Ranjit Bose’s paper examines BI and subjective data. He notes that online word-of-mouth behavior that exists today in the Web represents new and measurable sources of information and the automated discovery or mining of consumer opinions from these sources is of great importance for marketing intelligence and product benchmarking. His research confirms that techniques are now being developed to effectively and easily mine the consumer opinions from the Web data and to timely deliver them to companies and individual consumers. His study investigates this emerging field named ‘opinion mining’ in terms of what it is, what it can do, and how it could be used effectively for business intelligence (BI).

David Ellis examines Boeing and Airbus and the importance of BI for these firms. He asserts that it will be paramount for Boeing and Airbus to thoroughly understand past and current market conditions and be able to combine their understanding with the proper analytical tools to anticipate the market demands of the future if they are to remain the world leaders in their industry. His paper presents a discussion of industry factors such as airline routes, past passenger demands in different regions of the world and the sizes and types of aircraft that were required to support those demands and how analysis of that information is integral to the projection of future demands within the commercial aerospace market.

Joe White’s paper submits that sustainability measures should be incorporated into all strata of society. Corporations are increasingly finding that their reputation and compliance with regulations affects their performance. Governments are subject to constant scrutiny from a socially active population that wants constant justification of the cost of programs to their outcome. In his paper, he argues that sustainability within the governmental and corporate sectors cannot be achieved without making better personal choices that show a clear understanding about how our individual choices impact the global community. He illustrates how performance metrics can be used to though a case study involving the Environment Protection Agency (EPA).

Brian Johnson finds that the implementation of BI into the business strategy and culture of an organization is laden with many potential points that could result in failure of the initiative, leaving BI to be underdeveloped and a source of wasted resources for the company. He asserts that properly setting up BI within the organizational structure from the onset of integration minimizes the impact of the most common hurdles to BI implementation. While many companies choose to mitigate these problems by employing a BI Center of Excellence, he suggests that their place in the company’s organizational structure needs to be well defined and properly empowered to be effective. His paper examines how the concept of centralization is defined, how it relates to the implementation of BI, and how it can effectively in overcome the common implementation hurdles.
Carey Worth’s paper examines the importance of BI relative to the need for HR to analyze and predict future talent. He contends that in a troubled economy decisions to simply cut traditional costs, benefits, compensation, and headcount are not enough. He finds that companies have already started using business intelligence (BI) to transform and maximize the potential of their human capital. He reports that human capital based business intelligence (BI) has increasingly become one of the vital strategic components for world-class companies. His paper focuses on why companies should use BI to transform and maximize the potential of their human capital.

Richard T. Herschel
Olivera Marjanovic
Editors-in-Chief
IJBIR

Richard T. Herschel is Chair of the Decision & System Sciences Department in the Ervian K. Haub School of Business at Saint Joseph’s University in Philadelphia. His research has appeared in the International Journal of Knowledge Management, Knowledge Management Review, CXO European Edition, the Journal of Knowledge Management, Decision Support Systems, Information Strategy: the Executive’s Journal, Small Group Research, the Journal of End User Computing, the Journal of Data Warehousing, the Journal of Information and Management Sciences, and Technology Studies. Dr. Herschel received his PhD from Indiana University in Management Information Systems. Prior to academia, he worked as a systems analyst at Johnson & Johnson, Columbia Pictures, Schering-Plough Corporation, and Maryland National Bank. He is the Editor-in Chief of the International Journal of Business Intelligence Research and he is the Educational Channel Expert for the Business Intelligence Network.

Olivera Marjanovic specialises in business process innovation. Her research seeks to link business processes and IT in business, government and non-profit organisations and to assist them in effectively managing IT-enabled organisational process innovations. Olivera works particularly in the design and improvement of technically enabled, knowledge intensive, business processes. Olivera is co-founder and co-leader of the Business Process Management Research Group (BPMRG), University of Sydney. In 2007, she founded the inaugural BPM Minitrack in the International HICSS Conference and is currently the Australia-Pacific editor for Teradata University Network - the leading world-wide community of industry practitioners, thought leaders, academics and their students in the area of Business Intelligence (BI). In this role, Olivera is actively engaged in research and teaching related activities designed to enhance collaboration among industry and academic partners and hence improve BI-related teaching and research as well as create new opportunities for future BI practitioners.