Measuring Business Analytics Maturity of Organizations

Emergent Research Forum papers

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Abstract

As business analytics (BA) evolves from a narrow decision support application to an enterprise capability with strategic importance today, a well-developed BA maturity model would help organizations assess their BA competency and guide them forward to achieve greater effectiveness in their BA efforts and closer alignment between business and IT. This study synthesizes and operationalizes the existing BA maturity models to develop an instrument for measuring firms’ BA maturity. Factor analysis results reveal three underlying factors that contribute to BA maturity: BA integration & management support, process-level benefits of BA, and technology & data analytics capabilities. The relationship between BA maturity and success is also examined.

Keywords

Business analytics, maturity model, factor analysis