INTERNATIONAL JOURNAL OF BUSINESS INTELLIGENCE RESEARCH

July-September 2013, Vol. 4, No. 3

Table of Contents

Special Issue on Recent Trends in BI Research

Guest Editorial Preface

iv  Barbara Dinter, University of St. Gallen, St. Gallen, Switzerland

Research Articles

1  Using Business Analytics for Strategic Alignment and Organisational Transformation
   Graeme Shanks, The University of Melbourne, Melbourne, VIC, Australia
   Nargiza Bekmamedova, The University of Melbourne, Melbourne, VIC, Australia
   Leslie Willcocks, The London School of Economics and Political Science, London, UK

16  How Business Intelligence Creates Value: An Empirical Investigation
    Nir Yogev, Department of Industrial Engineering and Management, Ben-Gurion University of the Negev, BeerSheva, Israel
    Adir Even, Department of Industrial Engineering and Management, Ben-Gurion University of the Negev, Beer-Sheva, Israel
    Lior Fink, Department of Industrial Engineering and Management, Ben-Gurion University of the Negev, BeerSheva, Israel

32  Augmenting Analytical CRM Strategies with Social BI
    Daniel Beverungen, European Research Center for Information Systems, University of Münster, Münster, Germany
    Matthias Eggert, European Research Center for Information Systems, University of Münster, Münster, Germany
    Matthias Voigt, European Research Center for Information Systems, University of Münster, Münster, Germany
    Michael Rosemann, Queensland University of Technology, Brisbane, QLD, Australia

50  Analyzing Social Media for Corporate Reputation Management: How Firms Can Improve Business Agility
    Christoph Seebach, Department of Business Administration, Goethe University Frankfurt, Frankfurt, Germany
    Roman Beck, Department of Business Administration, Goethe University Frankfurt, Frankfurt, Germany
    Olga Denisova, Department of Business Administration, Goethe University Frankfurt, Frankfurt, Germany

67  Explanatory Business Analytics in OLAP
    Emiel Caron, Centre for Science and Technology Studies, Leiden University, Leiden, The Netherlands
    Henkie Daniels, Center for Economic Research, Tilburg University, Tilburg, The Netherlands, & Rotterdam School of Management, Erasmus University, Rotterdam, The Netherlands

Copyright

The International Journal of Business Intelligence Research (ISSN 1947-3591; eISSN 1947-3605). Copyright © 2013 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The International Journal of Business Intelligence Research is currently listed or indexed in: Bacon’s Media Directory; Cabell’s Directories; DBLP; Google Scholar; INSPEC; Library & Information Science Abstracts (LISA); MediaFinder; The Standard Periodical Directory; Ulrich’s Periodicals Directory