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Titolo	Real-time Strategy and Business Intelligence [[electronic resource]] : Digitizing Practices and Systems // edited by Marko Kohtamäki
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2017
ISBN	3-319-54846-8
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (227 pages) : illustrations, tables
Disciplina	658.472
Soggetti	Leadership Management information systems Big data Business logistics Business Strategy/Leadership Business Information Systems Big Data/Analytics Supply Chain Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Chapter 1 Introduction: real-time strategy and business intelligence -- Chapter 2 Strategic agility – Integrating Business Intelligence with Strategy -- Chapter 3 Business intelligence – Capturing an elusive concept -- Chapter 4 How management control systems can facilitate a firm’s strategic renewal and creation of financial intelligence -- Chapter 5 Competitive intelligence – A strategic process for external environment foreknowledge -- Chapter 6 Human Resource Intelligence – Enhancing the quality of decision making and improving business performance -- Chapter 7 Business Intelligence within the Customer Relationship Management Sphere -- Chapter 8 Making sense of strategic decision making -- Chapter 9 Project Management Intelligence – Mastering the Delivery of Life Cycle Solutions -- Chapter 10 Supply Chain Intelligence.
Sommario/riassunto	This book discusses and conceptualizes practices on real-time

strategy, focusing on the interplay between strategy and business intelligence. Combining strategic practices and business intelligence systems, the authors demonstrate how managerial practices can be developed in the age of digitization. Also developing the concept of strategic agility, the book provides perspectives from a range of disciplines including strategic practices and decision making, customer relationship management, human resource management, competitive intelligence, supplier network management and business intelligence systems. Presenting managerial frameworks and guidelines, Real-time Strategy and Business Intelligence explores how to improve utilization of business intelligence systems in real-time decision making. Providing practical and future-oriented insights backed by examples and best practices, the authors present a clearly conceptualized theoretical framework.
