-term relevance of the findings. Some tools, frameworks, or compliance mechanisms discussed in this research may become outdated as new technologies and standards emerge, requiring ongoing adaptation.

Another limitation lies in the contextual variability that exists across different organizations. Organizational maturity, infrastructure readiness, and internal governance culture can significantly influence how records management practices are implemented alongside big data initiatives. These contextual differences may affect the ease with which the findings and recommendations of this study can be applied universally.

In addition, the evolving regulatory landscape presents further challenges. As global data protection laws and information governance policies continue to change, organizations may need to adjust their records management practices to remain compliant. These shifts could impact the applicability of the study's recommendations over time, especially in jurisdictions where legal requirements are still developing or subject to frequent amendment.

10.0 Recommendation

Several recommendations are proposed to address the limitations identified in this study. First, in light of rapid technological advancements, organizations should adopt flexible and scalable records management (RM) strategies that can evolve alongside new developments in big data and analytics. This includes investing in modular RM systems, adopting cloud-native architectures, and ensuring compatibility with open data standards. Additionally, continuous professional development for RM and IT personnel is essential to maintain alignment with emerging technologies and evolving best practices.

In response to the contextual variability observed across different organizations, RM frameworks should be tailored to reflect each organization's unique characteristics, including its digital maturity, sector-specific requirements, and risk environment. A one-size-fits-all approach is unlikely to be effective. Instead, organizations should develop context-specific RM policies through collaboration between records professionals, compliance officers, and data governance teams. Benchmarking practices and lessons from comparable organizations can further inform and strengthen implementation strategies.

Finally, organizations should strengthen their information governance frameworks by embedding compliance measures into their RM systems to proactively manage the evolving regulatory landscape. This includes regularly updating data retention schedules, ensuring audit-ready metadata, and aligning RM policies with current and anticipated data protection regulations such as the GDPR, PDPA, or similar legal frameworks. Designating a dedicated compliance lead or governance officer can enhance organizational responsiveness to legislative changes and reduce regulatory risks.

11.0 Declaration of AI-Assisted Technologies In The Writing Process

In preparing this paper, the author(s) employed OpenAI's ChatGPT to improve readability and language after making significant revisions. Following the use of this tool, the author(s) carefully reviewed and adjusted the content as necessary, assuming full responsibility for the final publication. All material in the paper is original and created by the author(s). The tool was used solely during the major revision phase to assess readability and language and was not involved in generating any content.

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Paper Contribution to Related Field of Study

This research contributes to the field of Records Management and Information Science by emphasizing the vital role of records management practices in the effective handling and governance of big data to support informed decision-making.

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