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Business Intelligence and Organizational Culture:
Emerging Models and Applications

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Rapid technological development has resulted in an exponential surge in data generation. The growing availability of data has necessitated the development of new models for managing and transforming this massive volume of data into useful information for effective decision-making and problem-solving in organizations.

Business Intelligence (BI) transforms data into valuable business insights to help organizations make smarter decisions. Techniques such as artificial intelligence, machine learning, natural language processing, and computer vision use technology to transform organizational culture and structure. BI is a technological phenomenon shaped by integrating digital systems with organizational culture and human factors. The concept of BI Culture (BIC) has begun to gain traction, changing organizations at the operational and tactical levels into the proliferation and absorption of BI in strategic organizational decisions. By utilizing analytical tools and providing continuous learning opportunities to employees, organizations can create a company culture that thrives on data-driven decision-making. This shift towards a more proactive and dynamic culture of innovation, in turn, helps organizations stay ahead of their competitors.

As businesses across industries strive to remain competitive and innovative, they increasingly turn to BI tools and processes to gather and analyze data for better decision-making. However, BI implementation is not solely a technical or operational endeavor – organizational culture plays a critical role in the success of these efforts. Companies that align their BI strategies with their organizational values, norms, and practices can reap significant benefits in improved performance, customer satisfaction, and employee engagement. This special issue welcomes emerging models and applications of BI in the context of organizational culture that highlights the key considerations and best practices for companies looking to leverage these tools effectively.

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Submission Open Date: 01/07/2023

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Editorial notification: May 2024

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