

Business Intelligence in the Digital Economy: Opportunities, Limitations and Risks

Table of Contents

Foreword	vii
Preface	x
Chapter I	
Reducing Risk in Information Search Activities	1
<i>Clare Brindley, Manchester Metropolitan University, UK</i>	
<i>Bob Ritchie, Manchester Metropolitan University, UK</i>	
Chapter II	
Intelligent Agents for Competitive Advantage: Requirements and Issues	25
<i>Mahesh Raisinghani, University of Dallas, USA</i>	
<i>John H. Nugent, University of Dallas, USA</i>	

Chapter III

Data Mining and Knowledge Discovery 35

Andi Baritchi, Corporate Data Systems, USA

Chapter IV

Enterprise Information Management 48

Ulfert Gartz, PA Consulting Group, Germany

Chapter V

An Intelligent Knowledge-Based Multi-Agent Architecture for Collaboration (IKMAC) in B2B e-Marketplaces 76

Rahul Singh, University of North Carolina at Greensboro, USA

Lakshmi Iyer, University of North Carolina at Greensboro, USA

Al Salam, University of North Carolina at Greensboro, USA

Chapter VI

Text Mining in Business Intelligence 98

Dan Sullivan, The Ballston Group, USA

Chapter VII

Bypassing Legacy Systems Obstacles: How One Company Built Its Intelligence to Identify and Collect Trade Allowances 111

James E. Skibo, University of Dallas, USA

Chapter VIII

Expanding Business Intelligence Power with System Dynamics 126

Edilberto Casado, Gerens Escuela de Gestión y Economía, Peru

Chapter IX

Data Mining and Business Intelligence: Tools, Technologies, and Applications 141

Jeffrey Hsu, Fairleigh Dickinson University, USA

Chapter X

Management Factors for Strategic BI Success 191

Somya Chaudhary, Bellsouth Telecommunications Inc., USA

Chapter XI

Transforming Textual Patterns into Knowledge 207

Hércules Antonio do Prado, Catholic University of Brasília,

Brazilian Enterprise for Agriculture Research, Brazil

José Palazzo Moreira de Oliveira, Federal University of

Rio Grande do Sul, Brazil

Edilson Ferneda, Catholic University of Brasília, Brazil

Leandro Krug Wives, Federal University of Rio Grande do Sul,

Brazil

Edilberto Magalhães Silva, Brazilian Public News Agency, Brazil

Stanley Loh, Catholic University of Pelotas and Lutheran University

of Brazil, Brazil

Chapter XII

Understanding Decision-Making in Data Warehousing and Related

Decision Support Systems: An Explanatory Study of a Customer

Relationship Management Application 228

John D. Wells, Washington State University, USA

Traci J. Hess, Washington State University, USA

Chapter XIII

E-CRM Analytics: The Role of Data Integration 251

Hamid R. Nemati, University of North Carolina, USA

Christopher D. Barko, University of North Carolina, USA

Ashfaaq Moosa, University of North Carolina, USA

Glossary 270

About the Authors 277

Index 285