

Organizational Culture, Support, and Competencies for Business Analytics: A Mixed-Methods Study

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Abstract : This research investigates the essential elements that facilitate the effective execution and assimilation of Business Analytics (BA), with a particular emphasis on organizational culture, support structures, and the requisite skills and tools for roles associated with BA. In a mixed-methods approach, the study amalgamates a Systematic Literature Review (SLR) with a content analysis of job postings derived from web scraping. The methodological framework is being developed, focusing the SLR on peer-reviewed articles and industry reports published in the last ten years and addressing themes related to BA adoption and organizational preparedness. The web scraping process is actively taking place, sourcing data from platforms like LinkedIn and Indeed to evaluate job postings for positions like Business Analyst and Data Scientist. The data extracted encompasses essential skills, desirable tools, and qualifications, which will be subject to both quantitative and qualitative analysis. Python libraries extract and preprocess data, including Beautiful Soup, Scrapy, and Pandas. Initial findings are anticipated to synthesize thematic insights from the SLR with industry patterns discerned through web scraping, organized within the Technology, Organization, and Environment (TOE) framework. The results aim to furnish actionable recommendations for academia and industry practitioners, underscoring the cultural foundations, organizational strategies, and skill sets paramount for BA initiatives' success. This study enhances academic curricula and informs industry practices, ensuring alignment with BA adoption and implementation requirements.

Keywords : business analytics, business analytics implementation, systematic literature review, TOE, web scraping methodology

Conference Title : ICBIAKM 2025 : International Conference on Business Intelligence, Analytics, and Knowledge Management

Conference Location : Singapore, Singapore

Conference Dates : March 24-25, 2025