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THE EXAMINATION OF BUSINESS ANALYTICS IN THE CONTEXT OF DECISION-MAKING PROCESSES

Ucok Syahrudin^{1*}, Bobby Jabar^{2*} and Wilhelmus Hary Susilo^{3*}

Orcid: 000-0002-6758-1159, Scopus

Author ID: 56539508300,

Publone Researcher ID (Web of Science): HNC-4125-2023

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ABSTRACT

The examination of business analytics in relation to decision-making processes, as well as the investigation of business analytics, involves a systematic application of data analysis and statistical methodologies to guide business decision-making processes. The relationship between big data and organizational performance is particularly noteworthy, as it enhances operational flexibility, allowing companies to integrate analytical insights into their business development frameworks. Ultimately, decision-making factors that have been empirically validated within the broader context of socio-demographic parameters strengthen predictive capabilities. The investigation of business analytics in relation to decision-making processes, along with the examination of business analytics, requires a structured application of data analysis and statistical techniques to inform business decision-making processes. The connection between big data and organizational performance is especially crucial, as it improves operational adaptability, enabling organizations to embed analytical insights within their business development frameworks. In summary, decision-making factors that have been empirically substantiated within the larger context of socio-demographic parameters enhance predictive capabilities. This research aims to explore the definitive impacts of decision-making processes, concentrating on the final outcomes that arise from such considerations. Furthermore, it aspires to identify potential themes that could support future research endeavours.

KEYWORDS: Business analytics; decision making; ultimate results.

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1.0 INTRODUCTION

The study of business analytics concerning decision-making processes, as well as the exploration of business analytics, entails a methodical use of data analysis and statistical techniques to inform

business decision-making processes. The link between big data and organizational performance is particularly significant, as it enhances operational flexibility, permitting companies to incorporate analytical insights into their business development strategies. Ultimately, decision-making elements that have been empirically substantiated within the wider context of socio-demographic factors bolster predictive capabilities. The exploration of business analytics in relation to decision-making processes, together with the study of business analytics, necessitates a systematic application of data analysis and statistical methods to guide business decision-making processes. The relationship between big data and organizational performance is especially vital, as it increases operational adaptability, allowing organizations to integrate analytical insights into their business development frameworks. The investigation into Business analytics involves systematically utilizing data analysis and statistical methods to guide business decision-making processes. The relationship between big data and organizational performance is particularly crucial as it enhances operational flexibility, allowing companies to carry out analyses insights within their business development models (Al-Darras & Tanova, 2022)(Dimas et al., 2023). The study of business analytics concerning decision-making processes, along with the exploration of business analytics, entails a methodical use of data analysis and statistical techniques to inform business decision-making processes. The connection between big data and organizational performance is especially significant, as it improves operational adaptability, enabling organizations to incorporate analytical insights into their business development strategies. In the end, decision-making factors that have been empirically substantiated within the wider framework of socio-demographic parameters enhance predictive abilities. Ultimately, decision-making variables that have been empirically validated within the broader context of socio-demographic criteria contribute to predictive capabilities (Dimas et al., 2023; Qu et al., 2015).

This research aims to examine the definitive outcomes of decision-making processes, focusing on the ultimate results that arise from such considerations. Furthermore, it aims to pinpoint potential themes that could pave the way for future research endeavors (Jintana et al., 2021; Madhani, 2023) (Tredinnick, 2023), 2023). Ultimately, creating a collaborative atmosphere is crucial for achieving a thorough comprehension of these essential components, which is necessary for a detailed analysis of the decision-making framework. This research highlights the definitive outcomes of the decision-making process, particularly emphasizing the stem from these decisions. Additionally, it aims to identify potential themes that could pave the way for future research opportunities. Business analytics is instrumental in promoting data-driven decision-making practices within organizations.

The decision-making process aimed at enhancing business operations involves evaluating and selecting alternatives that seek to improve both the efficiency and effectiveness of an organization. This systematic approach is essential for identifying growth opportunities and implementing strategies that enhance the overall performance of a business. The interplay between strategic development, innovation in business models, and corporate sustainability serves as a vital framework for achieving success in modern organizations. Advancing strategic initiatives, formulating effective business models, and enhancing sustainability practices are fundamental components that collectively influence the overall performance and resilience of a company in the current competitive landscape. This research intends to investigate the definitive impacts of decision-making processes, concentrating on the ultimate results that emerge from these

deliberations. Furthermore, it aims to uncover possible themes that may support future research endeavours.

2.0 LITERATURE REVIEW

Business analytics involves a comprehensive examination of an organization's data to facilitate better decision-making and enhance overall performance. Essentially, business analytics plays a crucial role in fostering data-driven decision-making processes within organizations. This process includes the analysis of historical data, the identification of patterns, and the prediction of future outcomes. Business analytics entails a thorough analysis of an organization's data to enhance decision-making and improve overall performance. In essence, business analytics is vital for promoting data-driven decision-making processes within enterprises. It involves analyzing historical data, identifying patterns, and forecasting future outcomes. (Martins, 2021; Tredinnick, 2023)(Jintana et al., 2021; Madhani, 2023; Panigrahi et al., 2023; Qian & Sun, 2021) (Tiwasing et al., 2024)). Predictive analytics is an essential instrument for refining business models. By utilizing historical data alongside statistical algorithms, organizations can anticipate future trends and behaviors, which empowers them to make well-informed decisions that foster growth and efficiency. This analytical methodology not only uncovers potential opportunities but also reduces risks, enabling businesses to proactively adjust their strategies in a fluctuating market landscape. Ultimately, the incorporation of predictive analytics into business operations cultivates a more agile and responsive organizational structure (Dahan et al., 2010; Guajardo, 2019; Sjödin1 et al., n.d.)(Vernay et al., 2022)

Analytical reasoning is crucial for the formulation of business models. This cognitive approach allows individuals and organizations to systematically evaluate various components of a business framework, facilitating informed decision-making and strategic planning. Through the application of analytical thinking, stakeholders can dissect complex scenarios, identify trends, and assess potential outcomes, ultimately leading to the creation of robust and adaptable business models that align with market demands and organizational goals (Clayton et al., 2024; Rooderkerk et al., 2022; Roy et al., 2022; Tredinnick, 2023). The connection established by Upper Echelons Theory posits that the backgrounds, values, and personalities of senior executives significantly impact their decision-making processes and the strategic trajectory of an organization. This theory highlights the crucial role that leaders' cognitive frameworks play in influencing organizational results. Growth Theory includes a range of economic models, emphasizing the importance of elements such as institutional quality, human capital, and innovation in driving economic progress (Asdal & Cointe, 2022; Belloumi & Alshehry, 2021).

Grounded in a resource-based perspective, this theory stresses the necessity of having specific tangible and intangible resources (Al-Darras & Tanova, 2022). Establishing a significant position in competitiveness requires a well-rounded strategy that not only emphasizes leadership but also strengthens the essential elements contributing to a competitive edge. By cultivating a position of authority within the competitive arena, organizations can effectively enhance the qualities that set them apart from their rivals. This holistic approach ensures that an entity not only thrives in its field but also fortifies the traits that provide it with a distinct advantage over its competitors (Gavya & Subashini, 2024; Suba et al., 2017). In crafting effective business models, innovation, strategy, and

synergy are vital components. Their integration fosters a dynamic environment that enhances the overall efficiency and adaptability of a business. In developing successful business models, the elements of innovation, strategy, and synergy play crucial roles. The combination of these factors creates a vibrant atmosphere that improves the overall efficiency and adaptability of an organization.

By concentrating on these elements, organizations are able to establish strong frameworks that not only satisfy market requirements but also encourage sustainable development and a competitive edge. The focusing on these aspects, organizations can create robust frameworks that not only meet market demands but also promote sustainable growth and a competitive advantage (Bellavista et al., 2022)(Bellavista et al., 2022; Palfreyman & Morton, 2022; Soler-Gallart & Flecha, 2022). A comprehensive strategy for business development necessitates a unified framework that encourages organizational growth. This integrated approach is essential for driving business progress and attaining long-term success. By embracing a broad perspective, organizations can adeptly navigate the intricacies of growth and secure their sustainability in a competitive environment (Liu & Lim, 2023)(Liu et al., 2023; Nardini et al., 2022; Pham et al., 2020).

3.0 METHODS

A thorough comprehension of the decision-making processes is vital for clarifying the mechanisms that affect the development and implementation of choices. This study focuses on the definitive outcomes produced by the decision-making process, with particular emphasis on the final results that arise from these decisions. A holistic understanding of the elements involved is essential. The inquiry presented in this study is based on a qualitative framework, employing qualitative methodologies to investigate essential themes within the NVivo context, and examines how managers can enhance their decision-making processes in the area of major business operations (Bellavista et al., 2022; Soler-Gallart & Flecha, 2022). By leveraging business analytics, organizations are able to improve operational efficiency, optimize the allocation of resources, and foster strategic growth. This research aims to identify potential themes that may lay the groundwork for subsequent studies (Janssen et al., 2022). This study aims to explore the conclusive effects of decision-making processes, focusing on the final outcomes that arise from these discussions (Bellavista et al., 2022).

Moreover, it seeks to identify potential themes that could facilitate future research initiatives. The examination of the concrete results stemming from the decision-making process emphasizes the enduring impacts of these deliberations. Furthermore, the study aspires to pinpoint possible themes that may serve as a basis for upcoming academic investigations. A comprehensive understanding of decision-making processes is essential for elucidating the mechanisms that influence the formulation and execution of choices. This research concentrates on the conclusive outcomes generated by the decision-making process, particularly emphasizing the ultimate results that emerge from these decisions. A well-rounded comprehension of the components involved is crucial.

4.0 RESULT AND DISCUSSION

A comprehensive understanding of decision-making processes is essential for elucidating the mechanisms that dictate the formulation and execution of choices. This study focuses on the

conclusive results generated by the decision-making process, emphasizing the ultimate outcomes that stem from these decisions. A complete grasp of the factors influencing decision-making is vital for comprehending how decisions are developed. The investigation into the tangible outcomes resulting from the decision-making process places a significant focus on the lasting effects of these discussions. Additionally, the research seeks to identify potential themes that may provide a foundation for future scholarly inquiries. A thorough comprehension of decision-making processes is vital for clarifying the mechanisms that govern the creation and implementation of choices. This research centres on the definitive results produced by the decision-making process, with particular attention given to the final outcomes that arise from these decisions. A holistic understanding of the elements that affect decision-making is crucial for grasping how decisions are formulated. These elements consist of a range of processes and considerations that deeply impact the eventual results, as Figure 1 below:

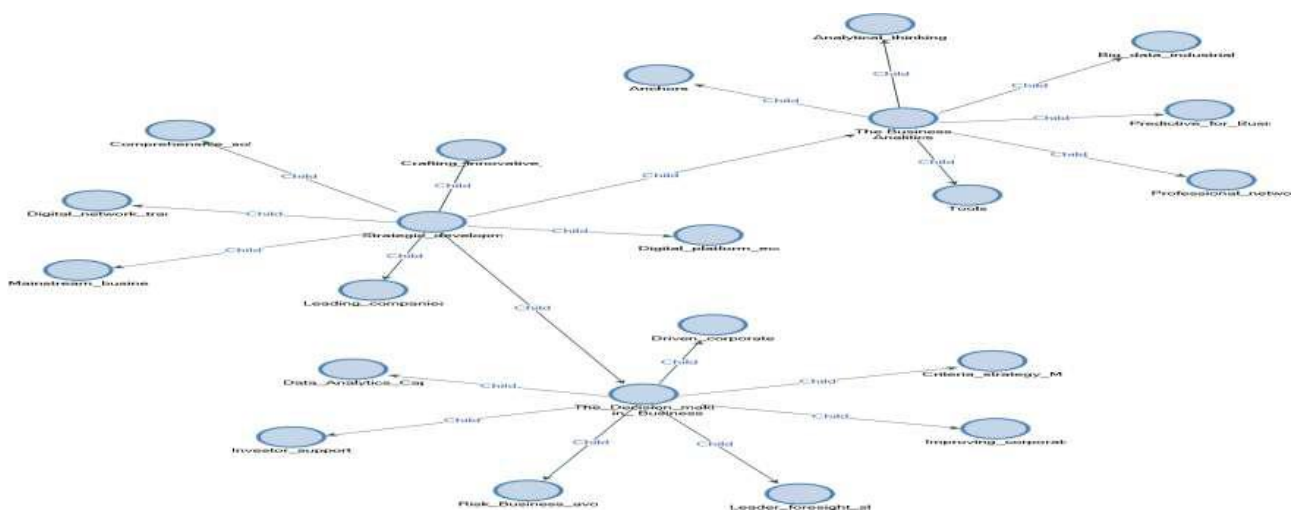


Figure 1. An element comprises a variety of processes and factors that significantly influence
(Source: NVivo outcome, 2026)

The enhancement of core principles and the exploration of potential factors:

A thorough strategy for business development requires a cohesive framework that promotes the expansion of an organization. This unified approach is crucial for enabling business advancement and achieving enduring success. By adopting a comprehensive viewpoint, organizations can skillfully manoeuvre through the complexities of growth and ensure their sustainability in a competitive landscape.

The improvement of fundamental principles and the investigation of possible elements for future research are intrinsically integrated within the realm of business data analytics. Business analytics involves the systematic examination of an organization's data to improve decision-making and enhance overall performance. Ultimately, business analytics plays a crucial role in fostering data-driven decision-making processes in enterprises. An analyze past data, detect patterns, and predict future results (Jintana et al., 2021)(Jintana et al., 2021; Madhani, 2023; Martins, 2021; Panigrahi et al., 2023; Qian & Sun, 2021; Tiwasing et al., 2024; Tredinnick, 2023). Predictive analytics serves as a crucial tool for enhancing business models. By leveraging historical data and statistical algorithms, organizations can forecast future trends and behaviors, enabling them to make informed

decisions that drive growth and efficiency. This analytical approach not only identifies potential opportunities but also mitigates risks, allowing businesses to adapt their strategies proactively in a dynamic market environment. Ultimately, the integration of predictive analytics into business practices fosters a more agile and responsive organizational framework (Dahan et al., 2010; Guajardo, 2019; Sjödin et al., 2022; Vernay et al., 2022) • Analytical reasoning is essential in developing business models. This cognitive method enables individuals and organizations to methodically assess different aspects of a business structure, aiding in informed decision-making and strategic planning. By applying analytical thinking, stakeholders can break down intricate situations, recognize trends, and evaluate possible results, ultimately resulting in the development of strong and flexible business models that are in line with market needs and organizational objectives (Locke et al., 2024)(Clayton et al., 2024; Rooderkerk et al., 2022; Roy et al., 2022; Tredinnick, 2023).

Effective leadership in the domain of big data entails the skilled direction of organizations in utilizing vast data resources to guide decision-making and strategic initiatives. Leaders in this field must not only have a deep understanding of data analytics but also demonstrate the capability to inspire and manage teams adept at interpreting complex datasets. The integration of big data into organizational structures requires a proactive mindset, with leaders fostering an environment focused on data-driven insights, ensuring their teams are equipped with the necessary skills and tools to harness big data's potential for improved performance and innovation (Willekens et al., 2023)(Audenaert et al., 2021; Buil et al., 2019; Clayton et al., 2024; Willekens et al., 2023).

The process of making decisions in the realm of business improvement entails assessing and choosing options that seek to enhance operational efficiency and effectiveness within an organization. This methodical approach to decision-making is vital for recognizing growth opportunities and executing strategies that enhance business performance (Janssen et al., 2022; Konchak et al., 2021; Stein, 2023). The factors that influence the selection of strategic business models encompass a variety of criteria that guide organizations in their decision-making processes. Additionally, numerous elements play a significant role in shaping the decisions regarding these strategic frameworks, affecting how businesses align their operations with broader goals and market demands (Kusrini et al., 2014; Stein, 2023). The capacity to analyze data and the adaptability to modify strategies are critical elements in the contemporary dynamic business landscape. In today's swiftly evolving environment, the effectiveness of data analysis and the promptness of responses to changing conditions are essential for achieving success (Al- Darras & Tanova, 2022; Dimas et al., 2023; Tredinnick, 2023; Xiong et al., 2022).

Evaluating and controlling business risks is essential for an organization's success. Identifying potential dangers and executing strategies to alleviate them are core practices that enhance the overall stability and growth of a business (Pablo et al., 2012; Souza et al., 2020). Attracting investors and improving corporate performance are critical objectives for any organization aiming for expansion and sustainability. Engaging potential investors and bolstering organizational efficiency are key goals for any institution seeking growth and lasting success (Belloumi & Alshehry, 2021; Ershova, 2017; Nguyen, 2024; Phillips et al., 2022). The connection between strategic development, business model innovation, and corporate sustainability forms an essential

framework for achieving success in contemporary organizations. The advancement of strategic initiatives, the creation of effective business models, and the improvement of sustainability practices are vital elements that collectively impact the overall performance and resilience of a corporation in today's competitive environment (Ahlgren Ode & Louche, 2024; Lu et al., 2023; Palfreyman & Morton, 2022). The development of digital networks signifies a significant shift in the operational dynamics and interactivity of these systems. This change encompasses a variety of technological advancements that enhance connectivity, optimize efficiency, and improve data management across digital infrastructures (Graham et al., 2017; Kraus et al., 2021; Palfreyman & Morton, 2022; Sjödin et al., 2022).

The traditional frameworks governing business operations are defined by widely recognized models that influence practices within the corporate sector. These common business models act as the foundational elements that direct operational methodologies in the corporate sphere. They represent the standard strategies for conducting business that are generally embraced across various industries (Vernay et al., 2022). To establish a significant presence in competitiveness, it is essential to implement a comprehensive strategy that not only emphasizes leadership but also strengthens the critical components that contribute to a competitive advantage. By fostering a position of authority within the competitive arena, organizations can effectively enhance the qualities that set them apart from their rivals. This integrated approach ensures that an entity not only thrives in its field but also fortifies the attributes that provide it with a distinct superiority over its competitors (Suba et al., 2017). In crafting effective business models, innovation, strategy, and synergy are vital elements. Their integration fosters a dynamic environment that enhances the overall efficiency and adaptability of a business.

The approach to business development requires a cohesive framework that promotes organizational growth. This comprehensive strategy is vital for enabling business advancement and achieving enduring success. By adopting a holistic viewpoint, organizations can skillfully maneuver through the complexities of growth and ensure their sustainability in a competitive landscape. By focusing on these components, organizations can create robust frameworks that not only meet market demands but also promote sustainable growth and a competitive advantage (Bellavista et al., 2022; Palfreyman & Morton, 2022; Soler-Gallart & Flecha, 2022). A comprehensive strategy for business development necessitates a unified framework that encourages the growth of an organization. This integrated approach is essential for facilitating business progress and attaining long-term success. By embracing a holistic perspective, organizations can adeptly navigate the intricacies of growth and secure their sustainability in a competitive environment (Nardini et al., 2022)(Liu et al., 2023; Pham et al., 2020).

5.0 CONCLUSIONS

The exploration of business analytics in connection with decision-making processes, along with the examination of business analytics, involves a methodical use of data analysis and statistical methodologies to inform business decision-making processes. The relationship between big data and organizational performance is particularly noteworthy, as it improves operational flexibility, enabling organizations to incorporate analytical insights into their business development strategies. In the end, decision-making elements that have been empirically validated within the broader

framework of socio-demographic factors enhance forecasting abilities. This research seeks to examine the conclusive impacts of decision-making processes, focusing on the ultimate results that arise from such considerations. Additionally, it aims to pinpoint potential themes that may support future research endeavours. The investigation of business analytics in relation to decision-making processes, as well as the analysis of business analytics, entails a systematic application of data analysis and statistical techniques to guide business decision-making processes. The association between big data and organizational performance is especially significant, as it enhances operational adaptability, allowing companies to integrate analytical insights within their business development frameworks. Ultimately, decision-making factors that have been empirically substantiated within the larger context of socio-demographic parameters enhance predictive capabilities. This study aims to investigate the definitive effects of decision-making processes, concentrating on the final outcomes that emerge from such considerations. Furthermore, it aspires to identify potential themes that could facilitate future research initiatives.

Finally, by fostering a collaborative environment, a comprehensive understanding of these fundamental elements is essential for an in-depth examination of the decision-making framework. This study emphasizes the conclusive results of the decision-making process, particularly underscoring the ultimate outcomes that arise from these choices. Furthermore, it seeks to uncover potential themes that may lead to future research avenues. Business analytics plays a significant role in advancing data-driven decision-making practices within organizations. The decision-making process related to improving business operations entails assessing and choosing alternatives that strive to enhance both the efficiency and effectiveness of an organization. This methodical approach is vital for recognizing growth opportunities and executing strategies that improve the overall performance of a business. The relationship between strategic development, innovation in business models, and corporate sustainability acts as a crucial framework for attaining success in contemporary organizations. Advancing strategic initiatives, developing effective business models, and improving sustainability practices are key elements that collectively impact the overall performance and resilience of a company in today's competitive environment.

The study of business analytics in connection with decision-making processes, as well as the exploration of business analytics, entails a methodical application of data analysis and statistical methods to inform business decision-making processes. The link between big data and organizational performance is particularly significant, as it improves operational flexibility, enabling companies to incorporate analytical insights into their business development frameworks. Ultimately, decision-making factors that have been empirically validated within the wider context of socio-demographic parameters enhance predictive capabilities. The exploration of business analytics in relation to decision-making processes, together with the study of business analytics, necessitates a structured application of data analysis and statistical techniques to guide business decision-making processes. The relationship between big data and organizational performance is especially vital, as it enhances operational adaptability, allowing organizations to integrate analytical insights into their business development frameworks. In conclusion, decision-making factors that have been empirically substantiated within the broader context of socio-demographic parameters strengthen predictive capabilities. This research seeks to investigate the definitive effects of decision-making processes, focusing on the ultimate outcomes that result from such

considerations. Additionally, it aims to identify potential themes that could facilitate future research initiatives.

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