

In search of Malaysian Companies with Successful Implementation of Business Intelligence Initiatives

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Abstract

The next big phenomenon within the operations management discipline would be the big data economy. The phenomenon concerns the availability and accessibility of large stream of data from diverse sources including those from social media networks. Analyzing these data provides foresights and insights for better decision making. This paper attempts to identify those business organizations that have committed substantial investments in information technology (IT) and business intelligence (BI) initiatives and are able to take advantage of the resultant knowledge and insights due to successful implementation of BI initiatives. Data were collected from 132 larger scale business organizations from Malaysia. The results indicated that larger organizations in terms of sales revenue, number of employees employed, and number of IT/BI employees employed tend to be more successful in BI initiatives implementation (measured in terms of BI maturity level). There was also correlation between duration of BI implementation and BI maturity level, although we did not find significant difference in BI maturity level between the types of industry.

Keywords: data analytics, business intelligence, maturity level, BI initiative implementation.
