Business Intelligence Adoption in Developing Economies: A Case Study of Ghana

Abstract

In this era of competitive market and ever sharply changing market trends, there is a need for timely and integrated engagement of information systems for effective decision making. Developed countries and developed economies are evolving their information systems by aligning them to incorporate adaptive approaches to business models in real-time with forecasting capabilities. This has seen changes leading to the adoption of service-based system integration to big data platforms. Developing economies and developing countries, to some extent, incorporate business intelligence techniques in evaluating their data to make informed decisions. In our work, we considered the banking sector in developing economies with focus on Ghana as a case study in assessing the impact of the adoption of business intelligence tools with respect to its usefulness in the competitive emerging financial market. At the end of our study, those who adapted the approaches in business intelligence have experienced effective competitive advantage and dominance in the market and have excelled in their product delivery to customer satisfaction.
References


Index Terms

Computer Science  Artificial Intelligence

Keywords

Business Intelligence, banking, information system, Information technology