

## **An Examination of Business Intelligence Research Publications from 1996 to 2010: Towards an Understanding of Current Trends and Setting the Agenda for Future Research (Work in Progress)**

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### **ABSTRACT:**

The aim of this paper is to present a descriptive analysis of the publication trends on Business Intelligence (BI) research between 1996 and 2010. Based on the analysis, the paper highlights the development of topics among these publications in order to highlight certain trends in BI research and identify possible avenues for future research. The findings suggest that the positivist paradigm with a quantitative approach remain to be the dominant paradigm and approach in BI research. Of concern, from a point of view of the much touted value of BI indecision making, there had been very little empirical insights on the impact and business value derived from BI application and/or implementation as part of decision making processes especially at the executive level. There seemed to be an ongoing research trend associated with the web and the unstructured data available from various web sources, particularly in identifying and extracting relevant data from web pages. The data gathered through the systematic review of the publications also suggest there is a greater interest on "convergence" between BI and various business-IS/IT concepts and applications such as Supply Chain Management system, Customer Relationship Management systems, Business Process Management and Knowledge Management systems. Based on the analysis of the research and publication trends the author made a series of propositions on potential future research on BI.