

# Table of Contents

## International Journal of Business Intelligence Research

Volume 10 • Issue 2 • July-December-2019 • ISSN: 1947-3591 • eISSN: 1947-3605

*An official publication of the Information Resources Management Association*

### Research Articles

- 1      **Exploring Big Data Footprints and Ethics: An Undergraduate Student Focus**  
Virginia M. Miori, Saint Joseph's University, Philadelphia, USA  
Richard T. Herschel, Saint Joseph's University, Philadelphia, USA
- 16     **Ethical Issues and Concerns in Collection of Marketing Information and Marketing Intelligence: Ethical Issue in Collection of Information**  
Pratap Chandra Mandal, Indian Institute of Management Shillong, Shillong, India
- 29     **A Business Intelligence Project-Oriented Course A Breast Cancer Research Case**  
Dima Alberg, SCE - Shamoon College of Engineering, Ashdod, Israel
- 36     **Incorporating External Data Into a BI Solution at a Public Waste Management Organization**  
Mattias Strand, University of Skövde, Skövde, Sweden  
Anna Syberfeldt, University of Skövde, Skövde, Sweden

### COPYRIGHT

The **International Journal of Business Intelligence Research (IJBIR)** (ISSN 1947-3591; eISSN 1947-3605), Copyright © 2019 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 indexed or listed in the following: ACM Digital Library; Australian Business Deans Council (ABDC); 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