

3rd International Conference on New Challenges in Management and Organization: Organization and Leadership, 2 May 2016, Dubai, UAE

A Model for Measuring the Direct and Indirect Impact of Business Intelligence on Organizational Agility with Partial Mediator role of Empowerment (Case Study: Tehran Construction Engineering Organization (TCEO) and ETKA Organization Industries.co)

Rasoul Danesh GhalichKhani^{a,*}, Mohammad Hakkak^b

^aPh.D. student in Behavior Management, University of Lorestan, Lorestan, Iran

^bAssistant Professor, University of Lorestan, Iran

Abstract

This paper aims to examine the influence of business intelligence on organizational agility through Partial mediating variable Empowerment. The statistical population of the study is consisted of Tehran Construction Engineering Organization (TCEO) and ETKA Organization Industries co. 102 questionnaires have been distributed among managers and stakeholders of information systems and these have been analyzed via SPSS and Smart PLS software. Within this paper the Popovic business intelligence questionnaire (2012), Sharifi& Zhang Organizational Agility and Spreitzer Empowerment have been used. The hypothesis of study is: Business Intelligence has direct and indirect influence through empowerment on organizational agility. Secondary hypothesis seek to examine the impact of business intelligence on organizational agility, business intelligence on empowerment and examining the impact of empowerment on organizational agility. Research studies imply the confirmation of study primary and secondary hypothesis.

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Peer-review under responsibility of the Ardabil Industrial Management Institute

Keywords: Business intelligence, organizational agility, empowerment, digital economy, data mining

1. Introduction

Actual issues in modern world are of such complexity and interrelation that achieving to a proper insight and understanding about them and taking appropriate measures for encountering them calls for a powerful mind

* Corresponding author. Tel.: +98-930-491-7063; fax: +0-000-000-0000 .

E-mail address: rasouldanesh2020@gmail.com

equipped with new viewpoints and separating from old mindsets .today, what some day used to be taken for granted is no longer of value and this is due to from one side organization inside and outside environmental complications and interrelations between factors and from other side is derived from enhanced uncertainty due to presence of various decision makers with conflicting views, environment dynamism and interrelation of decision outcomes (Azar, 2013).

Business intelligence system allows business users to following, understanding and information management in the organization. In these circumstances that organizations seek methods to further draw on valuable data within operational systems, the strategic role of BI is also increasing (Soroush, 2009).BI systems combine data gathering, data storage, and knowledge management with analytical tools to present complex internal and competitive Information to planners and decision makers (Negash,2004).

We refer to Business intelligence (BI) as the process of transforming raw data in to useful information to Support effective and aware business strategies; capturing the business data and getting the right information to the right people, at the right time, through the right channel, is a crucial aspect of BI often referred to as pervasiveness (Turricchia,2013).

BI tools are friendly, iterative and interactive, allowing business users an easy access. This way, the user can directly manipulate data, thus having the possibility to extract all the value contained into that business data (Azevedo,2011).

2. Business intelligence

Modern organization settings are quite complication and ever-changing. Organizations (governmental or private) are under great pressure for answering to the manager to change condition and innovation. These initiatives call for an agile organization with strategic, tactical and operational decisions that though they are complicated by are taken quickly. The decision making calls for a great deal of data, information and knowledge. One should process this information as required decision making and rapid, on time and ongoing processing is needed to become computerized (Tourban et al, 2010).

Additionally, today lifetime of commercial cycle of business has become shorter. Therefore rapid, aware and proper decision making is changed into a competitive obligation. Managers need good information at appropriate time and place (Farjami, 2015).

BI helps managers by analyzing data from different resources in better decision making at both strategic and tactical level, for ordinary usage, traditional information systems fare well, yet for organizational and function planning, new tools are needed for deeper directing the business analysis (Soroush, 2009).

BI is referred to as a set of mathematical and methodological models for analysis used for extracting information and useful knowledge from raw data for using complicated decision making process (Vercellis, 2013).We can enhance the insights provided by BI applications—specifically by using data-mining techniques, through simulation and modeling of real world under a “systems thinking” approach, improving forecasts, and contributing to a better understanding of the business dynamics of any organization (Raisinghani, 2004).

Business Intelligence by using Soft System Methodology has the necessary strength and flexibility for dealing with complexities of today organizational decision making. By using BI bases systems by decision makers, it is expected that the decision making quality would be enhanced. Using mathematical models and algorithms, analyzing more options with more accurate results and achieving to more effective decision are possible. Consequently, the most important advantage of business intelligence system is enhancement of decision making effectiveness process (Vercellis, 2013).

Companies require data mining tools together with Business intelligence tools in order to make effective strategic decisions (Heinrichs & Lim, 2003). Business intelligence tools help managers to understand weaknesses and strengths of the projects and processes (Omerali, 2012).

BI strategy should be designed to be agile and adaptive. It should be treated as a 'living' artifact, which can be continuously refined to meet the enterprise objectives. BIstrategy must focus on communicating what you are planning to build, how you plan to build it, and when users can expect their requirements to be met (Pant, 2009).

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