

Business Intelligence and its Role in the Effectiveness of E-Commerce

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ABSTRACT

During the second half of the twentieth century the world witnessed the development of so many inventions such as computers, telecommunications, information technology, globalization reforms and the internet. As business is not far away from these developments, it has been affected a lot. This inevitably has changed the phases of business and commerce to involve Electronic Commerce (EC) instead of classical old phases. As the dynamics of business environments is fast changing, and so as the costumers needs, there arose a huge amount of specific relevant data that take a lot of time and efforts for analysis, information gathering, and knowledge creation towards intelligent decision making. This has opened the doors widely for the data mining procedures to sort out the relevant business data from the irrelevant. Moreover the development in other software systems has added a new dimension; the inception of Business Intelligence (BI) towards upgrading the performance of business companies.

This is a PhD thesis of six chapters which presents a research work to elucidate the Business intelligence (BI) and its role in upgrading the effectiveness of Electronic Commerce (EC). The work is focused on investigating and experiencing some issues concerning marrying the notions

of BI, Business Processes Performance (BPP) and Organizational Performance (OP) in a cross-fertilization manner to highlight the possible routes towards the required advancement in the EC effectiveness. The motivation behind this work is the lack of specialized researches in the literature handling the most of the correlations between BI and EC. This research has therefore resorted to do a field investigation in the arena of Dot Com companies which is applying BI through EC in Delhi-NCR. This work depends on a methodology which believes that the BI is intrinsically based on the following functions:

- Efficient specifying of data resources,
- Collecting and analyzing data,
- Converting of data into information, and
- Creating Knowledge for better decisions and performance.

The work has thus prepared a questionnaire distributed to the relevant working staff in six Dot Com companies in NCR-Delhi. This questionnaire has been formalized depending on marrying the pertinent similar experience available in the literature with the researcher views. The questionnaire data have therefore been analyzed through the SPSS 19 package and the output shows the inherent statistical results analyzed later showing the required interpretation. The concluded results were pivoted on the fact that there is a significant correlation between BI, BPP and OP, highlighting the organic relation between applying BI in the said companies and their performance.

Though this research work has been devoted to study the research's issue exclusively in the selected Dot Com companies, yet the general application field of this work involves all the business (services and products) companies.