## International Journal of Business Intelligence Research

January-March 2015, Vol. 6, No. 1

## **Table of Contents**

## RESEARCH ARTICLES

- Improve Intelligence of E-CRM Applications and Customer Behavior in Online Shopping
  Bashar Shahir Ahmed, LIROSA Laboratory, Faculty of Science, Tetouan, Morocco
  Mohammed Larbi Ben Maati, LIROSA Laboratory, Faculty of Science, Tetouan, Morocco
  Badreddine Al Mohajir, LIROSA Laboratory, Faculty of Science, Tetouan, Morocco
- 11 The Performance Mining Method: Extracting Performance Knowledge from Software Operation Data Stella Pachidi, Department of Information and Computing Sciences, Utrecht University, Utrecht, Netherlands Marco Spruit, Department of Information and Computing Sciences, Utrecht University, Utrecht, Netherlands
- 30 Factors that Affect Customers Readiness for Internet-based BI Services
  - Adir Even, Department of Industrial Engineering and Management, Ben-Gurion University of the Negev, Beer-Sheva, Israel
  - Yisrael Parmet, Department of Industrial Engineering and Management, Ben-Gurion University of the Negev, Beer-Sheva, Israel
  - Laks Erez, Department of Industrial Engineering and Management, Ben-Gurion University of the Negev, Beer-Sheva, Israel
- 49 A Study on a Combined Model in Business Intelligence for Improving Electronic Insurance
  Mahdi Bazargani, Department of Computer Engineering, Islamic Azad University, Zanjan, Iran
  Elnaz Namazi, Department of Information Technology Engineering, Islamic Azad University, Zanjan, Iran

## Copyright

The International Journal of Business Intelligence Research (IJBIR) (ISSN 1947-3591; eISSN 1947-3605), Copyright © 2015 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The International Journal of Business Intelligence Research is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; Library & Information Science Abstracts (LISA); MediaFinder; The Standard Periodical Directory; Ulrich's Periodicals Directory