

1. Record Nr.	UNINA9910460917803321
Titolo	Sustaining competitive advantage via business intelligence, knowledge management, and system dynamics // edited by Mohammed Quaddus, Arch G. Woodside
Pubbl/distr/stampa	Bingley, England : , : Emerald, , 2015 ©2015
ISBN	1-78441-763-7
Edizione	[First edition.]
Descrizione fisica	1 online resource (466 p.)
Collana	Advances in Business Marketing and Purchasing, , 1069-0964 ; ; Volume 22A
Disciplina	658.472
Soggetti	Business intelligence Knowledge management Competition Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Cover; Title; Copyright; Contents; List of Contributors; Introduction; Business Intelligence for Sustainable Competitive Advantage; Abstract; 1. Introduction; 1.1. Overview; 1.2. Problem Statement and Research Questions; 1.3. Research Objectives; 1.4. Significance of Research; 1.5. Scope of Research; 1.6. Definition of Terms; 1.7. Structure of the Chapter; 1.8. Summary; 2. Research Foundation: Review of Literature; 2.1. Introduction; 2.2. Business Intelligence; 2.2.1. Definition of Business Intelligence; 2.2.2. Classification of Business Intelligence; 2.2.3. The Intelligence Process 2.2.4. Business Intelligence Framework 2.3. Business Intelligence Deployment; 2.3.1. Successful BI Deployment; 2.3.2. User Satisfaction as a Measurement of BI Success; 2.4. Antecedents of Successful BI Deployments; 2.4.1. Firm's Internal Resources; 2.4.2. Perceived Characteristics of the Innovation; 2.5. Other Factors Related to BI Success; 2.5.1. Organizational Culture; 2.5.2. Utilization of BI Tools; 2.5.3. Business Strategy; 2.6. BI-Based Knowledge and Sustainable Competitive Advantage; 2.6.1. Sustainable Competitive Advantage and Corporate Social Responsibility

2.7. Review of Underlying Theories 2.7.1. Resource-Based Theory (RBT); 2.8. The Malaysian Telecommunications Industry; 2.8.1. Competition within Telecommunications Industry in Malaysia; 2.8.2. Telecommunications Players; 2.9. Telecommunications Industry and Sustainable Competitive Advantage; 2.9.1. Telecommunications Industry and Business Intelligence; 2.10. Summary; 3. Conceptual Framework and Preliminary Research Model; 3.1. Introduction; 3.2. Conceptual Framework; 3.3. The Preliminary Research Model; 3.4. Summary; 4. Research Method and Design; 4.1. Introduction; 4.2. Research Paradigm
4.3. Research Method 4.3.1. The Research Process; 4.4. Qualitative Field Study Method; 4.4.1. Sample Selection; 4.4.2. Data Collection; 4.4.3. Analyses of Qualitative Data; 4.5. Quantitative Study Method; 4.5.1. Developing the Questionnaire; 4.5.2. Pre-test the Questionnaire; 4.5.3. Sample Selection; 4.5.4. Quantitative Data Collection; 4.5.5. Response Rate and Data Examination; 4.5.6. Quantitative Data Analysis; 4.5.7. Partial Least Squares (PLS) Procedures; 4.6. Summary; 5. The Field Study and Modified Research Model; 5.1. Introduction; 5.2. The Operation of the Field Study
5.2.1. Interview Sample Demographics 5.2.2. Data Collection; 5.3. Data Analysis via Content Analysis Approach; 5.4. Results and Interpretations; 5.4.1. Factors and Variables; 5.4.2. Perceived Relationships between Factors; 5.4.3. The Construction of BI for Sustainable Competitive Advantage Model; 5.5. The Final Combined BI Model; 5.6. Summary; 6. Hypotheses and Questionnaire Construction; 6.1. Introduction; 6.2. Construction of Hypotheses; 6.2.1. Hypotheses Relating to Firms Internal Resources; 6.2.2. Hypotheses Relating to Successful BI Deployment
6.2.3. Moderating Influence of Organizational Culture, BI Tools and Business Strategy
