Rapid Communication

Global Business Analytics and Intelligence as Drivers of Strategic Decision-Making in International Firms

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Abstract

Global business analytics and intelligence refer to the systematic collection, analysis, and interpretation of data to support strategic decision-making in international business environments. This study examines how analytics and intelligence capabilities enhance organizational performance by improving market insight, operational efficiency, and competitive positioning. It explores the role of big data, predictive analytics, and business intelligence systems in global operations. The paper highlights challenges related to data integration, quality, and governance across borders. It also discusses the strategic importance of analytics-driven culture and leadership. By integrating analytics and international management perspectives, this study emphasizes that effective global business analytics and intelligence enable firms to navigate complexity and achieve sustainable competitive advantage.

Keywords: Global Business Analytics, Business Intelligence, Strategic Decision-Making, Big Data, Predictive Analytics, International Business.

INTRODUCTION

Global business analytics and intelligence have become essential strategic resources for firms operating in complex and data-rich international environments. As global markets generate vast amounts of structured and unstructured data, organizations increasingly rely on analytics to extract actionable insights. Business analytics supports evidence-based decision-making across international operations. Data-driven strategies enhance global competitiveness (Chen & Siau, 2020). The globalization of business activities has increased the complexity of decision-making processes. Firms must analyze diverse market conditions, consumer behaviors, and regulatory environments across countries. Global analytics systems integrate data from multiple regions. Integration enhances strategic coherence (Charles et al., 2023).

Big data technologies play a central role in global business analytics. Large volumes of data from digital platforms, supply chains, and customer interactions provide valuable insights. Advanced analytics tools enable firms to identify patterns and trends. Pattern recognition supports strategic foresight. Predictive

analytics enables international firms to anticipate market changes and risks (Calof et al., 2015). Forecasting models support demand planning, pricing decisions, and investment strategies. Predictive capabilities enhance responsiveness. Anticipation reduces uncertainty.

Business intelligence systems support real-time monitoring of global performance. Dashboards and reporting tools provide visibility into international operations. Real-time insight improves control. Monitoring supports agility. Data integration across borders presents significant challenges. Differences in data standards, systems, and quality affect analytics effectiveness. Firms must establish governance frameworks to ensure consistency. Governance enhances data reliability (Sharda et al., 2014).

Analytics-driven culture influences the success of global analytics initiatives. Employees must trust and use data in decision-making. Leadership commitment supports cultural transformation. Culture enables analytics adoption (Munoz, 2018). Ethical and regulatory considerations are critical in global analytics practices. Data privacy laws and ethical concerns affect data usage. Firms must comply with international regulations. Ethical analytics builds trust.

Analytics also supports innovation and competitive intelligence in global markets. Market intelligence enables firms to identify opportunities and threats. Intelligence-driven innovation enhances differentiation. Competitive awareness strengthens positioning. Overall, global business analytics and intelligence represent strategic capabilities that enable firms to navigate complexity and uncertainty in international markets. Organizations that invest in advanced analytics, governance, and culture achieve superior global performance

CONCLUSION

Global business analytics and intelligence play a vital role in supporting strategic decision-making in international firms. This study highlights that data integration, predictive capabilities, and analytics-driven culture enhance global competitiveness. Firms that effectively leverage analytics are better positioned for sustainable international success.

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