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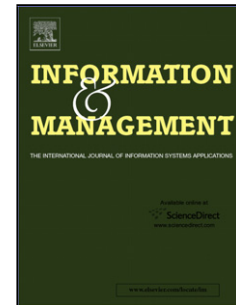
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Business Analytics and Business Value: A Comparative Case Study¹

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ABSTRACT

With growing adoption of business analytics, it is important for investing firms to understand how business value is created from investments. Studies in IT domain have highlighted how higher investment in technology may not bring more returns, rather how IT as an organizational capability acts as a key mediator in value creation. This research extends the model to business analytics, to identify elements of analytics technology assets and business analytics capability and to understand the mechanism of business value creation using multiple case studies. We capture how analytics resources contribute to business performance by developing operational and organizational performance measures.

Keywords: Business Analytics, Business Value, Business Analytics Capability, Analytics Technology Assets, Analytics Resources, Resource-Based View

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