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*This open access book presents the
proceedings of the International
Federation for IT and Travel & Tourism*

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(IFITT)'s 29th Annual International eTourism Conference, which assembles the latest research presented at the ENTER2022 conference, which will be held on January 11–14, 2022. The book provides an extensive overview of how information and communication

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technologies can be used to develop tourism and hospitality. It covers the latest research on various topics within the field, including augmented and virtual reality, website development, social media use, e-learning, big data, analytics, and recommendation systems. The readers will gain insights

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and ideas on how information and communication technologies can be used in tourism and hospitality. Academics working in the eTourism field, as well as students and practitioners, will find up-to-date information on the status of research. During the 21st century business

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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,

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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

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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

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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

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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

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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

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the fields of BI and PM for industrial application.

This volume brings together research and system designs that address the scientific basis and the practical systems design issues that support areas ranging from intelligent business interfaces and predictive analytics to

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economics modeling. Applications for management science and IT have been of interest areas for business schools and computing experts during recent years. Among the areas that are being treated are modern analytics, heterogeneous computing, business intelligence, ERP (enterprise resource

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planning), and decision science. Consumers have been pledging their love for data visualizations for a while now, and data is the area being explored, such as B2B and EC (E-commerce), E-business and the Intelligent Web, CRM (customer relationship management),

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infrastructures, and more. The digitization implications of these many new applications are described and explored in this informative volume. Global Business Intelligence refers to an organization's ability to gather, process and analyze pertinent international information in order to

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make optimal business decisions in a timely manner. With a challenging economic and geopolitical environment, companies and executives need to be adept at information gathering in order to manage emerging challenges and gain competitive advantages. This book

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*Global Business Intelligence
assembles a cast of international
experts and thought leaders and
explores the implications of business
intelligence on contemporary
management. Global Business
Intelligence will be a key resource for
researchers, academics, students and*

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*policy makers alike in the fields of
International Business & Management,
Business Strategy, and Geopolitics as
well as related disciplines like Political
Science, Economics, and Geography.
Integration Challenges for Analytics,
Business Intelligence, and Data Mining
Business Intelligence*

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*Business Intelligence and Analytics:
Systems for Decision Support, Global
Edition*

*Data Mining for Business Analytics
How 45 Successful Companies Used
Big Data Analytics to Deliver
Extraordinary Results*

From Data Integration to Analytics

Business Intelligence: The Savvy Managers Guide, Second Edition, discusses the objectives and practices for designing and deploying a business intelligence (BI) program. It looks at the basics of a BI

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program, from the value of information and the mechanics of planning for success to data model infrastructure, data preparation, data analysis, integration, knowledge discovery, and the actual use of

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discovered knowledge.

Organized into 21 chapters, this book begins with an overview of the kind of knowledge that can be exposed and exploited through the use of BI. It then proceeds with a discussion of

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information use in the context of how value is created within an organization, how BI can improve the ways of doing business, and organizational preparedness for exploiting the results of a BI program. It also

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looks at some of the critical factors to be taken into account in the planning and execution of a successful BI program. In addition, the reader is introduced to considerations for developing the BI roadmap, the

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platforms for analysis such as data warehouses, and the concepts of business metadata. Other chapters focus on data preparation and data discovery, the business rules approach, and data mining techniques and

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predictive analytics. Finally, emerging technologies such as text analytics and sentiment analysis are considered. This book will be valuable to data management and BI professionals, including senior

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**and middle-level managers,
Chief Information Officers and
Chief Data Officers, senior
business executives and
business staff members,
database or software engineers,
and business analysts. Guides**

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**managers through developing,
administering, or simply
understanding business
intelligence technology Keeps
pace with the changes in best
practices, tools, methods and
processes used to transform an**

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**organization's data into
actionable knowledge Contains
a handy, quick-reference to
technologies and terminology
This book is about using
business intelligence as a
management information system**

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for supporting managerial decision making. It concentrates primarily on practical business issues and demonstrates how to apply data warehousing and data analytics to support business decision making. This

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book progresses through a logical sequence, starting with data model infrastructure, then data preparation, followed by data analysis, integration, knowledge discovery, and finally the actual use of discovered

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knowledge. All examples are based on the most recent achievements in business intelligence. Finally this book outlines an overview of a methodology that takes into account the complexity of

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developing applications in an integrated business intelligence environment. This book is written for managers, business consultants, and undergraduate and postgraduates students in business administration.

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The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and

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importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-

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**close, on-the-ground
perspective. From technology,
media and retail, to sport teams,
government agencies and
financial institutions, learn the
actual strategies and processes
being used to learn about**

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**customers, improve
manufacturing, spur innovation,
improve safety and so much
more. Organised for easy dip-in
navigation, each chapter follows
the same structure to give you
the information you need**

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quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each

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unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and

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each chapter

Praise for the First Edition "This is the most usable decision support systems text. [i]t is far better than any other text in the field" —ComputingReviews
Computer-based systems known

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as decision support systems (DSS) play a vital role in helping professionals across various fields of practice understand what information is needed, when it is needed, and in what form in order to make smart and

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**valuable business decisions.
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of theory, applications, and
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Intelligence, Second Edition
supplies readers with the hands-**

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on approach that is needed to understand the implications of theory to DSS design as well as the skills needed to construct a DSS. This new edition reflects numerous advances in the field as well as the latest related

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technological developments. By addressing all topics on three levels—general theory, implications for DSS design, and code development—the author presents an integrated analysis of what every DSS designer

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needs to know. This Second Edition features: Expanded coverage of data mining with new examples Newly added discussion of business intelligence and transnational corporations Discussion of the

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**increased capabilities of
databases and the significant
growth of user interfaces and
models Emphasis on analytics to
encourage DSS builders to
utilizesufficient modeling
support in their systems A**

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**thoroughly updated section on
data warehousing
including architecture, data
adjustment, and data scrubbing
Explanations and implications of
DSS differences across
cultures and the challenges**

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associated with transnational systems Each chapter discusses various aspects of DSS that exist inreal-world applications, and one main example of a DSS tofacilitate car purchases is used throughout the entire

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**book. Screenshots from
JavaScript® and Adobe®
ColdFusion are presented to
demonstrate the use of popular
software packages that carry out
the discussed techniques, and a
related Web site houses all of the**

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book's figures along with demo versions of decisionsupport packages, additional examples, and links to developments inthe field. Decision Support Systems for Business Intelligence, SecondEdition is an excellent

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book for courses on information systems, decision support systems, and data mining at the advanced undergraduate and graduate levels. It also serves as a practical reference for professionals working in the

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Intelligence
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**Business Intelligence for New-
Generation Managers**

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managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides a solid foundation of BI that is reinforced with hands-on practice.

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In his research, Martin Kowalczyk empirically investigates the challenges of designing and establishing successful decision support with Business Intelligence and Analytics (BI&A). The results from his work elucidate

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organizational and individual perspectives of BI&A support in decision processes. The organizational perspective considers the processual aspects of decision making and addresses process phases, roles and their

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interactions. The individual perspective reflects upon decision making of human individuals including their cognition and behaviors involved in decision making. The support of managerial decision making with BI&A gains

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increasing priority for many businesses in their desire to achieve better decision outcomes and improved organizational performance.

Big data, analytics, and artificial intelligence are revolutionizing

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work, management, and lifestyles and are becoming disruptive technologies for healthcare, e-commerce, and web services. However, many fundamental, technological, and managerial issues for developing and applying

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intelligent big data analytics in these fields have yet to be addressed. Managerial Perspectives on Intelligent Big Data Analytics is a collection of innovative research that discusses the integration and application of

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artificial intelligence, business intelligence, digital transformation, and intelligent big data analytics from a perspective of computing, service, and management. While highlighting topics including e-commerce, machine learning, and

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fuzzy logic, this book is ideally designed for students, government officials, data scientists, managers, consultants, analysts, IT specialists, academicians, researchers, and industry professionals in fields that include big data, artificial

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intelligence, computing, and
commerce.

For courses on Business
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Systems. A managerial approach to
understanding business intelligence
systems. To help future managers

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use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

Information and Communication
Technologies in Tourism 2022

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Data Mining, Machine Learning and
Data Science for Practitioners
Taking Business Intelligence
Beyond Reporting
Analytics, Data Science, and
Artificial Intelligence
A Managerial Perspective on

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Analytics

Systems for Decision Support,
Global Edition

*Nearly every large corporation and
governmental agency is taking a fresh
look at their current enterprise-scale
business intelligence (BI) and data*

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warehousing implementations at the dawn of the "Big Data Era"...and most see a critical need to revitalize their current capabilities. Whether they find the frustrating and business-impeding continuation of a long-standing "silos of data" problem, or

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an over-reliance on static production reports at the expense of predictive analytics and other true business intelligence capabilities, or a lack of progress in achieving the long-sought-after enterprise-wide "single version of the truth" – or all of the above – IT

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Directors, strategists, and architects find that they need to go back to the drawing board and produce a brand new BI/data warehousing roadmap to help move their enterprises from their current state to one where the promises of emerging technologies

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and a generation's worth of best practices can finally deliver high-impact, architecturally evolvable enterprise-scale business intelligence and data warehousing. Author Alan Simon, whose BI and data warehousing experience dates back to

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the late 1970s and who has personally delivered or led more than thirty enterprise-wide BI/data warehousing roadmap engagements since the mid-1990s, details a comprehensive step-by-step approach to building a best practices-driven, multi-year

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*roadmap in the quest for
architecturally evolvable BI and data
warehousing at the enterprise scale.
Simon addresses the triad of
technology, work processes, and
organizational/human factors
considerations in a manner that*

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blends the visionary and the pragmatic. Takes a fresh look at true enterprise-scale BI/DW in the "Dawn of the Big Data Era" Details a checklist-based approach to surveying one's current state and identifying which components are enterprise-

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ready and which ones are impeding the key objectives of enterprise-scale BI/DW Provides an approach for how to analyze and test-bed emerging technologies and architectures and then figure out how to include the relevant ones in the roadmaps that

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will be developed Presents a tried-and-true methodology for building a phased, incremental, and iterative enterprise BI/DW roadmap that is closely aligned with an organization's business imperatives, organizational culture, and other considerations

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"While business analytics sounds like a complex subject, this book provides a clear and non-intimidating overview of the topic. Following its advice will ensure that your organization knows the analytics it needs to succeed, and uses them in the service of key

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strategies and business processes. You too can go beyond reporting!"—Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College; coauthor, Analytics at Work: Smarter Decisions, Better Results Deliver the

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right decision support to the right people at the right time Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, Business Analytics for Managers offers powerful techniques for making

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*increasingly advanced use of information in order to survive any market conditions. Take a look inside and find: Proven guidance on developing an information strategy
Tips for supporting your company's ability to innovate in the future by*

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Why BA is the next stepping-stone for
companies in the information age
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business's decision making. Align your business processes with your business's objectives. Drive your company into a prosperous future. Taking BA from buzzword to enormous value-maker, Business Analytics for Managers helps you do

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it all with workable solutions that will add tremendous value to your business.

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with the bound book. 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

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provides students with a solid foundation of BI that is reinforced with hands-on practice.

Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-

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understood layer of architecture, design and process. Without this knowledge, Big Data is belittled – projects flounder, are late and go over budget. Business Intelligence Guidebook: From Data Integration to Analytics shines a bright light on an

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often neglected topic, arming you with the knowledge you need to design rock-solid business intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-

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effective, reusable and essential for transforming raw data into valuable information for business decision-makers. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the

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supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time and on budget – turning the deluge of data into actionable information that fuels

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business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success. Provides practical guidelines for building successful BI, DW and data

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*integration solutions. Explains
underlying BI, DW and data
integration design, architecture and
processes in clear, accessible
language. Includes the complete
project development lifecycle that can
be applied at large enterprises as well*

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*as at small to medium-sized
businesses Describes best practices
and pragmatic approaches so readers
can put them into action. Companion
website includes templates and
examples, further discussion of key
topics, instructor materials, and*

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references to trusted industry sources.

*Business Analysis for Business
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Network, Smart and Open

*Decision Intelligence Analytics and
the Implementation of Strategic
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A Managerial Approach

Big Data in Practice

Digitizing Practices and Systems

Includes bibliographical
references and index

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systems, computerized decision-

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making tools, and management support systems. Market-leading guide to modern analytics, for better business decisions Analytics, Data Science, & Artificial Intelligence: Systems for Decision Support is

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the most comprehensive introduction to technologies collectively called analytics (or business analytics) and the fundamental methods, techniques, and software used to design and develop these

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systems. Students gain inspiration from examples of organisations that have employed analytics to make decisions, while leveraging the resources of a companion website. With six new chapters,

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the 11th edition marks a major reorganisation reflecting a new focus -- analytics and its enabling technologies, including AI, machine-learning, robotics, chatbots, and IoT.

This book is for courses on

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Business Intelligence or Decision Support Systems. It provides a managerial approach to understanding business intelligence systems. It is meant to help future managers use and understand analytics, Business

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Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice. -- Provided by publisher.

For any organization to be successful, it must operate in

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such a manner that knowledge and information, human resources, and technology are continually taken into consideration and managed effectively. Business concepts are always present regardless of

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the field or industry – in education, government, healthcare, not-for-profit, engineering, hospitality/tourism, among others. Maintaining organizational awareness and a strategic frame of mind is critical

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to meeting goals, gaining competitive advantage, and ultimately ensuring sustainability. The Encyclopedia of Organizational Knowledge, Administration, and Technology is an inaugural five-volume

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publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts, issues, challenges, innovations, and opportunities covering all aspects of modern

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organizations. Moreover, it is comprised of content that highlights major breakthroughs, discoveries, and authoritative research results as they pertain to all aspects of organizational growth and development

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including methodologies that can help companies thrive and analytical tools that assess an organization's internal health and performance. Insights are offered in key topics such as organizational structure,

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strategic leadership, information technology management, and business analytics, among others. The knowledge compiled in this publication is designed for entrepreneurs, managers, executives, investors, economic

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analysts, computer engineers, software programmers, human resource departments, and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them

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in their practice. Additionally, academicians, researchers, and students in fields that include but are not limited to business, management science, organizational development, entrepreneurship, sociology,

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corporate psychology, computer science, and information technology will benefit from the research compiled within this publication.

Computing Predictive Analytics, Business Intelligence, and

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Economics

Proceedings of the ENTER 2022
eTourism Conference, January
11-14, 2022

Computational Intelligence for
Business Analytics
Current Avenues of Development

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Predictive Analytics

Encyclopedia of Organizational
Knowledge, Administration, and
Technology

Solid business intelligence guidance
uniquely designed for healthcare
organizations Increasing regulatory

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pressures on healthcare organizations have created a national conversation on data, reporting and analytics in healthcare. Behind the scenes, business intelligence (BI) and data warehousing (DW) capabilities are key drivers that empower these functions. Healthcare Business Intelligence is

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designed as a guidebook for healthcare organizations dipping their toes into the areas of business intelligence and data warehousing. This volume is essential in how a BI capability can ease the increasing regulatory reporting pressures on all healthcare organizations. Explores the

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five tenets of healthcare business intelligence Offers tips for creating a BI team Identifies what healthcare organizations should focus on first Shows you how to gain support for your BI program Provides tools and techniques that will jump start your BI Program Explains how to market and

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maintain your BI Program The risk associated with doing BI/DW wrong is high, and failures are well documented. Healthcare Business Intelligence helps you get it right, with expert guidance on getting your BI program started and successfully keep it going.

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Decision Support and Business Intelligence Systems provides the only comprehensive, up-to-date guide to today's revolutionary management support system technologies, and showcases how they can be used for better decision-making. The 10th edition focuses on Business

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Intelligence (BI) and analytics for enterprise decision support in a more streamlined book.

Technological developments in recent years have been tremendous. This evolution is visible in companies through technological equipment, computerized procedures, and

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management practices associated with technologies. One of the management practices that is visible is related to business intelligence and analytics (BI&A). Concepts such as data warehousing, key performance indicators (KPIs), data mining, and dashboards are changing the business

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arena. This book aims to promote research related to these new trends that open up a new field of research in the small and medium enterprises (SMEs) area. Features Focuses on the more recent research findings occurring in the fields of BI&A Conveys how companies in the

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developed world are facing today's technological challenges Shares knowledge and insights on an international scale Provides different options and strategies to manage competitive organizations Addresses several dimensions of BI&A in favor of SMEs

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Business Intelligence Strategy and Big Data Analytics is written for business leaders, managers, and analysts - people who are involved with advancing the use of BI at their companies or who need to better understand what BI is and how it can be used to improve profitability. It is

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written from a general management perspective, and it draws on observations at 12 companies whose annual revenues range between \$500 million and \$20 billion. Over the past 15 years, my company has formulated vendor-neutral business-focused BI strategies and program execution

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plans in collaboration with manufacturers, distributors, retailers, logistics companies, insurers, investment companies, credit unions, and utilities, among others. It is through these experiences that we have validated business-driven BI strategy formulation methods and

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identified common enterprise BI program execution challenges. In recent years, terms like “ big data ” and “ big data analytics ” have been introduced into the business and technical lexicon. Upon close examination, the newer terminology is about the same thing that BI has

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always been about: analyzing the vast amounts of data that companies generate and/or purchase in the course of business as a means of improving profitability and competitiveness. Accordingly, we will use the terms BI and business intelligence throughout the book, and

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we will discuss the newer concepts like big data as appropriate. More broadly, the goal of this book is to share methods and observations that will help companies achieve BI success and thereby increase revenues, reduce costs, or both. Provides ideas for improving the

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business performance of one ' s
company or business functions
Emphasizes proven, practical, step-by-
step methods that readers can readily
apply in their companies Includes
exercises and case studies with road-
tested advice about formulating BI
strategies and program plans

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Business Intelligence Strategy and Big
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Theory, Systems and Industrial
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Managerial Perspectives on Intelligent
Big Data Analytics
Business Intelligence and
Performance Management
As the most comprehensive
reference work dealing with
decision support systems (DSS),
this book is essential for the

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library of every DSS practitioner, researcher, and educator. Written by an international array of DSS luminaries, it contains more than 70 chapters that approach decision support systems from a wide variety of perspectives. These range from classic

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foundations to cutting-edge thought, informative to provocative, theoretical to practical, historical to futuristic, human to technological, and operational to strategic. The chapters are conveniently organized into ten major sections

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that novices and experts alike will refer to for years to come.

Aligning business intelligence (BI) infrastructure with strategy processes not only improves your organization's ability to respond to change, but also adds significant value to your BI

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infrastructure and development investments. Until now, there has been a need for a comprehensive book on business analysis for BI that starts with a macro view and Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python

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presents an applied approach to data mining concepts and methods, using Python software for illustration Readers will learn how to implement a variety of popular data mining algorithms in Python (a free and open-source software) to tackle business

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problems and opportunities. This is the sixth version of this successful text, and the first using Python. It covers both statistical and machine learning algorithms for prediction, classification, visualization, dimension reduction,

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recommender systems, clustering, text mining and network analysis. It also includes: A new co-author, Peter Gedeck, who brings both experience teaching business analytics courses using Python, and expertise in the application of

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machine learning methods to the drug-discovery process A new section on ethical issues in data mining Updates and new material based on feedback from instructors teaching MBA, undergraduate, diploma and executive courses, and from their

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students More than a dozen case studies demonstrating applications for the data mining techniques described End-of-chapter exercises that help readers gauge and expand their comprehension and competency of the material presented A

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companion website with more than two dozen data sets, and instructor materials including exercise solutions, PowerPoint slides, and case solutions Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python is an ideal

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textbook for graduate and upper-undergraduate level courses in data mining, predictive analytics, and business analytics. This new edition is also an excellent reference for analysts, researchers, and practitioners working with quantitative

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methods in the fields of business, finance, marketing, computer science, and information technology. “This book has by far the most comprehensive review of business analytics methods that I have ever seen, covering everything from classical

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approaches such as linear and logistic regression, through to modern methods like neural networks, bagging and boosting, and even much more business specific procedures such as social network analysis and text mining. If not the bible, it is at the least a

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definitive manual on the subject.”
—Gareth M. James, University of
Southern California and co-author
(with Witten, Hastie and
Tibshirani) of the best-selling
book *An Introduction to Statistical
Learning, with Applications in R*
As technology continues to

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advance, it is critical for businesses to implement systems that can support the transformation of data into information that is crucial for the success of the company. Without the integration of data (both structured and unstructured)

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mining in business intelligence systems, invaluable knowledge is lost. However, there are currently many different models and approaches that must be explored to determine the best method of integration. Integration Challenges for Analytics, Business

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Intelligence, and Data Mining is a relevant academic book that provides empirical research findings on increasing the understanding of using data mining in the context of business intelligence and analytics systems. Covering topics that

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include big data, artificial intelligence, and decision making, this book is an ideal reference source for professionals working in the areas of data mining, business intelligence, and analytics; data scientists; IT specialists; managers;

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researchers; academicians;
practitioners; and graduate
students.

Global Business Intelligence
A General Management
Perspective
Concepts, Techniques and
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Modern Enterprise Business
Intelligence and Data
Management
Healthcare Business Intelligence
A Managerial Perspective
Rapid technology change is
impacting organizations large

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and small. Mobile and Cloud computing, the Internet of Things (IoT), and “Big Data” are driving forces in organizational digital transformation. Decision support and analytics are available to many people in a business or

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organization. Business professionals need to learn about and understand computerized decision support for organizations to succeed. This text is targeted to busy managers and students who

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need to grasp the basics of computerized decision support, including: What is analytics? What is a decision support system? What is “Big Data”? What are “Big Data” business use cases? Overall, it addresses

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61 fundamental questions. In a short period of time, readers can “get up to speed” on decision support, analytics, and business intelligence. The book then provides a quick reference to important recurring questions.

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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

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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

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emerging technologies.

This book presents a comprehensive and systematic introduction to transforming process-oriented data into information about the underlying business process, which is

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essential for all kinds of decision-making. To that end, the authors develop step-by-step models and analytical tools for obtaining high-quality data structured in such a way that complex analytical tools can be applied. The main

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emphasis is on process mining and data mining techniques and the combination of these methods for process-oriented data. After a general introduction to the business intelligence (BI) process and its constituent tasks

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in chapter 1, chapter 2 discusses different approaches to modeling in BI applications. Chapter 3 is an overview and provides details of data provisioning, including a section on big data. Chapter 4 tackles data description,

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visualization, and reporting.

Chapter 5 introduces data mining techniques for cross-sectional data. Different techniques for the analysis of temporal data are then detailed in Chapter 6.

Subsequently, chapter 7 explains

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techniques for the analysis of process data, followed by the introduction of analysis techniques for multiple BI perspectives in chapter 8. The book closes with a summary and discussion in chapter 9.

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Throughout the book, (mostly open source) tools are recommended, described and applied; a more detailed survey on tools can be found in the appendix, and a detailed code for the solutions together with

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instructions on how to install the software used can be found on the accompanying website. Also, all concepts presented are illustrated and selected examples and exercises are provided. The book is suitable for

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graduate students in computer science, and the dedicated website with examples and solutions makes the book ideal as a textbook for a first course in business intelligence in computer science or business information

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systems. Additionally, practitioners and industrial developers who are interested in the concepts behind business intelligence will benefit from the clear explanations and many examples.

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This text aims to help you to maximize the potential of Business Intelligence in your organization. It includes stories of companies that implemented BI - those that have succeeded and those that have failed.

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A Roadmap for IT Directors,
Managers, and Architects
Business Analytics for Beginners
and Dummies
A Guide to Empowering
Successful Data Reporting and
Analytics

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Decision Support Systems for
Business Intelligence
Modeling Techniques with Start-
ups and Incubators
Variations

*Executives in Europe have
significantly expanded their*

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role in operations - in parallel to their strategic leadership. At the same time, they need to make decisions faster than in the past. In these demanding times, a redesigned Business Intelligence (BI) should

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support managers in their new roles. This book summarizes current avenues of development helping managers to perform their jobs more productively by using 'BI for managers' as their central, hands-on, day-

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*to-day source of information
- even when they are mobile.
This book discusses and
conceptualizes practices on
real-time strategy, focusing
on the interplay between
strategy and business
intelligence. Combining*

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strategic practices and business intelligence systems, the authors demonstrate how managerial practices can be developed in the age of digitization. Also developing the concept of strategic agility, the

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*book provides perspectives
from a range of disciplines
including strategic
practices and decision
making, customer
relationship management,
human resource management,
competitive intelligence,*

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supplier network management and business intelligence systems. Presenting managerial frameworks and guidelines, Real-time Strategy and Business Intelligence explores how to improve utilization of

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business intelligence systems in real-time decision making. Providing practical and future-oriented insights backed by examples and best practices, the authors present a clearly conceptualized

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theoretical framework.

Data analysis is an important part of modern business administration, as efficient compilation of information allows managers and business leaders to make the best decisions for the

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financial solvency of their organizations. Understanding the use of analytics, reporting, and data mining in everyday business environments is imperative to the success of modern businesses. Applying

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*Business Intelligence
Initiatives in Healthcare
and Organizational Settings
incorporates emerging
concepts, methods, models,
and relevant applications of
business intelligence
systems within problem*

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contexts of healthcare and other organizational boundaries. Featuring coverage on a broad range of topics such as rise of embedded analytics, competitive advantage, and strategic capability, this

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*book is ideally designed for
business analysts,
investors, corporate
managers, and entrepreneurs
seeking to advance their
understanding and practice
of business intelligence.
In Predictive Analytics:*

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Data Mining, Machine Learning and Data Science for Practitioners, Dr. Dursun Delen illuminates state-of-the-art best practices for predictive analytics for students. Using predictive analytics

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techniques, students can uncover hidden patterns and correlations in their data, and leverage this insight to improve a wide range of business decisions. Delen's holistic approach covers all this, and more: Data mining

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*processes, methods, and
techniques The role and
management of data*

*Predictive analytics tools
and metrics Techniques for
text and web mining, and for
sentiment analysis*

Integration with cutting-

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*edge Big Data approaches
Throughout, Delen promotes
understanding by presenting
numerous conceptual
illustrations, motivational
success stories, failed
projects that teach
important lessons, and*

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*simple, hands-on tutorials
that set this guide apart
from competitors.*

*Three Keywords for
Information Systems
Innovation*

*A Managerial Perspective on
Business Intelligence and*

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*Business Analytics for
Managers*

*Business Intelligence and
Analytics in Small and
Medium Enterprises*

*Business Intelligence for
the Enterprise*

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*Business Intelligence
Guidebook*

**In the era of knowledge
economy, getting the right
information to decision
makers at the right time is
critical to their business**

success. One such attempt includes the growing use of business analytics. Generally speaking, business analytics refers to a broad use of various quantitative techniques

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such as statistics, data mining, optimization tools, and simulation supported by the query and reporting mechanism to assist decision makers in making more informed decisions

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**within a closed-loop
framework seeking
continuous process
improvement through
monitoring and learning.
Business analytics also
helps the decision maker**

predict the future business activities based on the analysis of historical patterns of past business activities. For example, your nearby grocery chain, such as Kroger, might

frequently issue discount coupons tailored for each customer based on his past shopping patterns. This practice encourages the customer to consider buying the discounted but

favorite items repeatedly, while building customer loyalty. This practice is possible, since a smart use of business analytics allows the grocery store to figure out which items are likely

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**to be purchased by which
customer in his next
grocery shopping trip.
Likewise, application
potentials of business
analytics are enormous
given the abundant data**

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**available from the digital
and mobile data sources.
Although business analytics
has been rapidly gaining
popularity among
practitioners and
academicians alike in the**

recent past, its conceptual foundation has existed for centuries. One of the first forms of business analytics may be statistics whose uses can be traced back at least to the biblical times in

ancient Egypt, Babylon, and Rome. The word analytics has come into the foreground in last decade or so. The proliferation of the internet and information technology has

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made analytics very relevant in the current age. Analytics is a field which combines data, information technology, statistical analysis, quantitative methods and computer-

based models into one. This all are combined to provide decision makers all the possible scenarios to make a well thought and researched decision. The computer-based model

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ensures that decision makers are able to see performance of decision under various scenarios. Business analytics has a wide range of application from customer relationship

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**management, financial
management, and
marketing, supply-chain
management, human-
resource management,
pricing and even in sports
through team game**

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strategies.

This book presents a collection of original research papers addressing the relationship between information systems (IS) and innovation. “Open”,

“Smart” and “Network” are three keywords that are currently guiding information systems (IS) innovation, enhancing IS potentialities and their ability to support decision-

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making processes. The book discusses the relevance of these three new concepts in connection with technological and organizational innovations (i.e. cloud, smart

technologies and networking), and the role they play in the development of accounting and management information systems. The book's primary aim is to

investigate how these innovations could influence information systems (with a particular focus on accounting and management information systems) by enhancing

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**their information
potentialities and
improving accounting
methodologies,
performance measurement
systems, data
management, information**

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systems architectures, and external and internal reporting. The book is based on a selection of the best papers—original double-blind reviewed contributions—presented at

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**the 2016 Annual
Conference of the Italian
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for Information Systems
(AIS).
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Real-time Strategy and
Business Intelligence
Applying Business
Intelligence Initiatives in
Healthcare and
Organizational Settings**