

The Impact of Interrelationship between Business Intelligence and Knowledge Management on Decision Making Process: An Empirical Investigation of Banking Sector in Jordan

Authors : Issa M. Shehabat, Huda F. Y. Nimri

Abstract : This paper aims to study the relationship between knowledge management in its processes, including knowledge creation, knowledge sharing, knowledge organization, and knowledge application, and business intelligence tools, including OLAP, data mining, and data warehouse, and their impact on the decision-making process in the banking sector in Jordan. A total of 200 questionnaires were distributed to the sample of the study. The study hypotheses were tested using the statistical package SPSS. Study findings suggest that decision-making processes were positively related to knowledge management processes. Additionally, the components of business intelligence had a positive impact on decision-making. The study recommended conducting studies similar to this study in other sectors such as the industrial, telecommunications, and service sectors to contribute to enhancing understanding of the role of the knowledge management processes and business intelligence tools.

Keywords : business intelligence, knowledge management, decision making, Jordan, banking sector

Conference Title : ICKMT 2022 : International Conference on Knowledge Management and Technology

Conference Location : Tokyo, Japan

Conference Dates : July 21-22, 2022