

GUEST EDITORIAL PREFACE

Special Issue on Recent Trends in BI Research

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On-going relevance is attributed to business intelligence (BI) by practitioners as studies frequently confirm, such as Luftman's yearly survey. In 2012, IT executives have ranked BI again as the top application/technology, having been in the top 3 since 2003 (Luftman & Derksen, 2012). The share of BI related articles in scientific journals and conference proceedings (cf. Chen, Chiang, & Storey, 2012) reveals that this domain still attracts researchers' attention, too. Such a role of BI as a major IS domain has also been confirmed at the European Conference of Information Systems (ECIS) 2012 in Barcelona, Spain. The newly established track "Business Intelligence and Knowledge Management" received 79 submissions and became the largest domain-specific track. For this special issue five papers have been selected and the authors have been invited to submit an extended and revised version.

The papers submitted for ECIS as well as the selection in this issue accurately represent current trends and topics in BI. A considerable amount of papers discusses the strategic role of BI within an organization. After a period of time with focus on the strategic management of

BI, such as BI strategy and BI governance, the business value of BI for the overall organization and its potential to support fundamental organizational changes gains evidence and simplifies the justification of BI. The first and the second paper address this aspect.

The emergent trends of big data and advanced analytics techniques open up many research opportunities and result in another popular publication category. According to Chen, Chiang, and Storey (2012) five critical areas of analytics research can be differentiated: (big) data analytics, text analytics, web analytics, network analytics, and mobile analytics. The third and the fourth paper fall into this category. They illustrate how advanced analytics and innovative combinations of 'big' (external) data, such as mobile data and social media data, with 'traditional' (internal) data can result in new application areas and/or improve existing ones.

Finally, besides these recent trends there are still some challenges to be solved in BI foundational research – the fifth article can be assigned to this category. In the following, we summarize the selected papers:

The first paper “Using Business Analytics for Strategic Alignment and Organisational Transformation” by G. Shanks, N. Bekmamedova, and L. Willcocks argues that the value of business analytics goes beyond data management and decision support. Based on a single case study the authors make evident the positive impact of business analytics efforts on the enterprise, such as on business processes and the operating model. In addition, business analytics capabilities are identified and discussed.

Also, N. Yogev, A. Even, and L. Fink investigate in the second paper “*How Business Intelligence Creates Value: An Empirical Investigation*” the impact of BI on business performance. Although using a different research method, namely multivariate analysis with structural equation modeling, they come to a similar conclusion as the first paper: BI contributes to the business value (amongst others) by improving operational and strategic business processes. In addition the authors examine the impact of organizational characteristics, i.e. industry, firm size, and BI experience.

Therefore, both papers can give advice how to justify the business value of BI in a broader context than pure decision support – an aspect that is often neglected, for example when considering economic aspects of BI. The articles also help to identify (critical) success factors for the support by BI in such scenarios.

The third paper “*Augmenting Analytical CRM strategies with social BP*” addresses a very recent and emergent trend in BI, the so-called social BI. According to the understanding of the authors D. Beverungen, M. Eggert, M. Voigt, and M. Rosemann social BI systems integrate external social media data with customer information within the organization and use these data for analyses and decision making. As sketched by Dinter and Lorenz (2012) the implementation of social BI requires various revisions and extensions to established BI practices. Beverungen et al. present such a social BI specific adaptation by designing a multidimensional data model that integrates social media data. They also point out how this additional data can support common CRM

activities and analyses. The authors conclude the paper with a research agenda for social BI based on the service blueprinting framework.

In addition, C. Seebach, R. Beck, and O. Denisova use in the fourth paper, entitled “*Analyzing Social Media for Corporate Reputation Management: How Firms Can Improve Business Agility*”, social media data to enrich an organization’s analysis capabilities. In this case, sensing social media supports reputation management. By means of text mining techniques, namely sentiment analysis, Twitter microblogging data (as an example) is analyzed. The results help to better assess the corporate reputation and enable organizations to react fast if needed. The paper serves as another illustrative example how broad the new application scenarios of big data in general, and social media analytics (or social BI) in particular are.

The fifth and last paper by E. Caron and H. Daniels with the title “*Explanatory business analytics in OLAP*” presents an approach how to use statistical analysis to better understand data that is stored in a multidimensional data model. Applying those techniques can help to detect exceptional values in multidimensional data and to examine such atypical values. The proposed solution is in particular helpful for financial data.

Finally, I would like to express my sincere gratitude to all contributing authors who revised and extended timely their papers for this special issue. I hope the readers will find the content beneficial to their research.

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Guest Editor
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