EDITORIAL PREFACE

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In this issue we offer five diverse offerings. In *Using Business Intelligence in College Admissions: A Strategic Approach*, Amburgey and Yi examine the use of BI in academics for recruitment of students. As competition increases among colleges and universities for a diminishing supply of prospective students, the need to adopt the principles of business intelligence becomes increasingly more important. University admissions officers need to use the vast amounts of institutional historical data available to create predictive models to assist with recruitment strategies and admissions decisions. This paper explores the use of BI analytics to predict the potential performance of student applicants.

Bousquet, Fomin, and Drillon examine competitive intelligence. In their paper, *Anticipatory Standards Development and Competitive Intelligence*, they examine competitive intelligence by synthesizing knowledge in the standardization arena. The paper contends that by engaging in committee-based standards development, firms can enhance their competitive position.

In *Intelligent Analytics: Integrating Business Intelligence and Web Analytics*, Iyer and Raman provide an overview of web analytics tools, key players, new technology trends, and capabilities to integrate web analytics with BI so that organizations can leverage intelligent analytics for new marketing initiatives. They find that while the benefits are significant, there are also some challenges associated with the integration. They examine some of these and present possible solutions to address them.

Robles-Flores, Schymik, Smith-David, St. Louis describes a case study that was designed to determine the efficacy of QA systems for generating answers to original, fusion, list questions (questions that have not previously been asked and answered, questions for which the answer cannot be found on a single web site, and questions for which the answer is a list of items). In their paper, *Strategies For Improving The Efficacy Of Fusion Question Answering Systems*, they report that QA algorithms are not very good at producing complete answer lists, and that searchers are not very good at constructing answer lists from snippets. The authors cite a need for QA research to focus on crowd sourcing answer lists and improving output format.

In *Test-Driven Development Of Data Warehouses*, Schutte, Ariyachandra, and Frolick examine test-driven development, a software development methodology that focuses on creating software-based test cases that define the business requirements of an application before beginning the coding of the application itself. The paper argues that test-driven development may be a useful methodology for data warehouse projects because it can address potential pitfalls and result in a higher-quality end product.

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