

عنوان مقاله:

INVESTIGATING THE EFFECT OF ORGANIZATIONAL CULTURE AND ORGANIZATIONAL PROCESSES ON ORGANIZATIONAL EFFECTIVENESS WITH THE MEDIATING ROLE OF BUSINESS INTELLIGENCE EFFECTIVENESS

محل انتشار:

کنفرانس بین المللی آکادمی آسیایی مدیریت (مدیریت، نوآوری و کارآفرینی یک چالش جهانی) (سال: 1396)

تعداد صفحات اصل مقاله: 7

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خلاصه مقاله:

This research seeks to investigate the impact of organizational culture and organizational processes on organizational effectiveness with the mediating role of business intelligence (BI) effectiveness. The study population consists of all managers and experts of the Novin Daneshmand Research and Development Institute, among whom 86 managers and experts were selected as the sample size. The tool used for measuring the variables of the research is a questionnaire designed based on the components of the research variables. To analyze the collected data, we used descriptive statistics in SPSS software and also used Lisrel software for confirmatory factor analysis. The results showed that organizational culture and organizational process positively affect the effectiveness of BI systems and the effectiveness of the organization. Lack of research on the impact of organizational factors on business intelligence systems motivated the researchers to propose a theoretical model and do research on the role of business intelligence systems among different organizational factors and contribute to works and writings on business intelligence systems

کلمات کلیدی:

Organizational Culture, Organizational Process, Organizational Effectiveness, BI Effectiveness

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<https://civilica.com/doc/753913>

