

**GUEST EDITORIAL PREFACE**

# **Special Issue on Trends in Business Intelligence**

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Business intelligence (BI) includes several concepts that have proved valuable for providing insights to companies, allowing them to make better business decisions. BI has been around for many years. Business intelligence is in high demand as organizations seek to use information assets to improve business outcomes, customer relationships, and operational efficiency. Yet, it has perhaps never been more challenging to keep up with the changing demands and expectations of a growing BI user community. IT-driven application development, limited access to historical data, and canned business reports are no longer satisfactory. Users want more control, better visualization and analysis capabilities, and faster development cycles.

Innovations in software, communications and social media have deeply changed the industries and their business models. Some of these innovations are changing the landscape of BI. Therefore organizations are closely watching emerging technology trends and innovations to discover the next great competitive advantage

in the use of information. One trend is easy to identify: more information. Data volumes are growing across the board, with organizations seeking to tap new sources generated by social media and online customer behavior. This trend is spurring tremendous interest in better access and analysis of the variety of information available in unstructured or semi-structured content sources.

In this special issue, a sincere effort has been made to capture the current state of business intelligence methodologies and strategies for achieving a sustainable business growth. Both theoretical and empirical research papers have shown the evidence on how BI techniques are useful in our day to day business management activities.

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