Table of Contents

International Journal of Business Intelligence Research

Volume 11 • Issue 2 • July-December-2020 • ISSN: 1947-3591 • eISSN: 1947-3605

Research Articles

1 Predictive Data Mining Model for Electronic Customer Relationship Management Intelligence

Bashar Shahir Ahmed, Computer Science and Systems Engineering Laboratory, University Abdelmalek Essaadi, Tetouan, Morocco

Mohamed Larabi Ben Maâti, Computer Science and Systems Engineering Laboratory, University Abdelmalek Essaadi, Tetouan, Morocco

Mohammed Al-Sarem, College of Computer Science and Engineering, Taibah University, Medina, Saudi Arabia

11 Recommendation and Sentiment Analysis Based on Consumer Review and Rating

Pin Ni, University of Liverpool, Liverpool, UK Yuming Li, University of Liverpool, Liverpool, UK Victor Chang, Teesside University, Middlesbrough, UK

Open Access Articles

28 Text Mining Business Policy Documents: Applied Data Science in Finance

Marco Spruit, Utrecht University, The Netherlands Drilon Ferati, Utrecht University, The Netherlands

47 A Systematic Literature Review on Hospitality Analytics

João Paulo Rodrigues, Universidade Europeia, Portugal Maria José Sousa, Instituto Universitário de Lisboa, Portugal Ana Brochado, Instituto Universitário de Lisboa, ISCTE-IUL, Portugal & Centre for Socioeconomic and Territorial Studies, DINÂMIA'CET – IUL, Portugal

COPYRIGHT

The International Journal of Business Intelligence Research (IJBIR) (ISSN 1947-3591; eISSN 1947-3605), Copyright © 2021 IGI Global. From the journal's inception, January 1, 2010, to December 31, 2020, all rights, including translation into other languages is reserved by the publisher, unless otherwise stated in the article manuscript. As of January 1, 2021, this journal operates under the gold Open Access model, whereby all content published after this date is distributed under the terms of the Creative Commons Attribution 4.0 International (CC BY 4.0) License (http://creativecommons.org/licenses/by/4.0/) where copyright for the work remains solely with the author(s) of the article manuscript. 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