

**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Tuesday, 28<sup>th</sup> March 2017**  
at **1 p.m.** in room **P-119**  
at the **Faculty of Economics, University of Ljubljana**

Kardeljeva ploščad 17  
SI - 1000 Ljubljana, Slovenia  
Tel.: +386 1 5892 400  
Fax: +386 1 5892 698  
info@ef.uni-lj.si  
www.ef.uni-lj.si

Authors: **asist. dr. Tanja Grublješič, Faculty of Economics, University of Ljubljana**  
**red. prof. dr. Jurij Jaklič, Faculty of Economics, University of Ljubljana**

will present the article:

**“The role of compatibility in predicting business intelligence and analytics use intentions”**

“Research shows that data-driven decision-making using Business Intelligence and Analytics (BI&A) can create competitive advantages for organizations. However, this can only happen if users successfully accept BI&A and use it effectively. Analytical decision processes are often characterized by non-routine and ill-structured tasks and decisions, making individuals’ work styles more pronounced. Aligning on one hand what a BI&A solution can offer and, on the other, the changing needs and expectations of users, the way they like to work – their work style, can thus be difficult. This illustrates the importance of compatibility evaluations in the BI&A context, including perceptions of the technology fit with the user’s work needs and style, along with the fit with the organizational decision processes and organizational values when deciding to use BI&A. These issues have not yet been thoroughly researched in the existing BI&A literature. In response, we conduct a quantitative survey-based study to examine the interrelated role of compatibility in predicting BI&A use intentions. The model is empirically tested with the partial least squares (PLS) approach through to structural equation modeling (SEM). Our results show that compatibility perceptions have a direct positive impact on use intentions, mediate the impact of performance perceptions on use intentions, while the socio-organizational considerations of result demonstrability and social influence have interaction effects by positively strengthening the perceived relevance of compatibility in impacting use intentions.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:  
[research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si) by Monday, 27<sup>th</sup> March 2017.

You can find all information regarding future research seminars on following link:  
[http://www.ef.uni-lj.si/raziskovanje/seminarji\\_in\\_konference](http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference)

**We look forward to seeing you!**

