Abstract

The aim of this research is to discover and analyze the crucial impacts of data mining (DM) on relational database management system (RDBMS) centric business domains. The theme is to clarify the situation of having rich set of data in relational repository with the advancement of storage capacity but no strategic information and knowledge regarding relevant business areas can make the operational and decision making process more difficult and ineffective. And as a result enterprises which are associated with RDBMS can experience loss in their businesses or the specified cause can be one of the crucial factors of losing the competitive advantage in the respective fields. So this research has systematically discovered and analyzed the challenges and level of influences after the implementation of DM on that scenario which is associated with the four factors scalability, high performance, security and flexibility requirements in the respective business environments where RDBMS is acting as the predominating data and information management centre. This research has employed the secondary research and used the qualitative analysis to deduce the concepts and influence levels and significant gain with respect to those factors. As the data mining is still a young field but exploratory in nature so this research has also given the clear identification on the unresolved challenges on this track and recommendation for future works.
Impacts of Data Mining on Relational Database Management System Centric Business Environments

References

- Brodie, L., M. 2010. Data integration at scale: From relational data integration to Information Ecosystems. Available at:
- Oracle, 2008a. The Dress Barn, Inc. Achieves Payment Card Industry (PCI) Compliance with Oracle Advanced Security. Available at:
- Oracle, 2008b. Telefónica O2 Germany Creates 35TB Data Warehouse to Manage Data and Improve Operations. Available at:
- Oracle, 2008c. Absa Group Delivers Business Intelligence to the Desktop to Improve Decision Making. Available at:
- IDG, 2008. Morrison’s sign up oracle IT transformation. Available at: URL:http://www.cio.co.uk/news/2610/morrison-sign-up-oracle-for-it-transform
- Shores, R. 2008. Airtel Selects Oracle(r) Communications Network Integrity to Optimize Fiber-Optic Network. Available at:
- Oracle, 2009b. Metcash Increases Database Performance by 300%, Slashes Administration Time. Available at:
- Oracle Corporate Website (2006). Oracle® Retail Warehouse Management System Underpins Tesco Global Supply Chain. Available at:
- Oracle, 2010a. Korean Air Soars to New Heights with ERP System based on Oracle EBusiness Suite R12. Available at:
- Microsoft Corporation, 2007. Microsoft Case Studies. Available at:
- Microsoft Corporation, 2010a. Retailer Improves Data Management to reduce costs and safeguard customer goodwill. Available at: Microsoft Corporation, 2010b. Petroleum Distributor Gains Better Decision Making and Faster RIO with BI Solution. Available at:
- IBM Corporation, 2008. IBM DB2 Software. Available at:
- Oracle, 2010b. Oracle Data Mining 11g Release 2. Available at: [Accessed 10th October 2010]
- IBM Corporation, 2010b. DB2 Intelligent Miner. Available at: [Accessed 15th October 2010]
- Shores, R. 2009. Oracle Database 11g and Options Help Organizations to Improve Application Performance, Availability and Scalability. Available at: .
Keywords
Data Mining (DM); Relational Database (RDB); Relational Database Management System (DBMS); Impacts; Influence; Competitive Advantage