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Business Intelligence, Analytics, and Data Science

A Managerial Perspective

FOURTH EDITION

Ramesh Sharda • Dursun Delen • Efraim Turban



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Principles and Applications of Business Intelligence Research Herschel, Richard T.,2012-12-31 This book provides the latest ideas and research on advancing the understanding and implementation of business intelligence within organizations Provided by publisher *Business Intelligence* Marinela Mircea,2012-02-01 The work addresses to specialists in informatics with preoccupations in development of Business Intelligence systems and also to beneficiaries of such systems constituting an important scientific contribution Experts in the field contribute with new ideas and concepts regarding the development of Business Intelligence applications and their adoption in organizations This book presents both an overview of Business Intelligence and an in depth analysis of current applications and future directions for this technology The book covers a large area including methods concepts and case studies related to constructing an enterprise business intelligence maturity model developing an agile architecture framework that leverages the strengths of business intelligence decision management and service orientation adding semantics to Business Intelligence towards business intelligence over unified structured and unstructured data using XML density based clustering and anomaly detection data mining based on neural networks

Business Intelligence and Performance Management Peter Rausch,Alaa F. Sheta,Aladdin Ayesh,2013-02-15 During the 21st century business environments have become more complex and dynamic than ever before Companies operate in a world of change influenced by globalisation volatile markets legal changes and technical progress As a result they have to handle growing volumes of data and therefore require fast storage reliable data access intelligent retrieval of information and automated decision making mechanisms all provided at the highest level of service quality Successful enterprises are aware of these challenges and efficiently respond to the dynamic environment in which their business operates Business Intelligence BI and Performance Management PM offer solutions to these challenges and provide techniques to enable effective business change The important aspects of both topics are discussed within this state of the art volume It covers the strategic support business applications methodologies and technologies from the field and explores the benefits issues and challenges of each Issues are analysed from many different perspectives ranging from strategic management to data technologies and the different subjects are complimented and illustrated by numerous examples of industrial applications Contributions are authored by leading academics and practitioners representing various universities research centres and companies worldwide Their experience covers multiple disciplines and industries including finance construction logistics and public services amongst others Business Intelligence and Performance Management is a valuable source of reference for graduates approaching MSc or PhD programs and for professionals in industry researching in the fields of BI and PM for industrial application *Business Intelligence and Human Resource Management* Deepmala Singh,Anurag Singh,Amizan Omar,SB Goyal,2022-08-31 Business Intelligence BI is a solution to modern business problems This book discusses the relationship between BI and Human Resource Management HRM In addition it discusses how BI can be used as a strategic

decision making tool for the sustainable growth of an organization or business BI helps organizations generate interactive reports with clear and reliable data for making numerous business decisions This book covers topics spanning the important areas of BI in the context of HRM It gives an overview of the aspects tools and techniques of BI and how it can assist HRM in creating a successful future for organizations Some of the tools and techniques discussed in the book are analysis data preparation BI testing implementation and optimization on GR and management disciplines It will include a chapter on text mining as well as a section of case studies for practical use This book will be useful for business professionals including but not limited to HR professionals and budding business students

Information Quality and Governance for Business Intelligence Yeoh, William, Talburt, John R., Zhou, Yinle, 2013-12-31 Business intelligence initiatives have been dominating the technology priority list of many organizations However the lack of effective information quality and governance strategies and policies has been meeting these initiatives with some challenges Information Quality and Governance for Business Intelligence presents the latest exchange of academic research on all aspects of practicing and managing information using a multidisciplinary approach that examines its quality for organizational growth This book is an essential reference tool for researchers practitioners and university students specializing in business intelligence information quality and information systems

Business and the Ethical Implications of Technology Kirsten Martin, Katie Shilton, Jeffery Smith, 2022-11-09 This book focuses on how firms should engage ethical choices in developing and deploying digital technologies Digital technologies are devices that rely on rapidly accelerating digital sensing storage and transmission capabilities to intervene in human processes While the ethics of technology is analyzed across disciplines from science and technology studies STS engineering computer science critical management studies and law less attention is paid to the role that firms and managers play in the design development and dissemination of technology across communities and within their firm This book covers the topic from three angles First it illuminates diverse facets of the intersection of technology and business ethics Second it uses themes to explore what business ethics offers to the study of technology and third what technology studies offers to the field of business ethics Each field brings expertise that together improves our understanding of the ethical implications of technology Chapter A Micro ethnographic Study of Big Data Based Innovation in the Financial Services Sector Governance Ethics and Organisational Practices chapter The Challenges of Algorithm Based HR Decision Making for Personal Integrity and chapter Female CEOs and Core Earnings Quality New Evidence on the Ethics Versus Risk Aversion Puzzle are available open access under a Creative Commons Attribution 4.0 International license via link [springer.com](https://www.springer.com)

Emerging Applications in Supply Chains for Sustainable Business Development Kumar, M. Vijaya, Putnik, Goran D., Jayakrishna, K., Pillai, V. Madhusudanan, Varela, Leonilde, 2018-09-07 The application of sustainability practices at the system level begins with the supply chain In the business realm incorporating such practices allows organizations to redesign their operations more

effectively Emerging Applications in Supply Chains for Sustainable Business Development is a pivotal reference source that provides vital research on the models strategies and analyses that are essential for developing and managing a sustainable supply chain While highlighting topics such as agile manufacturing and the world food crisis this publication is ideally designed for business managers academicians business practitioners researchers academicians and students seeking current research on sustainable supply chain management Emerging Informatics Shah Jahan Miah,2012-04-20 The book on emerging informatics brings together the new concepts and applications that will help define and outline problem solving methods and features in designing business and human systems It covers international aspects of information systems design in which many relevant technologies are introduced for the welfare of human and business systems This initiative can be viewed as an emergent area of informatics that helps better conceptualise and design new world class solutions The book provides four flexible sections that accommodate total of fourteen chapters The section specifies learning contexts in emerging fields Each chapter presents a clear basis through the problem conception and its applicable technological solutions I hope this will help further exploration of knowledge in the informatics discipline **Business Intelligence: A Managerial Approach, Global Edition** Ramesh Sharda,Dursun Delen,Efraim Turban,David King,2017-09-27 The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf available as a free download available online and also via the iPad and Android apps Upon purchase you ll gain instant access to this eBook Time limit The eBooks products do not have an expiry date You will continue to access your digital ebook products whilst you have your Bookshelf installed A managerial approach to understanding business intelligence systems To help future managers use and understand analytics Business Intelligence provides students with a solid foundation of BI that is reinforced with hands on practice *Global Perspectives on Contemporary Marketing Education* Smith, Brent,Porath, Amiram,2016-03-17 A successful marketing department has the power to make or break a business Today marketing professionals are expected to have expertise in a myriad of skills and knowledge of how to remain competitive in the global market As companies compete for international standing the value of marketing professionals with well rounded experience exposure and education has skyrocketed Global Perspectives on Contemporary Marketing Education addresses this need by considering the development and education of marketing professionals in an age of shifting markets and heightened consumer engagement A compendium of innovations insights and ideas from marketing professors and professionals this title explores the need for students to be prepared to enter the sophisticated global marketplace This book will be invaluable to marketing or business students and educators business professionals and business school administrators **Business Intelligence** Efraim Turban,2014 *Business Intelligence* Efraim Turban,2013-07-17 For courses on Business Intelligence or Decision Support Systems A managerial approach to understanding business intelligence systems To

help future managers use and understand analytics Business Intelligence provides students with a solid foundation of BI that is reinforced with hands on practice The second edition features updated information on data mining text and web mining and implementation and emerging technologies

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Introduction to Electronic Commerce Efraim Turban,David R. King,Judy Lang,2009 Written by experienced authors who share academic as well as real world practices this text features exceptionally comprehensive yet manageable coverage of a broad spectrum of E commerce essentials from a global point of view The new edition pays special attention to the most recent developments in online behavior in our business academic and personal lives Introduction to E Commerce and E Marketplaces Internet Consumer Retailing Business to Business E Commerce Other EC Models and Applications EC Support Services EC Strategy and Implementation Application Development Perfect for anyone looking for a brief or supplemental text on EC Ideal for busy executives

Publicidad contagiosa Silvia Sivera,2016-06-30 El marketing viral se inocul en el panorama profesional publicitario como una vacuna eficaz econ mica contra la supuesta inmunidad de las audiencias a los mensajes comerciales Conseguir que fueran los consumidores quienes transmitieran los anuncios espont neamente entre sus redes sociales se consider la panacea en un mercado comunicativo sobresaturado Sin embargo la publicidad boca a oreja basada en recomendaciones ya consegu a el mismo objetivo desde tiempos ancestrales Fueron las tecnolog as de la informaci n y de la comunicaci n TIC las que posibilitaron el salto exponencial hacia la publicidad viral y en consecuencia un cambio de magnitudes sin precedentes los contenidos comerciales pasaban a ser compartibles a escala planetaria a la velocidad de un clic Este libro se centra en detectar las claves creativas comunes que detonaron el contagio de 651 v deos publicitarios entre los usuarios de las redes sociales digitales A partir de un constructo anal tico formado por drivers creativos cepas virales y la variable ambig edad se propone la f rmula V cc d c a como base inspiradora para crear publicidad altamente contagiosa

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