Table of Contents

Preface .................................................................................................................................................. xv

Section 1
Organizational Issues

Chapter 1
Using Business Intelligence in College Admissions: A Strategic Approach ........................................ 1
   W. O. Dale Amburgey, Saint Joseph’s University, USA
   John C. Yi, Saint Joseph’s University, USA

Chapter 2
Anticipatory Standards Development and Competitive Intelligence .................................................. 17
   Françoise Bousquet, ZFIB Conseil, France
   Vladislav V. Fomin, Vytautas Magnus University, Lithuania; Turiba School of Business Administration, Latvia
   Dominique Drillon, La Rochelle Business School, France

Chapter 3
Champion for Business Intelligence: SMART Goals for Business Focused and Financially Backed Results................................................. 31
   Irina Dymarsky, Purdue Pharma, USA

Chapter 4
Enterprise Intelligence: A Case Study and the Future of Business Intelligence ..................................... 47
   Joseph Morabito, Stevens Institute of Technology, USA
   Edward A. Stohr, Stevens Institute of Technology, USA
   Yegin Genc, Stevens Institute of Technology, USA

Chapter 5
Business Intelligence Competency Centers: Centralizing an Enterprise Business Intelligence Strategy .................................................................................................................................................. 68
   Daniel O’Neill, Avon Products Inc., USA
Chapter 6
BI’s Impact on Analyses and Decision Making Depends on the Development of Less Complex Applications ................................................................. 83
Robert Sawyer, I.B.I.S. Inc., USA

Chapter 7
Discovering Business Intelligence from the Subjective Web Data......................................................... 96
Ranjit Bose, University of New Mexico, USA

Chapter 8
Business Intelligence Enhances Strategic, Long-Range Planning in the Commercial Aerospace Industry ........................................................................................................... 112
David Ellis, Boeing, USA

Chapter 9
Performance Management through Societal Performance Indicators .................................................. 125
Joe White, Technical Consultant, USA

Chapter 10
Business Intelligence Should be Centralized .......................................................................................... 139
Brian Johnson, Himalayan International Institute, USA

Chapter 11
The Future Talent Shortage Will Force Global Companies to use HR Analytics to Help Manage and Predict Future Human Capital Needs ...................................................................................... 153
Carey W. Worth, Consultant, USA

Section 2
Analytic Issues

Chapter 12
Intelligent Analytics: Integrating Business Intelligence and Web Analytics ........................................ 166
Lakshmi S. Iyer, The University of North Carolina at Greensboro, USA
Rajeshwari M. Raman, Market America, USA

Chapter 13
Strategies for Improving the Efficacy of Fusion Question Answering Systems ................................ 181
José Antonio Robles-Flores, ESAN University, Peru
Gregory Schymik, Arizona State University, USA
Julie Smith-David, Arizona State University, USA
Robert St. Louis, Arizona State University, USA
Section 3
Technology Issues

Chapter 14
Test-Driven Development of Data Warehouses ......................................................... 200
  Sam Schutte, Unstoppable Software, Inc., USA
  Thilini Ariyachandra, Xavier University, USA
  Mark Frolick, Xavier University, USA

Chapter 15
Uncovering Actionable Knowledge in Corporate Data with Qualified Association Rules ........ 210
  Nenad Jukic, Loyola University Chicago, USA
  Svetlozar Nestorov, University of Chicago, USA
  Miguel Velasco, University of Minnesota, USA
  Jami Eddington, Oklahoma State University, USA

Chapter 16
10 Principles to Ensure Your Data Warehouse Implementation is a Failure ......................... 230
  Adam Hill, The Nielsen Company, USA
  Thilini Ariyachandra, Xavier University, USA
  Mark Frolick, Xavier University, USA

Chapter 17
Business Intelligence Conceptual Model ........................................................................ 241
  Fletcher H. Glancy, Lindenwood University, USA
  Surya B. Yadav, Texas Tech University, USA

Chapter 18
Mitigating Risk: Analysis of Security Information and Event Management ....................... 261
  Ken Lozito, GSK, USA

Chapter 19
IT and Business Can Succeed in BI by Embracing Agile Methodologies .......................... 270
  Alex Gann, BAE Systems, USA

Chapter 20
Agile Development in Data Warehousing ...................................................................... 286
  Nayem Rahman, Intel Corporation, USA
  Dale Rutz, Intel Corporation, USA
  Shameem Akhter, Western Oregon University, USA

Compilation of References .......................................................................................... 301

About the Contributors ............................................................................................... 322

Index ............................................................................................................................ 330