STRENGTHENING ENTERPRISE DATA VALUE THROUGH ROBUST DATA GOVERNANCE FRAMEWORKS

Elizabeth Chang, Australian National University

ABSTRACT

Data governance frameworks provide structure, accountability, and operational clarity for how data is managed, protected, and utilized within organizations. With exponential data growth, regulatory pressures, and increasing reliance on analytics, robust governance systems have become essential. This article explores the components, benefits, and strategic implications of modern data governance frameworks and highlights their role in enhancing data quality, integrity, security, and organizational decision-making.

Keywords: Data governance, data quality, data stewardship, data compliance, enterprise data management, accountability.

INTRODUCTION

Organizations today operate in environments where data is not only abundant but also central to competitive advantage. However, the value of data can only be realized when it is governed effectively. Data governance frameworks offer a structured architecture for managing data ownership, metadata standards, access control, compliance mechanisms, and data lifecycle management. These frameworks bring clarity to how data is created, validated, and utilized across departments, enabling consistency and trust. As regulations such as GDPR, HIPAA, and industry-specific standards intensify, organizations must adopt governance frameworks to ensure compliance while maintaining operational agility. Moreover, the growing integration of data analytics, machine learning, and automation in business processes increases the criticality of governed, clean, and trustworthy data. Effective data governance contributes directly to improved decision-making, enhanced data-driven culture, and strategic alignment between IT and business.

CONCLUSION

Data governance frameworks are no longer optional elements but strategic imperatives for organizations that rely on data-driven operations. Their role in ensuring data quality, privacy, compliance, and accountability makes them essential pillars of organizational competitiveness. As businesses continue to scale digital initiatives, a well-structured governance framework ensures that data remains consistent, reliable, and secure. Ultimately, robust governance not only protects organizational assets but also unlocks data's potential as a strategic resource.

REFERENCE

Cheng, W., Tian, R., & Chiu, D. K. (2024). Travel vlogs influencing tourist decisions: information preferences and

gender differences. *Aslib Journal of Information Management*, *76*(1), 86-103.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, *13*(3), 319. https://doi.org/10.2307/24900814

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International journal of information management*, *59*, 102168.

Ellitan, L., & Suhartatik, A. (2023). The role of e-trust and e-service quality in building e-loyalty and e-satisfaction. *J-CEKI: Jurnal Cendekia Ilmiah*, *2*(3), 303-311.

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS quarterly*, 51-90.