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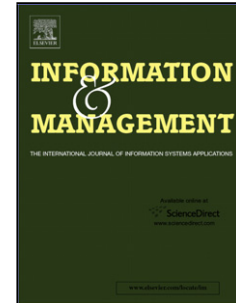
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Business Intelligence and Organizational Learning: An Empirical Investigation of Value Creation Processes

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Highlights

- This study develops and tests a research model of BI value creation
- The model incorporates both general-IT and specific-BI value creation mechanisms
- We initially assess the model with qualitative data collected in three organizations
- We then test the hypotheses with cross-sectional data collected from managers
- The findings demonstrate the value creation processes unique to BI resources

Abstract

With the aim of bridging the gap between well-established research on information technology (IT) value creation and the emergent study of business intelligence (BI), this study develops and tests a model of BI value creation that is firmly anchored in both streams of research. The analysis draws on the resource-based view and on conceptualizations of organizational learning to hypothesize about the paths by which BI assets and BI capabilities create business value. The research model is first assessed in an exploratory

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