عنوان فارسی مقاله:
تاثیر هوش تجاری روی کیفیت تصمیم گیری- یک مدل واسطه ای

عنوان انگلیسی مقاله:
The impact of Business Intelligence on the quality of decision making – a mediation model

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک کنید.
5. Discussion

The purpose of this research was to provide new insights into how aspects of BI directly or indirectly influence the quality of managerial decision making. The results of PLS and mediation analysis confirm that BI management quality has positive direct and/or indirect effects on data quality, information quality, and the scope of BI solutions. We also find that these effects – in combination – translate into a positive indirect effect on the quality of managerial decision making. In particular, the results reveal a significant path from BI management quality to decision making quality via (a) data quality and (b) information quality, which substantiates the calls for proper BI management (including data quality management initiatives) expressed in the practitioner literature. The findings also support the critical success factor (CSF) literature by providing evidence of the importance of proper BI project management. But we also found that high quality BI management translates into more comprehensive BI solutions and stronger diffusion of BI applications across business functions. While we did not investigate the resources that drive BI management quality directly, we were able to conclude that organisations which have resources to enable superior BI management will – ceteris paribus – also realize more benefits of BI solutions.