Table of Contents

International Journal of Business Analytics

Volume 3 • Issue 2 • April-June-2016 • ISSN: 2334-4547 • eISSN: 2334-4555 An official publication of the Information Resources Management Association

Research Articles

- Defining, Understanding, and Addressing Big Data Trevor J. Bihl, Department of Operational Sciences, Air Force Institute of Technology, Wright Patterson AFB, OH, USA William A. Young II, Department of Management, Ohio University, Athens, OH, USA Gary R. Weckman, Department of Industrial and Systems Engineering, Ohio University, Athens, OH, USA
- 33 Text Mining to Identify Customers Likely to Respond to Cross-Selling Campaigns: Reading Notes from Your Customers

Gregory Ramsey, Department of Information Science and Systems, Morgan State University, Baltimore, MD, USA Sanjay Bapna, Department of Information Science and Systems, Morgan State University, Baltimore, MD, USA

- 50 Data Warehouses and Business Intelligence in Croatia: Do Managers Know How to Use Them? Kornelije Rabuzin, Faculty of Organization and Informatics, University of Zagreb, Zagreb, Croatia Darko Škvorc, Faculty of Organization and Informatics, University of Zagreb, Zagreb, Croatia
- 61 Classification of File Data Based on Confidentiality in Cloud Computing using K-NN Classifier

Munwar Ali Zardari, Department of Computer and Information Sciences, Universiti Teknologi Petronas, Seri Iskandar, Malaysia

Low Tang Jung, Department of Computer and Information Sciences, Universiti Teknologi Petronas, Seri Iskandar, Malaysia

COPYRIGHT

The International Journal of Business Analytics (IJBAN) (ISSN 2334-4547; eISSN 2334-4555), Copyright © 2016 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 Analytics is indexed or listed in the following: Cabell's Directories; Google Scholar; INSPEC