Business Intelligence
Opportunities for Research

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Abstract. Business Intelligence [BI] is an area ripe for research due to its impact on business' and governments' decision-making activities. However, to date the actual coverage of BI in academic journals has been somewhat limited. One of the reasons this may be due to the nature of BI outlets as well as the manner in which BI is being defined and described by the MIS discipline.

As a relatively new field, BI suffers from a general lack of clarity as to what BI is and what it encompasses. There are many definitions of the concept and some of these definitions are self--serving, unnecessarily restrictive, or factually incomplete. Oftentimes, what BI is depends upon whom you ask! In MIS, for example, BI is typically being understated, relegated to being an artifact of IT.

In actuality, BI encompasses a wide range of complex processes and issues. When the BI domain is more clearly articulated and considered in a broader context, it becomes evident that there is a wide array of potential research topics that are relevant to BI.

The general goal of this presentation is to better clarify what BI is. In addition, the presentation seeks to broaden ITI 2011 Conference attendees' vision of BI so that they might realize expanded opportunities for BI research.

This presentation will examine the following issues:

- What is business intelligence?
  - BI versus analytics
  - How does MIS present BI?
  - A definition of BI

- Opportunities for research
  - What is being explored in BI research?
    ◇ IJBIR
  - Issues I've explored
    ◇ Knowledge exchange protocol
    ◇ Video search
    ◇ Practitioner concerns