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主旨：本校期刊臺大管理論叢舉辦「Business Intelligence

Research」專題徵稿，請協助宣傳周知並歡迎踴躍投稿。

說明：檢附臺大管理論叢「Business Intelligence Research」徵稿  
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# 臺大管理論叢

NTU MANAGEMENT REVIEW

Special Topic  
Call for Papers

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## Business Intelligence Research

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In Association with the *MISQ* Special Issue <http://www.misq.org/>

### Background

Business intelligence (BI), a term coined in 1989, has gained much traction in the IT practitioner community and academia over the past two decades. According to Wikipedia, BI refers to the "skills, technologies, applications, and practices used to help a business acquire a better understanding of its commercial context" ([http://en.wikipedia.org/wiki/Business\\_intelligence](http://en.wikipedia.org/wiki/Business_intelligence)). Based on a survey of 1,400 CEOs, the Gartner Group projected BI revenue to reach \$3 billion in 2009 (Gartner 2006). According to an IBM Global CIO study, the collective voice of more than 2,500 chief information officers (CIOs) worldwide points to business intelligence and analytics as the top visionary plan for enhancing their enterprises' competitiveness (IBM 2009). Through BI initiatives, businesses are gaining insights from the growing volumes of transaction, product, inventory, customer, competitor, and industry data generated by enterprise-wide applications such as enterprise resource planning (ERP), customer relationship management (CRM), supply-chain management (SCM), knowledge management, collaborative computing, and web analytics.

BI has been used as an umbrella term to describe concepts and methods to improve business decision making by using fact-based support systems. BI also includes the underlying architectures, tools, databases, applications, and methodologies (Raisinghani 2004). BI's major objectives are to enable interactive and easy access to diverse data, enable manipulation and transformation of these data, and provide business managers and analysts the ability to conduct appropriate analyses and perform actions (Turban et al. 2008). BI is now widely adopted in the world of IT practice and has become popular in Information Systems curricula (Watson and Wixom 2007). Successful BI initiatives have been undertaken for major industries, including health care (Carte et al. 2005), airlines

(Anderson-Lehman 2004), and telecommunications (Turban et al. 2008).

As a data-centric approach, BI heavily relies on advanced data collection, extraction, and analysis technologies (Watson and Wixom 2007; Turban et al. 2008). Data warehousing is the foundation of BI. The design of data marts and tools for extraction, transformation, and load (ETL) are essential for converting and integrating enterprise-specific data. Database query, online analytical processing (OLAP), and advanced reporting tools are often adopted next to explore important data characteristics.

Business performance management (BPM) using scorecards and dashboards can be used to analyze and visualize various employee performance metrics. In addition to these well-established business analytics functions, advanced knowledge discovery using data and text mining can be adopted for association rule mining, database segmentation and clustering, anomaly detection, and predictive modeling in information systems, human resources, accounting, finance, and marketing applications.

In the past five years, web intelligence, web analytics, web 2.0, and user-generated contents have begun to usher in a new and exciting era of Business Intelligence 2.0 (BI 2.0) research. An immense amount of company, industry, product, and customer information can be gathered from the web, organized and visualized through knowledge mapping, web portal, and multilingual retrieval techniques (Chung et al. 2005; Marshall et al. 2004). By analyzing customer clickstream data logs, web analytics tools such as Google Analytics provide a trail of the user's online activities and reveal the user's browsing and purchasing patterns. Web site design, product placement optimization, customer transactions analysis, and product recommendations can be easily accomplished through web analytics. More recently, Web 2.0 has created an abundance of user-generated contents from online social media such as forums, online groups, web blogs, social networking sites, social multimedia sites (for photos and videos), and even virtual worlds. In addition to capturing entertainment-related contents and socio-political sentiments expressed in these media, Web 2.0 applications can efficiently gather a large volume of timely feedback and opinions from a diverse customer population for many different businesses (i.e., crowd-sourcing). Many believe social media analytics presents a unique opportunity for business researchers to treat the market as a "conversation" between businesses and customers instead of the traditional *Special Issue - Call for Papers -Business Intelligence Research- MIS Quarterly* 1 business-to-customer "marketing." Advanced information extraction, topic identification, opinion mining, and time-series analysis techniques can be applied to traditional business information and new BI 2.0 contents for various accounting, finance, and marketing

applications, such as enterprise risk assessment and management, credit rating and analysis, corporate event analysis, stock and portfolio performance prediction, viral marketing analysis, etc.

Given these tremendous developments, information systems research based on design science can contribute significantly to BI. By designing and evaluating IT artifacts within the organizational and managerial context, much can be learned about BI technologies, practices, and challenges. IT artifacts are broadly defined as constructs, models, methods, and instantiations created to enable the analysis, design, development, and implementation of successful information systems within organizations (Hevner et al. 2004; March and Storey 2008). BI, with its data, systems, and analytics nature, would benefit greatly from advanced design science research, which has already been successfully applied (Abbasi and Chen 2008; Chung et al. 2005; Marshall, et al. 2004; Watson and Wixom 2007). In addition to a design science approach, rigorous and relevant BI-related research using management science (modeling, optimization), information economics, and organizational and behavioral methodologies (case studies, surveys) is also welcome.

### Call for Submissions

This special issue of *MIS Quarterly* invites unpublished, original research relating to business intelligence. It specifically seeks research that creates and evaluates innovative BI-related IT artifacts that advance BI implementation. Submissions must relate to *MIS Quarterly's* mission with strong managerial, organizational, and societal relevance and implications. The following types of submissions are discouraged:

- Purely theoretical papers: Submissions that are entirely theoretical in nature are discouraged. However, theories that are carefully developed and applied to business intelligence research and applications are strongly encouraged.
- Argumentation essays: Submissions consisting primarily of essays of qualitative argumentation or secondary analysis are discouraged. A scientific approach and validation are needed for any submission.
- Incremental research in well-established areas: Submissions that build on old and well-known models or methods without substantial improvement are discouraged.
- Research targeting specific algorithms or techniques: Submissions that focus only on comparison of algorithms or techniques using standard test-beds are discouraged. However, research that reports on the development of novel algorithms or techniques for real-world business intelligence applications is welcome.

## Scope and Topics

BI 2.0 research is particularly welcome. Topics include, but are not limited to

- Design, implementation, and assessment of innovative data warehousing, ETL, and OLAP in BI
- Visual analytics, advanced interfaces, and human-computer interactions research for BI
- Advanced text, data, and web mining research for emerging BI applications
- Innovative knowledge discovery and knowledge management research for BI applications
- Business process and workflow management research for BI
- Web intelligence, web analytics, and web 2.0 research for BI
- Social media analytics, opinion mining, and sentiment analysis for BI

## 【投稿說明】

- 投稿文章請以英文撰稿，並依臺大管理論叢稿約之規定並寄送稿件處理費 3000 元，評審程序亦依本刊審查之原則辦理。
- 文稿請用 MS Word 處理，稿件格式請參考「臺大管理論叢稿約及格式說明」(<http://management.ntu.edu.tw/journal.htm>)。
- 來稿請寄電子檔至 [review@management.ntu.edu.tw](mailto:review@management.ntu.edu.tw)，主旨請標註：『Business Intelligence Research\_篇名』。
- 本刊將擇優論文，逕送 MISQ 決定是否刊登，若經 MISQ 採用後需修改成 MISQ 期刊之格式，若未經 MISQ 採用，則刊登於本刊。

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**Review Process and Deadlines**

- Submissions due: October 15, 2010
- Initial screening: October 2010
- Decisions and revisions due : according to MISQ

## 臺大管理論叢 稿 約

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- 一、臺大管理論叢（以下簡稱論叢）之宗旨在出版組織與管理相關之概念性或實證性、並未曾於其他學術期刊刊登過的中、英文學術論文，或對於特定文章、書籍、或學術領域重要議題之評述論文。
- 二、來稿經接受於論叢發表後，需簽署作者授權書，版權歸臺大管理學院與論叢所有，唯文責需由作者自負。除印行紙本之外，來稿需同意同步收入於國立臺灣大學出版中心所建置的「國立臺灣大學學術期刊資料庫」。
- 三、擬投稿之論文原則上以二萬字（含圖表及中英文摘要）為原則。論叢對撰寫格式擁有修繕權，以保持一致之編輯水準。投稿格式請參閱下頁說明。
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- 六、本刊每年六、十二月定期出版，其間並將不定期出版專刊 (Special Issues) 或專題 (Special Topics)，請海內外學術先進踴躍賜稿。
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