A new perspective for decision makers to improve efficiency in social business intelligence systems for sustainable development

R. Lokeshkumar*

School of Computer Science and Engineering,
Vellore Institute of Technology,
Vellore 632014, Tamil Nadu, India
Email: rlokeshkumar@yahoo.com
*Corresponding author

E. Maruthavani

Department of Computer Science and Engineering,
Karpagam Institute of Technology,
Coimbatore, Tamil Nadu, India
Email: maruthavanie@gmail.com

A. Bharathi

Department of Information Technology,
Bannari Amman Institute of Technology,
Sathyamangalam, Erode, Tamil Nadu, India
Email: bharathia@bitsathy.ac.in

Abstract: Business intelligence is an umbrella term for different business overseeing forms in view of well informed choices, which prompt to make decisions at the top level inside organisations. The general system for characterising the social point of view is subject of the present open deliberation, the social information being displayed inside an information distribution centre mapping. Unquestionably, social information is by all account not the only information wellspring of the social business intelligence esteem chain however, it characterises another point of view for decision makers. Decisions are taken by humans very often during professional as well as leisure activities. It is particularly evident during surfing the internet: selecting websites to explore, choosing needed information in search engine results or deciding which product to buy in an online store. Recommender systems are electronic applications, the aim of which is to support humans in this decision making process. The article presents a solution of recommender system which helps the decision makers to make decision about the existing social business intelligence systems with the help of web personalisation techniques.

Keywords: social business intelligence; decision making; web personalisation; web usage mining; sustainable development; recommender system.

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Biographical notes: R. Lokeshkumar received his BE in Computer Science and Engineering from Anna University, Chennai in 2006 and MTech in Information Technology from Anna University, Coimbatore in 2009 and PhD from Anna University Chennai. Currently, he is working as an Associate Professor in the School of Computer Science and Engineering, Vellore Institute of Technology, Vellore. His current research focuses on web mining, recommender systems and web personalisation. He is a member of IEEE, ACM, IACSIT, IAENG and life member of ISTE.

E. Maruthavani received her BE in Computer Science from the Anna University Chennai, in 2008 and ME in Software Engineering from Anna University Coimbatore, in 2010. Currently, she is working as an Assistant Professor in the Department of Computer Science, Karpagam Institute of Technology, Coimbatore. Her current research focuses on data mining and analytics. She is a member of the IAENG and a life member of ISTE.

A. Bharathi received her BE in Computer Science from the Bharathiyar University, Coimbatore, in 1996 and ME in Computer Science from Anna University, in 2007. Currently, she is working as a Professor in the Department of IT, Bannari Amman Institute of Technology, Sathyamangalam. Her current research focuses on data mining and analytics. She is a member of the ACM, IACSIT and IAENG and a life member of ISTE.

1 Introduction

Forms in the administration, basic leadership in present factories are continually relying upon the accessible and relevant data. To acquire pertinent data organisations regularly utilise complex data frameworks business intelligence. This solution enables companies to analyse the generated amount of available data that are available to managers and analysts in particular the structure and form. The result of the examination of these information are reports with relevant information data esteem for managers, which likewise fill in as contributions to basic leadership and administration procedures of the organisation. Watson and Wixom (2010) suggests that the consistent advancement of data and correspondence innovation over all organisations on the planet, created by the rise of new patterns and conceivable outcomes for enhancing the viability of business intelligence arrangements as different procedures, models, applications and combinations. In view of the unpredictability of business intelligence frameworks and their utilisation in the organisation later on, it is therefore proper to look for answers for the advancement of such frameworks as new programming arrangements, joining of new innovations and so forth. The study of market leaders (Weill and Broadbent, 1998) has shown that the organisations can eventually accomplish general cost decreases, end of downtime, increase upper hand increment the abilities of workers, to find new business openings and numerous different preferences.

Nowadays, people feel comfortable to interchange data and views through social environments. Harrysson et al. (2012) found that the organisations can develop a 'social intelligence' based on the information and ideas disseminated through social-networking by their employees, customers and perhaps others external players. The corporate culture, which boosts creativity and innovation, promotes virtual communities like 'discussion forums' and stimulates organisation's members to act constructively within the established 'discussion forums' which cover the entire firm's domain of action and attention which are sustained by a wide range of social media tools, intelligence systems and technologies. The collected social media content will be analysed and processed in order to obtain valuable knowledge that will enrich the organisations perception. Indirectly, decisions made by the organisations will be improved. The procedure of obtaining social data, analysing it in order to make better decisions is referred as social business intelligence as suggested by Palmer et al. (2013) in the business intelligence approach enriched with 'social intelligence'.

The 'discussion forums' are online collaborative communities – for example, problems identified are posted and recommendations for solving those problems are made, as well as actions are proposed. Thanks to the collaborative potential of the social tools, decedents, experts and any members of the organisational community are assisted in delivering their contributions. Early interventions are possible as suggested by Wernerfelt (2014) that might influence the final decisions. The orientation of social business intelligence to answer questions beyond the collaborative approach of decision making processes, facilitates the deployment of foresight scenarios, and therefore contributes to the business culture that is anticipatory and opportunistic with regard to operations, products and customers. Integrating social data with traditional internal and external datasets, a new dimension that can be introduced into the decision-making framework. Marketing executives have discovered the benefits of social media listening, proper tools, systems and technologies helping to separate the signal from the noise.

Information retrieval (IR) has become an active area of research in recent years to handle with the dynamic environment by establishing intelligent systems which can offer effective web content in real time web usage mining performs mining on web usage data. Lokeshkumar and Sengottuvelan (2014) summarised that the web usage data is a listing of page reference data/clickstream data. The behaviour of the webpage readers is imprint in the web server log files. By using the sequence of pages a user accesses, a user profile could be developed thus used in personalisation. With personalisation, Roome and Louche (2016) found that the web access or the contents of webpage can be modified to better fit the desires of the user and can also be used to identify the browsing behaviour of the user. This process can improve system performance and enhance the quality and delivery of internet information services to the end user to identify the population of potential customers.

According to Wieder et al. (2012), recommender systems (RSs) use the opinions of individuals from a group to help people in that group to recognise the data well pertinent to their requirements. These systems utilise the similarity between the users and recommenders or between the things to shape suggestion list for the users. This study trust that, different connections and contentions traded in support or against are in charge of the possible consequence of a proposal procedure. Along these lines, other than suggestions, it is crucial to decide the users' reaction on such connections to decide more exact trust gauges for users in the framework. In this paper, a novel fuzzy and argumentation-based trust is proposed to show which is additionally incorporated inside the useful thinking of specialists in the RSs. This coordination permits the specialist to take reliable choices and reason about the uses investigated by Bedi and Vashisth (2014) in empowering the RSs. The user is likewise ready to make a smarter choice in the event that there are clashing sentiments identified with a particular item or the user goes over another, concealed item and is uncertain about it. Accordingly, it enhances recommender's influential power and user's trust in the framework bringing about an expansion in the user's acknowledgment of the proposals. The tests performed with a book RS (utilising a cross breed suggestion approach), affirms that the variation actualised with the proposed approach performs superior to those utilising regular techniques.

2 The concepts and theory development

2.1 Social business intelligence systems

As summarised by Wixom et al. (2008), social business intelligence acts as a technology, analytical supported process which gathers and transforms the fragmented data of organisations and markets the knowledge pool about the objectives of the organisation, opportunities and the positions. The social business intelligence systems signifies the software products as a primary design to support analytical process that are business intelligence software products deployed in an organisation and a business intelligence solution is a combination of the tools used for business intelligence and technologies, applications and processes used in support of the objectives of business intelligence systems. These definitions are suggested by Wixom and Watson (2001) for the key importance of the approach to the research of business intelligence. At first, it accentuate that business intelligence systems is not just the software and systems, but about all the process included for managing data to eventually take managerial decisions for sustainability. Hulland (1999) makes a clear divergence between the software that is classically available on the market as 'standard product', as tools or applications which are products for a particular purpose such as 'business planning' and a social business intelligence solution that is the combination of applications including the underlying IT infrastructure. Bases on the huge variety of application areas of social business intelligence and corresponding software end products, it follows from the above that this system solutions build for the BI can vary significantly in terms of functionality used by the BI users, sophistication and complexity of the BI. Hence it is applicable that social business intelligence systems scope as a paradigm for taking these aspects and forecast the impact of scope on the quality of managerial decision making process.

The information about the customers, their interests and buying choices can be changed into learning, added to the hierarchical learning-base and ground space choices. Hair et al. (2014) has investigated that the build-in analytic capabilities and key performance indicators (KPIs) for objectively evaluating the data are made available to decision makers. Executives become aware of the value brought by social data in domains like supply chain management, product development, reputation management and risk management. DeLone and McLean (2010) found that social networking has brought within organisation, executives, experts, all kind of professionals becoming active players, creating social data within the company obviously, social data is not the only data source of the business intelligence value chain, but it defines a new perspective for the decision makers.

2.2 Quality of managerial decision making

According to Petter and McLean (2009), information and data quality research has a long history in the intelligence system. The achievement model of data systems accepts most considerations and pulling in numerous followers in the previous two decades. Most intelligence system analysts, utilise the expressions ‘information and data’ as true equivalent word, while data hypothesis, administration science and choice science draw an unmistakable line amongst information and data. Peters and Wieder (2013) summarised that the information is ordinarily alluded to as actualities which are gathered and put away, however just build up a significance if prepared and passed on/imparted in a way which adds to the learning of the beneficiary, i.e., data setting in particular. As opposed to information, data can identify with the future and can consequently be choice applicable. Kobielus (2007) found that the data lessens the vulnerability for the leader by aiding distinguishing proof of the options accessible and additionally by foreseeing the outcomes of choosing an option. As needed the foresee as takes after: information quality is emphatically identified with the nature of administrative basic leadership for decision making.

2.3 Role of social business intelligence solution scope

Schaltegger et al. (2016) summarised about the scope of software products offered in support of social business intelligence is wide and differed as far as purpose or part inside a business intelligence solution, detailed functionality, the functional scope and the level of refinement. Along these lines, it is normal that great varieties in the applications conveyed inside each phase in organisations, e.g., some organisations may focus their business intelligence endeavours on the information stage and utilise straightforward non-specific revealing instruments, for example, spread sheets to bolster the data arrange, while others would have manufactured complex arranging and investigation frameworks. Henceforth, Chin (2013) and TDWI-Research (2016) expressed that this assorted qualities as varieties in scope of generic business intelligence usefulness.

Gonzales (2011) has found that the better management of social business intelligence is likely to have two possessions on the system solutions scope. At first, a direct effect of business intelligence will result in higher project achievement rates and a more complete approach towards common social business intelligence functionality; secondly, successful social business intelligence management will lead to proliferation of the trust in social business intelligence resulting in higher dissemination of social business intelligence applications across the various business functions. To conclude: social business intelligence management quality is definitely related to social business intelligence scope.

3 Research model and methods

3.1 Data collection

A cross-sectional research model was employed with a web-based survey tailored to the enterprises in terms of capitalisation. Several IT managers have responded to the survey and also have failure to meet the minimum size criteria. A non-response bias is setup to in-built the study so that only firms which deployed social business intelligence software were encouraged to participate. In the absence of the open available data on the use of business intelligence systems software in the target group, the impact is very difficult to be determined.

Table 1 Structural model representation

Representation	*Description*
H1	Social business intelligence management quality is positively related to the managerial decision making quality.
H2	The information quality is completely related to the quality of managerial decision making.
H3	Data quality is positively related to information quality.
H4	The information quality facilitates the relationship between data quality and managerial decision making quality.
H5	Social business intelligence management quality is completely related to data quality.
H6	Social business intelligence management quality is completely related to information quality.
H7	The effect that will be predicted in H1 is arbitrated by data quality and information quality.
H8	Social business intelligence solution scope is completely related to the managerial decision making quality.
H9	Social business intelligence management quality is completely related to SBI scope.
H10	The consequence of SBI management quality on the managerial decision making quality is arbitrated by the scope of the SBI solution.

3.2 Constructs and evaluations

The survey items can be accessed through online with the help of Google forms. The competence of our insightful measurement models is studied with the following aspects like:

1 individual item reliability

2 convergent validity

3 discriminant validity.

In the first step, the individual item reliability is assessed by examining the item's loading on its construct as opposed to the other latent variable constructs in the model. As given in Table 2, all construct-specific loadings which are greater than .60 and each indicator's load is highest for the relevant latent variable construct. Table 4 provides the measurement indicators' means, standard deviations and loadings, along with construct reliability and validity indicators. From the observation, all indicator loadings are highly significant ($p < .001$). Similarly, all composite reliability measures exceed the recommended threshold of .70 and all Cronbach α values are > .70 which indicates strong reliability of the measurement model. Strong convergent validity is also indicated by the average variances extracted (AVE) values, which all clearly exceed the recommended threshold of 50%. As for the assessing of discriminant validity, Table 2 provides the cross-loadings and the AVE – PHI matrix confirm high measurement model quality. The effect size (f^2) is a statistical concept that measures the strength of the relationship between two variables on a numeric scale. Test R^2 identifies how well the PLS regression model predicts the test data. Analyses using PLS regression are often done in two steps. The first step, sometimes called training, involves calculating a PLS regression model for a sample dataset (training dataset). The second step involves validating this model with a different set of data, often called a test dataset. Some test datasets include response values, others do not. If the test dataset does include response values, then Minitab can calculate a test R^2. The test R^2 represents the proportion of variation in the responses that is explained by the original model using predictor values from the test data.

Table 2 Effect sizes (f^2) and R-square changes in PLS model

Variables: dependent independent		*Information quality*	*Decision making*
BI management	ΔR^2	.02	.03
	f^2	.03	.04
Data quality	ΔR^2	.10	.05
	f^2	.16	.06
Information quality	ΔR^2		.16
	f^2		.28
BI scope	ΔR^2		.03
	f^2		.07
$\sum\Delta R^2$		.12	
R^2 PLS model		.42	.28
Chi square model		.46	.46
R^2 shared		.30	.20

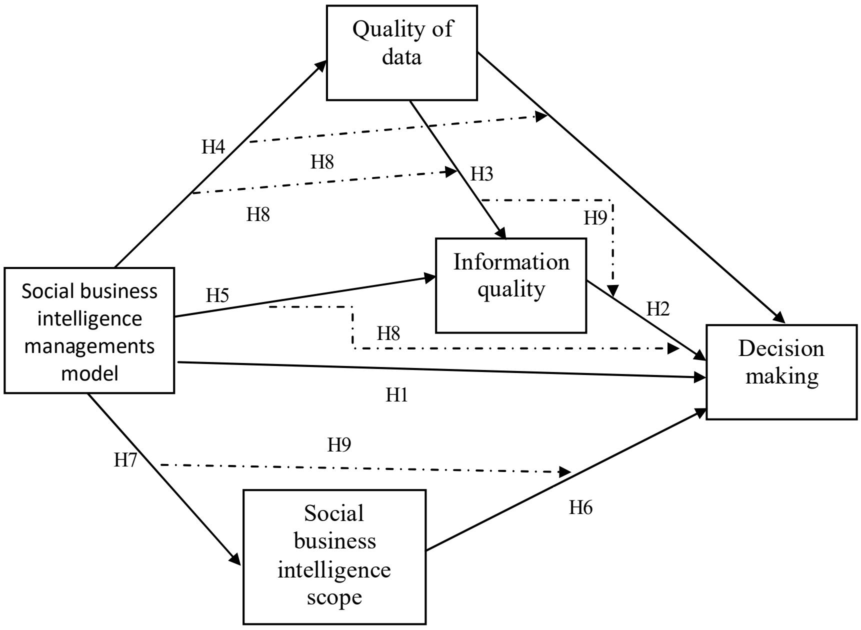
Table 3 Determination of suppression effects

Path	*Whole sample (γ and β)*		
	Zero order (γ)	*Zero order (γ)*	*Zero order (γ)*
SBI mgt. → decision making	0.35	N/A	0.29
SBI scope → decision making	0.26	0.15	→ 0.24
Data quality → decision making	0.48	0.17	→ 0.33
Info. quality → decision making	0.64	0.50	→ 0.55

Table 4 Correlation matrix, discriminant validity assessment and PLS cross-loadings indicator reliability, construct reliability and construct validity

A	*Correlation matrix and discriminant validity assessment*	*1*	*2*	*3*	*4*	*5*	*Composite reliability*	*Cronbach's α*	*AVE*
1	Social business intelligence management	.85					.88	.82	.77
2	Social business intelligence scope	.47	.89				.85	.74	.76
3	Social business intelligence data quality	.67	.17	.85			.90	.84	.70
4	Social business intelligence information quality	.42	.12	.62	.75		.82	.77	.55
5	Social business intelligence decision making	.33	.29	.52	.65	.80	.82	.80	.63
B	*Cross-loadings*	*1*	*2*	*3*	*4*	*5*	*Mean*	*Std. dev.*	*Loadings*
1	Social business intelligence resources	.84	.44	.54	.53	.38	3.00	1.00	0.83
2	Social business intelligence development standardisation	.85	.29	.71	.51	.30	3.27	1.10	.85
3	Social business intelligence projects on time/in budget	.87	.40	.67	.39	.24	2.96	1.14	.87
4	Generic social business intelligence functionality scope	.48	.97	.25	.29	.31	5.1	2.7	.98
5	Social business intelligence business functionality scope	.21	.80	0.2	0.1	0.6	4.01	2.1	.82
6	Social business intelligence data correctness	.57	.19	.74	.36	.46	3.43	.85	.75
7	Social business intelligence data consistency	.53	0.4	.81	.52	.42	3.46	.92	.88
8	Social business intelligence data volume adequacy	.71	.26	.89	.54	.36	3.43	.90	.87
9	Social business intelligence data transparency	.62	.16	.90	.66	.26	3.38	.96	.88
10	Social business intelligence data trusted	.75	.26	.81	.54	.43	3.36	.80	.82
11	Completeness	.37	.08	.57	.75	.48	3.02	.91	.80
12	Volume	.47	.01	.44	.74	.55	3.21	.92	.75
13	Relevance	.25	.02	.34	.63	.54	3.43	.88	.65
14	Currency	.52	.03	.51	.65	.39	3.54	.92	.90
15	Accessibility	.36	.44	.36	.62	.38	3.34	.89	.66
16	Timeliness/speed of decision making	.25	.11	.32	.50	.81	3.68	.80	.88
17	Decision effectiveness	.33	.44	.42	.52	.83	3.71	.69	.88
18	Making rational/informed decisions	.14	.19	.30	.51	.72	3.60	.68	.77
19	Accuracy/correctness of decision making	.44	.14	.42	.32	.62	3.55	.66	.70

Figure 1 Research model



3.3 Partial least square modelling

The partial least squares path modelling method is used for the structural equation modelling which allows to estimate complex cause-effect relationship models with latent variables. It is a component-based estimation approach that differs from the covariance-based structural equation modelling. Lokeshkumar et al. (2014) investigated the covariance-based approach to structural equation modelling, PLS path modelling does not reproduce a sample covariance matrix. It is more oriented towards maximising the amount of variance explained (prediction) rather than statistical accuracy of the estimates. Structural equation models (SEM) are strongly suited for testing both theories and measurement models. PLS-SEM has experienced increasing dissemination in a variety of fields in recent years with non-normal data, small sample sizes and the use of formative indicators being the most prominent reasons for its application. Sommer and Sood (2015) methodological research has extended PLS-SEM's methodological toolbox to accommodate more complex model structures or handle data inadequacies such as heterogeneity.

3.4 Chi-square modelling

The chi-square model is most commonly used to evaluate tests of independence when using a cross tabulation (also known as a bivariate table). The test of independence assesses whether an association exists between the two variables by comparing the observed pattern of responses in the cells to the pattern that would be expected if the variables were truly independent of each other. Calculating the chi-square statistic and comparing it against a critical value from the chi-square distribution allows the researcher to assess whether the observed cell counts are significantly different from the expected cell counts. State the hypothesis being tested and the predicted results: gather the data by conducting the proper experiment.

The relative standard to serve as the basis for accepting or rejecting the hypothesis is also determined. The relative standard commonly used in research is $\alpha > 0.05$. The α value is the probability that the deviation of the observed from that expected is due to chance alone (no other forces acting). In this case, using $\alpha > 0.05$, you would expect any deviation to be due to chance alone 5% of the time or less.

3.5 Outcomes and results

The results of PLS-investigation for the immediate and circuitous ways are condensed in Table 5. Non-parametric bootstrapping with 500 sub-tests for various middle person models was utilised to decide criticalness levels utilising two option strategies:

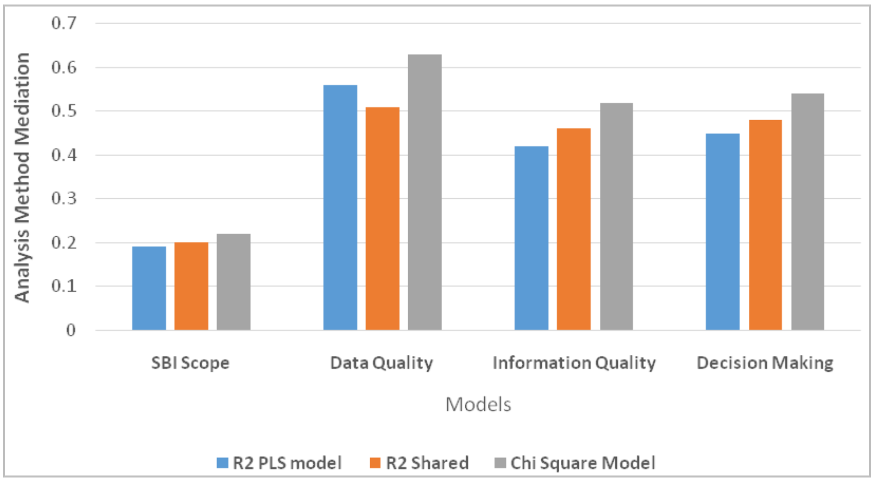
a the bootstrapped percentile technique for a 95% certainty interval

b the t-measurement in light of beta and its bootstrapped standard blunder and the comparing *p*-values.

Table 5 Structural model evaluation and mediation analysis

Analysis / *Models*	*SBI scope*	*Data quality*	*Information quality*	*Decision making*
R^2 PLS model	.19	.56	.42	.45
R^2 Shared	.20	.51	.46	.48
Chi square model	.22	.63	.52	.54

Figure 2 Graph representation structural model evaluation and mediation analysis (see online version for colours)



H1 anticipated a huge impact of SBI administration quality on the nature of administrative basic leadership. Zero order connections (r) between the develops propose such an impact at the bivariate level, yet in the basic model, the immediate impact is really negative .This uncommon group of stars is characteristic of a negative concealment impact. Silencer factors add to the nature of a model by halfway ling out invalid difference of alternate indicators that are connected with and uncovering the genuine connections between the reliant and free variables. By expanding the weights of the ways of alternate indicators of basic leadership, the concealment impact additionally builds the backhanded impacts of BI administration on basic leadership which are – in blend – noteworthy. The aberrant impact is sufficiently solid to repay the negative beta of SBI administration bringing about a critical aggregate accordingly affirming H1. While SBI administration improves administrative basic leadership, it does as such through an arrangement of circuitous impacts, specifically the two-way arbiter way by means of information quality and data quality as anticipated by H3.

4 Conclusions

This research addressed to give new bits of knowledge into how parts of social business intelligence is straightforwardly or in a round about way impact the nature of managerial decision making quality. The outcomes of PLS model and chi-square intervention investigation affirm that SBI management quality has positive direct or potentially circuitous impacts on information quality, data quality and the extent of social business intelligence arrangements. In light of these impacts – in blend – converted into a positive backhanded impact on the nature of managerial decision making quality. Specifically, the outcomes uncover a noteworthy way from SBI management quality to basic decision making quality by means of:

a information quality

b data quality, which substantiates the calls for appropriate BI administration (counting information and managerial quality) communicated in the specialist.

The outcomes patterns to help the critical success factor (CSF) writing by giving the proof of the significance of legitimate SBI venture administration. This study also found that great SBI management translates into more extensive SBI arrangements and more grounded dissemination of SBI applications crosswise over business capacities. Additionally, it finds that the assets that drive SBI quality straightforwardly, it could infer that associations which have assets to empower predominant SBI management will – ceteris paribus – likewise acknowledge more advantages of SBI solutions.

Imperative ramifications for training incorporate that legitimate management of SBI is critical for information quality or potentially data quality, for the dissemination of BI and in the end the advantages of SBI. Besides, overseeing information to guarantee rightness, consistency, culmination, straightforwardness and in this way confide in information is an imperative pre-essential to accomplish elevated amounts of data quality, however to exceed expectations on the last mentioned, appropriate apparatuses are required to effectively get to just pertinent and current data. In light of the substantial scale, SBI arrangements may bring about advantages; however it is not essentially amount that issues, it is (information and esp. data) quality. Generally speaking, the research adds to both scholarly world and industry by giving first time confirmation of immediate and backhanded determinants of organisational benefits from SBI solutions, by conceptualising information and data quality as independent builds and efficiently dissecting the systems which 'decipher' (intervene) the effect of SBI management on the quality of managerial decision making.

To facilitates a noteworthy commitment to progression of the research approach, specifically in path modelling and mediation analysis. The results unmistakably show that a dismissal of a speculation in view of a not significant intervened way in PLS way demonstrate is mistaken in situations where this way is completely interceded or even stifled. In such cases, a huge aggregate impact legitimises the acknowledgement of the theory, regardless of a not huge direct way by utilising chi-square model. Like all looks into in sociology, the examination exhibited in this paper has a few important constraints, specifically the little example measure. PLS is very tolerant towards little specimen sizes, yet notwithstanding for PLS the example estimate is 'fringe'. Besides, there are no settled measures for the SBI builds (SBI management quality and SBI scope), which expected us to build up our own estimation instrument. However, the estimation quality indicators give solid support to high dependability and legitimacy.

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