

## ROMANIAN PUBLICATIONS ON BUSINESS INTELLIGENCE - LITERATURE REVIEW BY OANA PUIE (ANIMV) -



The dynamic evolutions of the national and global security environment have determined the adaptation and reconfiguration of government intelligence. Starting from the same pattern, unpredictable fluctuations in the business environment have led to the development and use of common practices related to business intelligence. This adhesion to current information needs to become visible in both the current practices of companies and in the field of publishing. Thus, amid a growing information need, the importance and impact of specialized journals has increased, namely of those publications addressing issues regarding the scope of its business intelligence and other related topics.

The purpose of this review is to bring forward the short presentations of two such periodicals published recently in the Romanian publishing environment: *Business & Competitive intelligence*, *Business Intelligence Review* and *Network Intelligence Studies*.

Such publications enhance the knowledge and awareness degree of new challenges in the field of business, and also give access to debates and researches on issues of current interest. On the one hand, publishers and authors that work in a collaborative environment are able to express hypotheses and to argue them in a relevant way, enriching the fund of knowledge and understanding of developments in the field of business intelligence. On the other hand, readers are familiar with perspectives and visions filtered by personal attitudes and tailored according to specific contexts that can turn into opportunities for development and promotion.

*Business & Competitive intelligence*, *Business Intelligence Review* is the official publication released by the Association of Specialists in Business Intelligence (ASIA), available on the website <http://asia.org.ro/html/revista.html>.

Despite its limited publication – only 6 numbers between 2012-2013 –, it stands out among the first specialized publications in the field of business intelligence. With a bilingual appearance, the review aims to contribute to the objectives of the Association: “developing the area of business intelligence” (Business & Competitive Intelligence), development area “Information for Business” (Business & Competitive Intelligence), thereby increasing the competitiveness of companies in our country – ([http://asia.org.com/Macheta\\_BI-CI\\_-\\_Nr.1.pdf](http://asia.org.com/Macheta_BI-CI_-_Nr.1.pdf)). According to the opening speech, the team around the Association and the review “brings together experts and practitioners from business and academia, willing to define and ensure the necessary professional landmarks, that should become a reference to all those who want to know and to use in a systematic way business information in order to increase performance” ([http://asia.org.ro/Macheta\\_BI-CI\\_-\\_Nr.1.pdf](http://asia.org.ro/Macheta_BI-CI_-_Nr.1.pdf)).

*Network Intelligence Studies (NIS)*, available at <http://nis.bxb.ro/>, is a publication specialised in the study of intra and inter-organizational collaborative networks. Under the aegis of the Romanian Foundation for Business Intelligence (Romanian Foundation for Business Intelligence, see details at <http://bxb.ro/>) and under the coordination of the Business X Business Department (bxb), the review is published twice a year, the first issue going back to 2013.

From a technical standpoint, it is conceived as a whole, as a 2-number volume is published every year. The NIS editorial meets cooperation and support needs between individuals, companies, universities, non-governmental organizations and communities, in order to generate useful results that can subsequently substantiate beneficial decisions.

According to a clearly stated vision, the mission of the journal is to create a research and learning platform that would enjoy the participation and interest of both the academic and economic community. Thus, through the participation of interested contributors and readers, stimulating discussions on topics related to the field of business intelligence, focusing on the importance and impact of collaboration in this area. Articles are signed both by Romanian and foreign authors, the result generating a mix of perspectives and approaches that support the idea of interculturalism promoted by the editors. Articles are the product of the collaboration between people from academia, the economic environment or national administration, as well as specialists from various spheres, from countries such as India, Italy, USA and Hungary.

Readers are offered a wide range of topics that transcend the sphere of theoretical business intelligence and approach issues related to intercultural innovation and inter-organizational elements of management theory, entrepreneurship and international business, anthropology, intercultural

performance, the methodology of intercultural training, measurement and growth of the economic performance, economic, social, political and security impact of various global changes.

In conclusion, the two publications provide the possibility to access more than just business intelligence information, as they can be seen as an open platform that mediates collaboration on multiple levels between education, research, economy and private business. Regardless of the themes, the major advantage of the two publications is that they have a general application and can even be a starting point in the study and academic research in the field of business intelligence or business development and improvement. Publishing articles in English complements the idea of interculturalism and facilitates access to a wide audience, beyond national and linguistic borders.