

Studies in Big Data 147

Haitham M. Alzoubi
Muhammad Turki Alshurideh
Srinidhi Vasudevan *Editors*

Technology Innovation for Business Intelligence and Analytics (TIBIA)

Techniques and Practices for Business
Intelligence Innovation

 Springer

Technology Innovation for Business Intelligence and Analytics (TIBIA)

Techniques and Practices for Business Intelligence Innovation

Overview

Editors:

- [Haitham M. Alzoubi](#),
- [Muhammad Turki Alshurideh](#),
- [Srinidhi Vasudevan](#)

- Demonstrates innovative perspectives on advanced technological innovation in business digital transformation
- Presents recent research on Technology Innovation for Business Intelligence and Analytics
- Written by experts in the field
-

Part of the book series: [Studies in Big Data](#) (SBD, volume 147)

- 2834 Accesses

Table of contents (35 chapters)

1. Front Matter

Pages i-viii

2. Social Media and Digital Transformation in Business

1. Front Matter

Pages 1-1

- #### 2. [Impact of Social Media Usage on the Effectiveness of Higher Education Institutions: Evidence from India](#)

- Shanmugan Joghee, Haitham M. Alzoubi

Pages 3–25

3. Using Machine Learning to Protect Users Accounts in Twitter

- Khalifa Hussain Ali, Saif E. A. Alnawayseh, Waleed T. Al-Sit, Haitham M. Alzoubi

Pages 27–38

4. Digital Transformation and Disruptive Technologies: Effect of Cloud Computing and Devops on Managing Projects

- Ahmad Al-Nakeeb, Mounir El Khatib, Shaima AlHarmoodi, Muaid Salami, Humaid Al Shehhi, Ahmed Al Naqbi et al.

Pages 39–62

5. Digital Transformation and Digital Disruption Technologies: The Effect of AI and Machine Learning on Managing Projects

- Mounir El Khatib

Pages 63–82

6. Systematic Literature Review and Assessment for Cyber Terrorism Communication and Recruitment Activities

- Romil Rawat, Josefa Díaz-Álvarez, Francisco Chávez

Pages 83–108

3. Digitalization in Accounting and Auditing

1. Front Matter

Pages 109–109

2. Business Digitalization in Accounting and Auditing Fields

- Sulaiman Weshah

Pages 111–123

3. Accountants' Perception and Essential Skills on Blockchain Technology

- Ibrahim Elsiddig Ahmed

Pages 125–140

4. Management Accounting Systems and Data Analytics in the United States: Evidence from Apple

- Nizar Mohammad Alsharari

Pages 141–152

5. Accounting Information Systems' Control and Security: Do External Auditors Need to Set a Paragraph Within Their Report?

- Abdelrazaq Altal, Ahmad Al Taher, Mohammad H. Alkharabsheh, Mustafa S. Qatanani, Abed Al Qader Khaddash, Jihad Abushukhdum

Pages 153–163

4. Advanced Technologies in Data Analysis and Management

1. Front Matter

Pages 165–165

2. Genetic Algorithm–Based Feature Selection and Self–Organizing Auto–Encoder (Soae) for Snp Genomics Data Classifications

- D. Karthika, M. Deepika, Neyara Radwan, Haitham M. Alzoubi

Pages 167–181

3. An Effect of Big Data Analytics on Pandemic Prevention

- D. Karthika, E. Ramya, Maged Farouk, Haitham M. Alzoubi

Pages 183–196

4. Data Warehousing for Assisting the Decision Makers

- Bakheet AlNaoimi, Rashed AlRaesi, Obeid AlKaboory, Abdel Aziz Alrasasi, Waleed T. Al-Sit, Saif E. A. Alnawayseh et al.

Pages 197–209

5. Implementing Machine Learning for the Analysis of Data

- Ali A. Alzoubi, Haitham M. Alzoubi

Pages 211–221

6. Review of Artificial Intelligence and Machine Learning Recent Advancements

- Ali A. Alzoubi, Ibrahim Al Aqeel, Haitham M. Alzoubi

Pages 223–236

5. Digital Wallets, E-commerce, and Consumer Perspectives

1. Front Matter

Pages 237–237

2. Evaluation of Purchasers Mentalities When Buying IoT Home Security Devices

- Hussam Al Hamadi, Haitham M. Alzoubi, Mohamed Alyafei, Abdulelah Almokahel, Mohamed Alyafei, Waleed T. Al-Sit et al.

Pages 239–258

Keywords

- [Big Data](#)
- [Data Analytics](#)
- [Technological Innovations](#)
- [Cyber Security](#)
- [Blockchain](#)
- [IoT](#)
- [Machine Learning](#)

- [Business Digitalization](#)
- [Business Intelligence](#)
- [E-Learning & M-Learning](#)
- [Sociotechnical Systems](#)
- [Knowledge Systems](#)

About this book

This book provides a standpoint on how to effectively use technology innovation for business intelligence and analytics. It presents an approach that combines cutting-edge technological advancements with practical applications in the business world. The book covers a range of innovative technologies and how they can be applied to enhance business intelligence and analytics. It is primarily aimed at professionals in the business field data analysts and students studying subjects. This book is especially beneficial for those who want to grasp and apply the technological trends in making strategic business decisions. Its comprehensive coverage makes it an indispensable resource for anyone, in the intersection of technology and business analytics.

Editors and Affiliations

- **School of Business, Skyline University College, Sharjah, United Arab Emirates**
Haitham M. Alzoubi
- **Department of Marketing, School of Business, The University of Jordan, Amman, Jordan**
Muhammad Turki Alshurideh
- **School of Business, Operations and Strategy, University of Greenwich, London, UK**
Srinidhi Vasudevan

Bibliographic Information

- **Book Title**Technology Innovation for Business Intelligence and Analytics (TIBIA)
- **Book Subtitle**Techniques and Practices for Business Intelligence Innovation
- **Editors**Haitham M. Alzoubi , Muhammad Turki Alshurideh, Srinidhi Vasudevan
- **Series Title**Studies in Big Data
- **DOI**<https://doi.org/10.1007/978-3-031-55221-2>
- **Publisher**Springer Cham
- **eBook Packages**Intelligent Technologies and Robotics, Intelligent Technologies and Robotics (R0)
- **Copyright Information**The Editor(s) (if applicable) and The Author(s), under exclusive license to Springer Nature Switzerland AG 2024
- **Hardcover ISBN**978-3-031-55220-5Published: 22 March 2024
- **Softcover ISBN**978-3-031-55223-6Due: 21 April 2024
- **eBook ISBN**978-3-031-55221-2Published: 21 March 2024
- **Series ISSN**2197-6503
- **Series E-ISSN**2197-6511
- **Edition Number**1
- **Number of Pages**VIII, 513
- **Number of Illustrations**8 b/w illustrations, 46 illustrations in colour
- **Topics**Data Engineering, Computational Intelligence, Big Data