The Role of Business Intelligence towards Administrative Empowerment: Field Research of Business Organizations at Dammam City in the Eastern Province of Saudi Arabia

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This study introduces for some theoretical & practical approaches to the problem study: The Role of Business Intelligence in Orientation towards Administrative Empowerment in Business Organizations, through selected sample of business organizations in the eastern province of Saudi Arabia, to answer the most important questions and assumptions:

1- What is the reality of applying business intelligence by the senior management?
2- What is the direction of the senior management towards administrative empowerment?
3- What factors help to administrative empowerment?
4- What constraints which limit the senior management to administrative empowerment.
5- How business intelligence contribute in administrative empowerment practice.
6- Are there any statistically significant differences between business intelligence and administrative empowerment in the study responses according to the study demographic variables?
7- Is there a statistically significant relationship between business intelligence and administrative empowerment in the study responses in the business organizations in the eastern province?

Study objectives:
The study aims to define the role of business intelligence toward administrative empowerment in the business organizations, and determine the direction of the senior management toward the administrative empowerment by applying business intelligence, as well as defining the incentives and constraints in this way, and framing the relationship between business intelligence and administrative empowerment.

The Methodology
The student used the descriptive analytical method by using the questionnaire tool to reach the objectives of the study and answer its problems.

Characteristics of the study sample size
Total community sample was 200 of industrial registered organizations in Dammam, the sample was random for 20 organizations, which represent 10%
of the research community, also Dammam city has been divided geographically into five sections (east, west, north, south and center of Dammam), (4) organizations selected from each section of the city. Questionnaire was chosen as a preferred tool as per applied foundations and standards to get to the estimated results with maximum degree of accuracy.

**Findings and recommendations**

The student found that the overall results indicate to a positive relationship of statistical significance level of 0.01 and less between the variables of the role of business intelligence and administrative empowerment, where it is clear that if there is more practice of business intelligence in the business organizations it will lead to more trend towards the administrative empowerment.

The student found in these results, that the business intelligence and all its encouraging elements within the organization will contribute to promoting applying of administrative empowerment.

The student also came out with several recommendations:

1- Promoting the concept of empowerment to the administrative superiors and subordinates to demonstrate the importance of the empowerment to the individuals and the organization.

2- Study the causes and leads factors in raising the level of intelligence in the private sector and work to strengthen them.

3- Applying modern information systems and database to help streamline and speed of decision taken which emphasize the role of business intelligence toward administrative empowerment.