



جامعة الموصل
كلية الادارة والاقتصاد

أثر بعض تقنيات ذكاء الاعمال في الاداء المنظمي العالي /
دراسة استطلاعية لآراء عينة من متخذي القرار لعدد من
المصارف الأهلية في محافظة أربيل

تقدمت بها
بشرى ناصر يونس الحمداني

رسالة الدبلوم العالي التخصصي
في تكنولوجيا معلومات الاعمال

بإشراف
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Abstract

This study deals with the impact of some business intelligence techniques in the high organizational performance, the study was tested at the banking sector represented by decision maker for a number of banks. This study started from problem which are the extent of impact of some business intelligence techniques of the studied banks, and apply this technique on their banking procedures according to competitive approach and how it harmonize with the need and requirements of agents to achieve their competitive advantage.

The study applied on specimens of managers and decision makers distributed on different management levels (board of governmental members , management) the study used questionnaire as major mean to collect data and information, the study seeks to test major theory concerned with the relationship between the impact and its variables depending on results that concluded from neural networks and that to respond the questions related to study problem on a group of findings , including: the business intelligence technique a vital system and important due to his effective rule on the success of organizations and their continuity and development, and participate to enhance their performance through investing the appropriate techniques to achieve the organization objective. The analysis results show there is a meaningful impact relationship among the components of business intelligence system and dimensions of high performance which means the availability of business intelligence techniques lead to enhance to the high performance of the studied organizations. Based on that, recommendations and suggestions has been set , the most important are : The investigated banks have employed the components of the business intelligence system to enhance their responsiveness to changes in ICTs

and the resulting applications. The results of the analysis showed the relationship of the moral influence between the components of the business intelligence system and the high performance dimensions. High performance in sample study organizations. Based on this, the present study concluded a set of recommendations and proposals, the most important of which is the need to provide adequate support to the system of business intelligence because it represents the explosion of the resources stored and undiscovered by the members of the organization, and financial and moral support, and provide the means to help strengthen their abilities through learning and training as well as Supporting the transfer of experience among the members of the organization..

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**The Impact of Some Business Intelligence Techniques on
Higher Organizational Performance / A Survey Study of
Some Decision-makers in Some Private Banks in Erbil
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