
Editorial

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Biographical notes: Rashmi Malhotra is an Associate Professor of Management Information Systems at Saint Joseph's University, Philadelphia, USA. She received her PhD in Information Systems from The University of Alabama, USA. She received her Master's in Computer Applications and BSc (Hons.) in Physics from the University of Delhi, India. Her research interests are in neural networks, genetic algorithms, fuzzy systems, data envelopment analysis, and swarm intelligence. She has published 31 articles in refereed journals. She has made 75 presentations in academic conferences. She has published in journals such as *Omega – The International Journal of Management Science*, *European Journal of Operational Research*, *Knowledge-Based Systems*, *International Journal of Electronic Business* and *Journal of Intelligent System*, among others. She has received multiple best paper awards in many academic conferences. In addition, she is also the Editor of the special issue on business intelligence of the *International Journal of Data Analysis Techniques and Strategies*.

Organisations use business intelligence (BI) techniques to enhance decision-making, improve or reengineer business processes, cut costs, and identify new business opportunities. Typically, BI mainly refers to computer-based techniques used to identify, extract, and analyse business data to support superior business decision-making. BI includes a set of applications to collect, store, and analyse raw data to enable managers to make sound decisions in a business enterprise. BI is a growing discipline that includes several activities related to decision-making such as querying, data mining, online analytical processing, forecasting, benchmarking, and predictive analytics to name a few. In fact, BI is an umbrella term that refers to the technologies that support better management of an enterprise through informed decision-making. BI is not just reporting. BI technologies offer a historical context as well as a current and predictive view of business operations. The most common functions of BI technologies are reporting, online analytical processing, analytics, data mining, process mining, text mining, complex event processing, process management, business performance management, benchmarking, predictive analytics and prescriptive analytics. Modern BI applications go beyond the traditional applications of data warehousing and data marts. BI offers an analytical, predictive view of an organisation using its enterprise architecture platform to managers to compete and survive in the modern business environment. As a result, there is a great demand for research focused on the use and application of BI techniques that go beyond the traditional reporting and modelling tools. It is only recently that organisations include BI as an integral part of their mission, and devise a BI strategy at the enterprise-wide level.

This special issue on, 'Business intelligence applications to decision-making', showcases the latest research in the area of BI to benefit the researchers and managers alike by publishing any efforts to illustrate the new trends in BI applications that go far beyond traditional decision support applications. In addition, the objective is to support better decision-making that involves more than reporting or set of tools to glean data from corporate databases to include business analytics. The papers in this special issue aim to represent the latest research ideas in the area of BI to provide performance metrics, tools, and techniques for management of the enterprise.