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THE BUSINESS INTELLIGENCE MODEL VALIDATION

Abstract:

Due the lack of relevant frameworks into Business Intelligence (BI) research there is need for building new theoretical frameworks for intelligence activities to enable more effective information management and decision making. This presentation shall illustrate the part of survey results related for multi-scale Ph.D. Research study to define and measure the constructs to validate a model for the Connection of the Business Intelligence to Corporate Strategy and Corporate Value. The maximization strategy generally involves making sound financial investment decisions by taking into consideration any risk factors that would compromise or out-weight the anticipated benefits. The survey covers non-financial indicators influence for corporate wealth maximization. The purpose is to analyze the model that investigates Business Intelligence Systems by covering factors of system quality and information quality to attain success in Business Intelligence implementation and Corporate Value. The presented part of survey was implemented in Germany (2018) and scientific analyzes (PLS) covers empirically test of the critical value factors. Presentation summarizes the results of the authors' research on Business Intelligence System Quality and Information Quality and their use in context of Corporate's strategy and Value.

Keywords:

Business Intelligence, Information Quality, Information Use, System Quality, System Use, Corporate Strategy, Corporate Value

JEL Classification: M00, M10, Y40