

## **A revise of various Business disciplines with role of business intelligence & Analysis of various ethical practices to carry out these roles smoothly**

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### **Abstract:**

*Every entrepreneur wants do business in very much profitable manner. Actually business is nothing but an activity which always seeks a profit. If we understand what is our business? What factors are responsible to do a business very successfully? Then we must have to know about the concept of business intelligence. Business intelligence is a broad category of applications and technologies for gathering, providing access to, and analyzing data for the purpose of helping enterprise users make better business decisions. Business decisions are strategic. They involved various parameters. The business decisions used by the entrepreneur, it might be based on moral values called as business ethics. This paper elucidates the several business decisions which is the part of business intelligence are strategically taken with the help of general moral values of a person. It also describes the contribution of these moral varues in business intelligence for performing any business functions is nothing but serving a corporate social responsibility towards society.*

**Key words:** Business, Business Intelligence, Moral values

### **Introduction:**

Business decisions contribute to the success of its organizations by driving maximum business performance. Business leaders makes thousands of decisions each year, and sometimes, a single decision can have a powerful far reaching impact on the performance of the organization. But it always not occurs. If you have take a correct decision for your organization and you are taking such decisions with the help of information technology (IT) then business intelligence is the correct option which will give or provide desired output.

Business Intelligence is different from DSS and MIS system of information technology.

Business intelligence (BI) has two basic different meanings related to the use of the term intelligence. The primary, less frequently, is the human intelligence capacity applied in business affairs or activities. Intelligence of Business is a new field of the investigation of the application of human cognitive faculties and artificial intelligence technologies to the management and decision support in different business problems.

The second relates to the intelligence as information valued for its currency and relevance. It is expert information, knowledge and technologies efficient in the management of organizational and individual business. Therefore, in this sense, business intelligence is a broad category of

applications and technologies for gathering, providing access to, and analyzing data for the purpose of helping enterprise users make better business decisions. The term implies having a comprehensive knowledge of all of the factors that affect the business. It is imperative that firms have an in depth knowledge about factors such as the customers, competitors, business partners, economic environment, and internal operations to make effective and good quality business decisions. Business intelligence enables firms to make these kinds of decisions.<sup>[1]</sup>

Business intelligence plays a crucial role to achieve competitive edge over competitors in the in the challenging economy we are in. Businesses using a business intelligence methodology are able to develop intelligence based information systems to gain useful business insight and make faster and more reliable business decisions. While many organizations are starting to use business intelligence in many areas of their businesses such as Human Resource Management, Finance Management, Marketing Management and Production Management.

In the business environs of yesterday, financial, sales and other data was limited to historical results and was scattered across the enterprise, so it was nearly impossible to gather, filter and analyze results in a way that was meaningful to the current business conditions or to trending or forecasting for future business planning.

Early Business Intelligence solutions focused on strategic planning and high-level decision-making and produced data that was designed for a static environment. When it was time to revisit the three year or five year strategy, the organization would adapt the

strategy to support what they believed to be the business conditions of the future.

In today's dynamic, ever-changing business landscape, no organization can survive without up-to-date, accurate information and analytical capability to support swift, dependable decisions. Therefore Business Intelligence can empower executives, line managers and other business professionals and individuals within the organization by producing a clear integrated picture and true Business Intelligence from a diverse set of data and systems.

The BI system consists of a number of component systems that are interdependent. For the system to function effectively the components must work in an integrated and coordinated way. The various BI components may be broadly classified into the following four sub-systems:

Data Management, Advanced Analytics, Business Performance Management, and Information Delivery.<sup>[2]</sup>

All these four components are responsible for carry out different business-related operations effectively and efficiently. They uses different system softwares such as ORACLE, SAP, ERP Solutions, Microsoft outlooks, etc...

**Different business disciplines, business intelligence and generalized ethical business practices will be implemented by respective business heads**

### **1) Human Resource Management**

Organizations rely on information builders' such as business intelligence, they integrate the information for solving the critical problem, and provide the solutions to optimize their most valuable assets such as their people for achievement of their objectives.

By strategically leveraging the information contained in human resources (HR) applications and other systems, companies can enhance core HR operations; improve resource allocation; maximize employee satisfaction, productivity, and retention; and reduce labor-related costs. More ethical business intelligence operations enable companies to build stronger, mutually beneficial relationships with their employees

Business intelligence tool is used for HRM system for managing the people, developing the organizational structure, and to carry out the jobs analysis to access the advanced frameworks of business intelligence to comprehend the total people management system and it shows the following functions:

- Core HR modules - People Management, Company Work Structures Management (organization structure, jobs)
- Recruitment - Job Vacancy Management, Candidate Application Management
- Performance Management - Personal Reviews, Performance Reviews, 360° Assessments
- Rewarding system
- Learning Management - Planning, Applying, Realizing, Evaluation
- Absence Planning - Requests and Planning, Approvals/Rejections
- Work Cost Evaluation - Plan, Realization
- Integration of eHRM with other systems

HR managers often have to be strategic leaders in the company. They need to be aware of the experiences from the past and somewhat foresee future events and activities. BI represents enormous help to

HR managers. It becomes easier to prepare schemes or plans for strategic employment, reassignments, trainings and layoffs, if they are based on qualitative interpretation of current and historical HR data.

Current and historic data is saved in data warehouse and it is extracted ethically as in following ways:

- HR manager create their own reports without help from others, and the reports are free from mistakes or own self benefit of HR manager if they are created ethically.
- Hr manager can check out the salary costs, absenteeism, holidays or worked hours of an employee and compared it to the planned hours to be worked per department. He does not carry out the discrimination at the workplace or among the workers or do not serve his own purpose.
- Deliver comprehensive overviews of key figures to the management and employees through system softwares of business intelligence;
- Arrange authorizations according to the organizational structure in system software.
- Create more commitment to management by offering an intuitive overview of HR key figures in the HR Dashboard;
- calculate the deviations between required competencies and personal competence profiles and recommend the measures such as the right people for the right jobs, based on right competencies
- Some international companies have trouble controlling their HR data. This is an especially difficult task for managers that are in constant search

for trends and unusual patterns, which can't be found in ordinary reports. Implementation of trends and unusual patterns, these reports are made ethically.

## 2) Financial Management

BI is becoming an essential tool in helping finance professionals add value in their organizations. Almost three-quarters of financial professionals say they struggle to collect data from multiple sources and perform the analyses required to answer questions about corporate financial performance, according to a survey by data warehousing company Teradata. [3] This, they say, limits their visibility into the business dynamics that affect financial results and delays actions that might improve corporate performance. It is no surprise, then, that the finance function has been leading the adoption of business intelligence software. Indeed, much of the recent consolidation in the business intelligence tools market has been driven by larger suppliers looking to expand their foothold in the finance department.

The Business Intelligence tools of most use to the finance department as

- Planning, budgeting and forecasting - contribution, aggregation, manipulation, and approval of the financial plan on a periodic or continual basis.
- Financial consolidations and reporting - legal and statutory consolidation systems, along with more generalized financial statement generation capabilities.

- Financial analytics and dashboards - profitability applications, role-specific dashboards, metrics, and specific financial analytics for detailed financial processes.

- Financial governance, risk management, and compliance - governance and control requirements that include national and international regulations, such as Sarbanes-Oxley or the International Financial Reporting Standards.

- Scorecards and strategy - methodology-based scorecards, such as the Balanced Scorecard, and strategy management applications.

All the databases is stored in data warehouse and all the saved data is extracted by the finance manager for ethical decision making in the following way

1. The finance manager is responsible to make timely and accurate financial reports from legal and statutory consolidation systems, along with more generalized financial statement generation capabilities
2. The amount of time the finance managers are asked to spend inputting, reviewing, checking, rechecking, auditing, correcting, re-checking, and submitting budget data ,methodology-base scorecards, financial statements etc.

## 3) Marketing Management

with the help of business intelligence software , the marketing teams can more precisely target and communicate with the right audience, understand which campaigns have the greatest impact on sales, forge stronger and more profitable relationships with customers, and increase revenue and market share.

With business intelligence tool, the marketing manager can enhance his ethical business decision as campaign planning, execution, and tracking with:

- A complete, consolidated view of critical data from customer relationship management, marketing automation, contact management, and other systems
- Broad customer segmentation and predictive analytics capabilities that deliver critical intelligence about buyer demographics, needs, and preferences, allowing marketing teams to create more targeted and more personalized campaigns
- Mobile functionality that gives marketing professionals in the field access to information from trade shows, industry events, and other remote locations
- Master data management, to facilitate the creation of a single “golden” record for each prospect and customer across all relevant information sources
- In-depth analytics that help managers assess the effectiveness of campaigns and uncover important trends in response rates, click-throughs, conversion rates, and other vital metrics
- Geographic information systems (GIS) that make spatially oriented marketing data easier to understand and interpret by presenting it in the context of a physical location
- Real-time tracking of marketing budgets and return on marketing dollars spent

All the databases is stored in data warehouse and all the saved data is extracted by the marketing manager for ethical decision making in the following way

- 1.the committed information is for customers' satisfaction
- 2.Clearly, honestly, and accurately represents its products, services, terms and conditions
- 3.Delivers its products and services as represented and communicates in a respectful and courteous manner
- 4.Responds to inquiries and complaints in a constructive, timely way
- 5.Maintains appropriate security policies and practices to safeguard information
- 6.Provides information on its policies about the transfer of personally identifiable information for marketing purposes
- 7.Honors requests not to have personally identifiable information transferred for marketing purposes
- 8.Honors requests not to receive future solicitations from its organization

#### **4) Production Management**

With increasing competition and ever more demanding customers, Production Management is never easy. While factory floor automation has significantly improved all areas of processing for manufacturing organizations, it has also created a staggering amount of data. IT departments have taken advantage of hardware improvements to economically store the increased data, however there never seems to be enough time or resources to meet the needs of factory managers who face the critical problems every day. Therefore with the information builders technologies such as business intelligence, manufacturing organizations can achieve full coordination, collaboration, and visibility, so they can streamline workflows, reduce expenses, and optimize performance and service.

Business intelligence empower manufacturing organization to:

- Unify timely, complete, and accurate information from the sources, across the enterprise, and make it readily available to all internal and external stakeholders
- Gain complete, unhindered visibility into critical operations, such as ordering, cargo management, fulfillment, and invoicing and collections
- Increase efficiency by automating key processes and workflows from end to end
- Enhance collaboration with shippers, carriers, and other third-party partners by streamlining the execution and management of Business to Business transactions
- Accurately forecast future workloads and activities to improve resource allocation and scheduling
- Ensure that partners are meeting service-level agreements (SLAs) through comprehensive performance management
- Track on-time deliveries and other vital service-related metrics in real-time
- Provide customers with valuable self-service reporting capabilities that allow them to monitor their own projects in progress via the web

All the data is saved in data warehouse and the saved data is used by the production manager for ethical decision making by following way :

- Determine the exact material requirements planning (MRP)
- Determine exactly when finished products are needed
- Determine exactly the deadlines accordingly

- Determine Manufacturing Resource Planning (MRPII)
- Inventory and materials delivered right before usage
- Improve customer service and productivity

### **Conclusion:**

In this paper we have provided different usage of business-intelligence for different disciplines of the business. Business-intelligence stores the databases, analysed the databases and provides the required solutions to the user or enterprise. The stored databases in data warehouses if we extracted for our business purposes then we must use it ethically. If we would do any unethical malpractices while extracting the data, then whatever report would be made is faulty. So we have concluded some ethical practices after every business functions for every business head so that he/she would make right business reports and makes his organizations more profitable in ethical way.

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