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Introduction

The following report will review the article's key points 'Realizing the strategic impact of business intelligence utilization' (Lim and Teoh, 2020) to highlight and critically assess the role and importance of business intelligence. Business intelligence is a broad category of applications and technology for acquiring, evaluating, and providing access to data to assist enterprises in making better business choices. It helps provide additional data for a deep understanding of all aspects of a business, including consumers, competitors, business partners, the economic climate, and internal processes (Vercellis, 2009). The report will go beyond the points presented by Lym and Teoh, consulting additional resources and providing a different perspective that makes the use of business intelligence questionable.

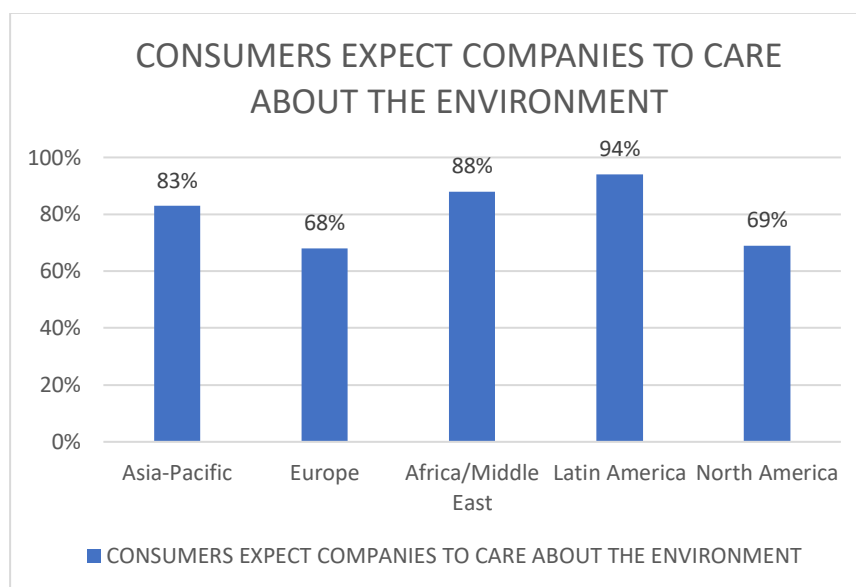
- Enhancing Economic Performance

The integration of the Business Intelligence's data enhances the business's economic performance, bringing crucial information that can maximize profit and reduce expenses. Collecting data is pivotal in the decision-making process, as enable managers to make the most profitable choice, and businesses can adopt several models and techniques to achieve it. E.g. the Optimization model is useful to find the input that gives the best output, optimizing the allocation of the resources, organisations can minimize the costs and increment the profit. E.g., through data collection and mathematical algorithms, is possible to place the warehouse in the best location to minimize the shipment time. Businesses can also exploit past data

information through predictive analysis to predict future trends and behaviour. Predictive analysis can enhance the economic performance in numerous ways, e.g. product development, creating efficient marketing campaigns, inventory requirements, store layouts, etc. The Risk analysis model helps organisations to make profitable decisions, assessing the risks and the effect of different alternatives (Sherman, 2015).

- Strengthening Environmental Performance

According to CPG, FMCG & Retail (2018) the rise of sustainability concerns is spreading all around the world affecting consumers' behaviours through the products they purchase. The Shareholders theory (Friedman, 1970), which sees the increase of profit as the only responsibility for the business, now seems to be a theory of the past. Nowadays, businesses to maintain a competitive advantage should embrace the Stakeholder's Theory (Freeman, 1984), which addresses ethics and social responsibilities to the organisations. According to Emmert (2021) the result of the survey conducted by PwC, shows that particularly in the Asia-Pacific area the respondents are more eco-friendly than the global average, while in another survey (CPG, FMCG & Retail, 2018), the results show that 83% of consumers in Asia-Pacific area, are expecting business to care about the environment.



Source: (CPG, FMCG & Retail, 2018)

In this scenario, public listed corporations, with huge revenue and externalities play an important role in the environmental concern. For this reason, these companies must monitor,

control the impact of their externalities on the social environment and implement eco-friendly measures, and Business Intelligence is pivotal to achieving these goals.

BI accomplishes this by combining internal and external data from the organisation. This creates a connection with Big Data. With real-time data, companies have the potential to monitor their emission and respond promptly. Organisations may use AI and hybrid multi-cloud to combine data from across their ecosystem and generate faster insights for constructing more accurate environmental models (Petrini and Pozzebon, 2019). On a larger scale, By detecting energy emission reductions, CO2 removal, assisting in creating cleaner transportation networks, monitoring deforestation, and anticipating extreme weather occurrences, AI can accelerate global efforts to protect the environment and conserve resources.

- Reinforcing Social Performance

Through Business Intelligence, new trends are converging with the outcome of reinforcing social performance. According to Adi et al (2015), new trends in business culture and marketing demonstrates that consumers feel the necessity to be heard and express their opinion and idea, emphasizing their consideration of human being. According to Collier and Esteban (2007), there is a positive relationship between the Corporate's reputation and the employees' motivation and their willingness to meet the company's goal. Therefore, companies are trying to address CSR through their value and mission statements and because of recent advancements in communication technology and the IT revolution, organisations have been required to adopt new communication techniques as social media to communicate essential messages to stakeholders. (Adi et al, 2015).

'We are on social media because we want to connect with you. We want to know how we can make life easier for you and keep you updated. We also want to hear from you, so do share your experience, comments and suggestions on how we can always improve our products and services.' (TM Social Hub, 2022)

Above is a quote from the website of Telekom Malaysia, one of the public listed companies in Malaysia. The new communication strategy, in fact, is beneficial and effective for both parties. It emphasizes the inclusiveness of the stakeholder, it promotes their active roles in the making decision process through feedback and opinion, raising their motivation, engagement and collaboration with the organisation. Through social media, companies can collect fast data and

be able to respond on time to the opportunity and threats, identifying their weakness, and reinforcing their branding (Adi et al, 2015).

- The disadvantageous of the Business Intelligence

The article of Lym and Theo (2020), presents relevant benefits that Artificial Intelligence brought into the business, however, it does not mention any of the negative aspects. Most of them are driven by ethical and moral concerns regarding the data collected. AI is often accused of being ambiguous and not transparent regarding using the data collected (Abbas, 2020). According to Hinds et. al (2020), consumers are sharing their data because perceived that the advantage of access to specific benefit as a loyalty card or free access to a certain website, greater than the cost of disclosing their personal information. The lack of awareness from the consumer leads to a poor cost/benefit valuation analysis. In Malaysia, the first case of a company being charged with processing personal data without permission was in 2017 (Donovan & Ho, 2017).

In addition, on numerous occasions has been criticised the utilization of AI as a tool of manipulation, as in the case of Cambridge Analytica where the accusation was concerning political election manipulation, rigging the opinions through targeting advertisements and contents, and filtering bubbles (Schneble et al., 2018).

Another criticism regarding Business Intelligence concerns the accuracy and bias in the algorithms, that if poorly designed can be advantageous or disadvantageous for a certain demographic segment. E.g. The research conducted by the University of Melbourne (Hanrahan, 2020), noticed that the algorithms used for job recruitment were favouring men over women, particularly for financial roles.

Conclusion

In conclusion, the integration and support of the Business Intelligence are not limited to improving the business performance only, the entire society and environment can benefit from its advantages. In addition to all the positives, BI is often questionable as to when and how its use is ethical and moral.

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