

Report On

How ADA provides Business Solution using Insights from Data

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

Internship Report
Course Code: BUS400

Submitted to
Mr. K M Nafiul Haque
Lecturer
BRAC Business School

Submitted By
S M Rabeet Mahmud
ID: 15204096

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

S M Rabeet Mahmud
ID- 15204096

Supervisor's Full Name & Signature:

K M Nafiul Haque
Lecturer, BRAC Business School

Letter of Transmittal

26 November, 2019

Mr. K M Nafiul Haque

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Letter of transmittal for my internship report.

Dear Sir,

With due respect and humble submission I'd like to inform you that I completed my internship from ADA Bangladesh and my internship topic is **“How ADA provides Business Solution using Insights from Data”**.

I joined ADA Bangladesh as an intern for the Digital Strategist team from September 1st, 2019. During my time there, I have learnt a lot about digital marketing and how it make a business efficient. Besides, I have assisted my supervisor handling some of the major clients of ADA Bangladesh like Robi, Aarong, Marico, Everest etc.

Moreover, I'd like to express my gratitude towards you for your guide and feedbacks that helped me put together the whole report.

Sincerely yours,

S M Rabeet Mahmud

Student ID- 15204096

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between ADA Bangladesh and the undersigned student student of BRAC University, S M Rabeet Mahmud for the insurance of avoiding any exposure to sensitive information of the organization.

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ADA Bangladesh

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S M Rabeet Mahmud

Acknowledgement

I want to start by expressing my gratitude to the Almighty Allah for making me capable of finishing the internship report. Then I am really grateful to Mr. K M Nafiul Haque sir for being there every step of the way. Without his guidance and valuable feedbacks, I would not be able to complete the report. Moreover, I'd like to thank Ms. Raisa Tarannum Hashib, Manager of Digital Strategist team, for helping me learn a lot of thing from ADA. She taught me all the tasks I have completed there and helped me to go through all the tough assignments. Finally, I'd like to thank all my coworkers and colleagues for being helpful and cooperative. They all created a helpful and friendly environment that helped me to get along with them easily.

Executive Summary

The whole world has come a long way from the way it used to be. It has changed the dimensions of all the aspects and marketing is not an exception. The introduction of internet has brought a huge change in information. Collection, processing and analysis of data is now a lot much faster due to internet. However, efficient management and usage of data can give a company the edge it needs over its competitors. ADA Bangladesh is a company that are working on making the best use of data to provide 360 degree business solution. ADA has its own unique approach towards data collection. Besides, ADA is highly data driven and it has its own DMP known as XACT. XACT helps ADA to extract certain data tracking around 50 million device ID. Moreover, they use a social media listening tool called Talkwalker which helps them to maintain the digital health check. Furthermore, ADA is also proving the usefulness of data usage by working on breaking organization silos using data, emphasising on greater use of data in the market. Many big players make the difference by making effective and efficient data usage. Easy access to information has generated the urgency of proficient data convention because everyone has information, whoever makes the fastest move take competitive edge over others.

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List of Acronyms

ADA Analytics. Data. Advertising

DMP Data Management Platform

BI Business Intelligence

FGD Focused Group Discussion

TG Target Group

SEO Search Engine Optimization

Chapter 1

Overview

1.1 Industry Overview

In the era of internet, nothing is truly out of reach for human anymore. Internet has brought the whole world in the palm of hand. It has come as a blessing for the marketers who are constantly trying out new things to attract the customers. On the other hand, due to easy access to everything, customers are also looking for new experience and their perception about the market is evolving which is forcing marketers to go an extra mile and utilize whatever resource they can get to bring the customers in the sales funnel. Besides, customers are now becoming more and more careful and conscious about what they are purchasing and consuming, causing an overall change in the whole process of advertisement and marketing. Previously, customers would heavily rely on the ads they were exposed to via television, radio etc. However, things have changed a lot since then. Nowadays, people are more active on social medias and other digital platforms. This resulted in social medias and digital platforms getting more priority in case of any marketing and selling activity. Following this trend, the customer base of Bangladesh is also slowly yet steadily changing and shifting towards digital marketing.

A number of digital agencies and marketing firms are currently operating in Bangladesh to provide digital marketing solution along with other companies. Their primary objective is to provide digital marketing solution to their clients. They use different tools and methods to first understand the consumer perception and figure out ways to penetrate consumer perception and offer them what they want, how they want. Some of the main players in Bangladesh in this industry are Magnito, Asiatic, Axiata Digital Bangladesh (ADA), Bitopi etc. some of these agencies have been around the market for a long time and use different approach and tools to

understand consumer perception. However, one thing common among them is that all of them extract some kind of insights to understand the trigger points of the consumers and figure out a particular approach for a particular group of audience. And they pull off all these by making the best use of internet, with data and certainly with insights. With the help of these players, the digital universe of Bangladesh is expanding, evolving the way of thinking for both the customers and marketers.

1.2 Company Overview

ADA (Analytics Data Advertisement), a concern of Axiata Group, is operating in Bangladesh with the objective of disrupting the industry and breaking the organizational silos with data. The two key stakeholders of ADA are Axiata Group Berhad and Sumitomo Corporation. They started their journey in Bangladesh back in 2013. The uniqueness that ADA offers to their clients is that they combine data analytics, technology and media strategy to provide not only business solutions but also digital marketing solution and they also work as a marketing consultancy agency. Meaning that they provide consultation to the client about their way forward if needed.

The recent development in the sector of technology and internet affected both the marketers and the consumers. The consumer space and the marketing industry has become highly dependent on data. With the help of different tools and developed technologies, ADA focuses on targeting the right consumer at the right time at right place for its clients, with the primary goal of driving marketing transformation for businesses. Being a data driven organization, ADA integrates AI with Machine learnings in its operations. Moreover, ADA team has worked hard to improve the life of businesses and to make the process cost efficient.

ADA is steadily growing across Asian region. It has its operation set up in 9 different countries in APAC regions with a head quarter in Malaysia. ADA has fully functioned offices in countries like Singapore, Indonesia, Korea, Philippines, Thailand, Cambodia, Sri Lanka and Bangladesh, each offering potential growth in the respective markets. The clientele of ADA is highly impressive as they have some globally recognizable players as their client while others are equally competitive in their particular field of market. Some of the biggest market leaders of the world like Unilever, Samsung, Tropicana, LG and Microsoft are being served by ADA. The strong suit of ADA is that they have some of the largest telecommunication companies in the world like Celcom, Robi and Dialog in their clientele which allow easy access to a huge chunk of data.

1.3 Core Values

Like other organizations, ADA also has some values that they believe in and follow. Values that help the members of the organization be on the same path, values that show the right directions to the lost and keep all the members from all the markets united under one roof. The values are as follows:

1. Act Now
2. Shape Industries
3. Disrupt the Status Quo
4. Win-Win
5. Driven by Data
6. Stay Humble Stay Hungry

1.4 Company Vision

ADA I forging ahead keeping a long term vision in mind which is to make its customers and people win. To maintain course ADA is relentlessly working on improving themselves and trying out new thing to create a change.

Chapter 2

About the Study

2.1 Rationale of the Study

I am proposing this particular topic to shed some light on the importance of data analytics in digital advertising and how it can offer business solution. The digital marketing industry has undergone a lot of changes due to easy access in digital arenas in recent years. Communication is the factor that drive sale for any product or service. However, connecting with the right consumer has always been a challenge that is constantly faced by the marketers. Due to technological development, it is easier than ever to get access to consumer data analytics.

The key problem that the marketers of digital universe are facing nowadays is that consumers are not emotion driven anymore. Due to easy access to information, they have become more fact driven functionality of the products. As a result, it has become more difficult to attract customers with traditional approach. To nullify the challenge, marketers are becoming more dependent on analytical and digital solutions, realizing that data is the strongest approach to change the scenario and to put the customers and the clients in the winning funnel.

This report concentrates on how ADA (Analytics. Data. Advertising) extracts insights from data to figure out appropriate way forward to provide effective business solution to its clients with the help of various tools.

2.2 Significance of the Study

This study aims to serve both the marketers and the consumers with the connotation of the trigger points of the right audience and how to interpret them. Moreover, this study will provide a brief idea about how they take effective actions on the basis of these personas. This report will help the marketers to understand the priority of data usage towards getting a desirable result that will make both the business and the customers win. Besides, this study will also contain a glimpse of how proper interpretation of data can offer business solution and how effective and efficient it can make a business.

Chapter 3

Literature Review

In the article “How can firms use big data analytics (BDA) to make better decisions in the future, and what are their challenges?” the author described how big data plays the greatest role not only marketing field but also other fields such as human resource management (HRM), production and information management by showing the way of using the data properly for the betterment of the corporation. The marketing analytics is greatly revolutionized by the big data in this 21st century (B.Roeleveld, 2017)

As people are exposed to the digital and social media more than earlier, one-third of the global advertising expenditure is predicted to be spent in digital channels and social media. The author in the article “The Role of Digital and Social Media Marketing in Consumer Behavior” explained how digital marketing molds consumer behavior towards a product and how the customers value the product (Oliver, 2013).

In the article “Methods of data collection” the authors described the concept of data, how data can be collected by several methods and which method is to be used when. The methods provides with information that may be proved to be useful in decision making. For example- Questionnaire is a cheap method of collecting enormous amount of information in a short period of time but the truthfulness of response may still be a question whereas interviews can provide solid evidences whether the response is truthful or not (Megel & Heermann, 1994).

In the 3rd part of the book “Cloud service benchmarking: Measuring quality of cloud services from a client perspective” the authors tried to convey the message of using benchmarking to analyze the data and incorporating the data to make useful insights. The authors not only described the method but also provided a list of tools and frameworks to process the benchmark (Bermbach, Wittern, & Tai, 2017).

Big data analysis (BDA) being potential to transform the management system of the business by raising the value of performance is emerging day by day. Without replacing the management capabilities, BDA can be integrated throughout the organization to enhance the economic societal changes of the organization. The authors in the article “The impact of big data analytics on firms’ high value business performance” showed the importance of BDA utilization by comparing three manufacturing companies using different levels of BDA (Oliver, 2013).

The authors in the article “Integration of business intelligence with corporate strategic management” demonstrated the importance of the business intelligence in strategic management. They also provided BSC-BI framework to execute in the organization in decision making (Hananoa, 2016).

Chapter 4

Introduction of the Study

In this technologically advanced era, data is the key and insight are the lock. You have to use the right data to unlock the right insight. You might be holding the key to the crown jewel vault of England but if you don't find the correct lock to open then that key doesn't have any value.

Similarly, extracting data is not enough, we must know how to find insight from those data. There is no particular way to interpret data. The approach differs from person to person as data interpretation depends on perception and different people have different perceptions. However, there is a slim structure for data interpretation like data collection, researching previous history, establishing hypothesis, comparing hypothesis and historical trends, coming to a conclusion, etc. Turning data into insight is the process where competitors in digital industry get an edge from the competition.

4.1 Usage of Data

In today's world, data is becoming the one solution to every problem. There are not many problems that data cannot solve or at least show the way forward to. Usage of data is increasing globally at a very high rate as the whole world is becoming more and more digitally connected and dependent. This higher rate of activity in the digital platforms are allowing the digital universe to store a huge amount of data about the users. All it needs is to be interpreted properly and one can find the perfect resource to utilize in the market. Data is given greater priority because consumers knowingly or unknowingly provide a lot of data while using internet and this is applicable for any sector one can imagine. As a basic example we can take the smartphones we are using every day. While using different applications on a smartphone, the users are required to agree to allow some access. By doing this, they give out their device id to the server. Therefore, anyone with a DMP can store those collection of device id which can be

taken as raw data. After interpreting these data a lot of interesting insight come to light. Different application can give out the device id of all the users that installed that particular application. Besides, while using social media and other digital platforms the search engine optimizes the keywords that the users use to find anything. These keywords are interpreted and categorized accordingly so that the search engine can suggest similar or relevant products to the users. This is another example of usage of data to promote a product.

4.2 Data Usage in Bangladesh

Keeping steady pace with the rest of the world, Bangladesh is also slowly moving ahead in terms of data usage. In the recent years, people of Bangladesh has also become digitally conscious and tech savvy. Data usage is increasing here day by day due to availability of DMP (Data Management Platform) and DSP (Demand Side Platform). Marketers in Bangladesh are grasping the potentials the data offers and utilizing it properly. They are also working with device id and different tools like Business Intelligence, Artificial Intelligence to shape up the industry. Besides, as a country of over 160 million population, Bangladesh is a mine of unexplored data. The full potential of digital universe can be unleashed when we can extract all those data.

4.3 Collection of Data

The primary challenge of making the proper usage of data is storing the data and analyzing them. Besides, in the process of collecting this huge amount of data, they get damaged or contaminated. There are different approaches that can be taken to properly collect these data. Some of them are like:



Traditionally these are some of the ways that are followed to collect data and analyze them. However, these approaches has different potentials and challenges in terms of time and cost management.

4.3.1 Interview

Interview is a great way to store data. Data that can be stored and processed to be used later on. In interviews, while talking to a person, the way of talking, postures, gestures etc give away a lot of insight about that person that direct data does not say. Besides, interviews need human interaction that helps creating a bond between the interviewer and interviewee which allow the interviewee to feel comfortable sharing his thoughts, giving the interviewer access to the mindset and perception of the interviewee. In an interview, efficiency lies in knowing what to ask. And maintaining this efficiency is very critical because wrong line of questions can make the session unproductive and expensive. However costly interviews can be, it works really well as the interviewer can modify the follow-up questions according to the response from the interviewees.

4.3.2 Focused Group Discussion

Focus Group Discussion, also known as FGD, is another popular form of collecting data. Focus group discussion is mainly a mixture of interaction among individuals with similar traits where a person monitors the interactions and extract data. Primary objective of FGDs is to enhance

the data collection with a collective element. In FGDs, the participants are asked open ended questions so that they can interact freely and don't feel uncomfortable sharing their perception and thoughts. Focus group discussions can also be very time consuming and costly; but these obstacles are compensated when the participants participate properly. Additionally, FGDs depend a lot more on the ability of the monitor as he has to conduct the session and extract data simultaneously. But in the end, FGD offers higher number of participants and they feel less intimidated. Moreover, FGDs create an environment within the participants that establish a particular state of mind, removing external interference.

4.3.3 Surveys & Questionnaire

Questionnaire and survey are two widely known approach to collect data. Questionnaires mainly contain closed-ended questions that are easy to answer and takes less time to participate. On the other hand, surveys contain open-ended questions where participants can share their thoughts on a particular matter. Surveys and questionnaires take considerably shorter time than interviews or FGDs. However, they need proper monitoring as many of the participants tend to contaminate the result by answering without understanding the questions. Besides, sometimes they become confused about the questions and require help from someone. Moreover, surveys and questionnaires is moderate in terms of time consumption. However, questionnaire and surveys can be done in a large number and wider locations. Therefore, it's a highly effective and efficient method of collecting data when the sample size of the participants is large and requires geographic variation.

4.3.4 Direct Observation

Of all the passive methods of collecting qualitative data, direct observation is one of the most effective methods. In direct observation, a monitor is appointed to take a participatory stance who observes the setting in which the subjects of their observation are while taking down notes,

video/audio recordings, photos, and other observations. Moreover, direct observation can be really helpful as well because here the researcher can just collect what data he or she needs and extract the necessary insights, making the whole research process more fluent.

However, as it is a participation based method, it can suffer from biasness in research, as a result of the participants getting influenced or affected by the attitudes and opinions of the researcher. This makes it challenging for the observer to extract proper data without contaminating it. Besides, participation of the researcher himself might result in affecting the balance of the actions and behaviors of subjects who know they're being observed.

4.4 ADA's Approach to Data

ADA (Analytics Data Advertisement) has their own structure of approaching to a data set. This established structure helps them to process the data effectively and efficiently with minimal possibilities of error. Most of ADA's data come from their DMP named "XACT" which contains around 52 million data of device id of Bangladeshi consumers, categorized and well segmented, most importantly, ready to use. Their approach to data is something like this:



At first, raw **data** is collected using qualitative and quantitative method by ADA with the help of survey and questionnaires, FGDs, Interviews along with the data from device id provided by ADA's own DMP. After collecting the data, the processing begins. We extract some

Numbers from those data that indicate **Value** of a particular thing. For example, a survey showed peoples' interest in mobile network providers where the result showed out of 50 people 15 persons prefer GP, 12 prefer Banglalink, 11 prefer Airtel and 9 prefer Robi and 3 prefer Teletalk. Therefore, these numbers show the value of interest of people in mobile network providers. Then we work on finding a **Usage Pattern**. It can be lifestage based, profession based, time based etc. In addition to the previous example, if we see that the people around 18-24 years of age are opting Airtel over other operators then we can see a pattern here. So we can understand which type of audience Airtel is targeting and their actions are affecting the audiences as well. This shows the **Brand Value** which is very important to accomplish. To provide a business solution digitally, an agency needs to at first understand the brand value that the client wants to set or has already established. After getting all this, we can get **Brand Information** that communicates the brand USP (Unique Selling Proposition) to audiences. For example, Airtel mainly targets the youth through the friendship concept; this is a brand information about Airtel. This information helps the marketers to target proper audience and effectively filtering them in the sales funnel. However, the marketers need to know the **Personal Motivation** of the audience, they need to find out their passion point and pain points (Trigger points) in order to bring them in the sales funnel. When they can find that trigger point, they can effectively convert the audience. After all these, we extract the **knowledge** or insight about the brand and its audience according to which we determine our **way forward**.

4.5 Business Solution from Data

Proper usage and interpretation of data can lead to business solution. In this modern era, marketers have exploited all the resources to their advantage and created a market so saturated that they do not have any more resources to exploit. Therefore, to get an edge over the competition, they are looking to offer their quality service with the minimum amount of time.

The lower the response time or waiting time, the more the competitive advantage the marketers can get. That is why they are now heavily invested and focused on data because if they can attain more data, they can reduce time consumption in interpreting and decision making process, offering business solution to the marketers. For example, if a foreign FMCG company want to introduce a new market who do not know enough about the market, don't know where to target the audience, data can give them a proper solution. An agency can provide them with a solution using data. In this instance, the marketer will first set an age limit that can be potential target audience for the company according to the product or service offered. Then they can collect device ids and categorize them according to age, profession and other attributes so that they can pinpoint geographic location where the concentration of the potential customers are higher. Then coordinating with those location marketer can target specific location where they can attract more customers with a viable costing. Ultimately, data is playing the main role in the era of technology to drive sales in business.

4.6 Business Solution from ADA

ADA (analytics Data Advertisement), being genuinely data driven from its core, is doing really well in the Bangladesh market because ADA mainly provide 3 types of services.



To provide business solution, ADA uses different types of tools that provide them with relevant and necessary data according to the clients' brief. ADA uses XACT which is their owned DMP, containing a huge amount of data. With the help of XACT, ADA can trace the data to geographic location and demographics which help them to identify the potential and actual consumers, their passion points and pain points, their digital footprint, activity etc. All these

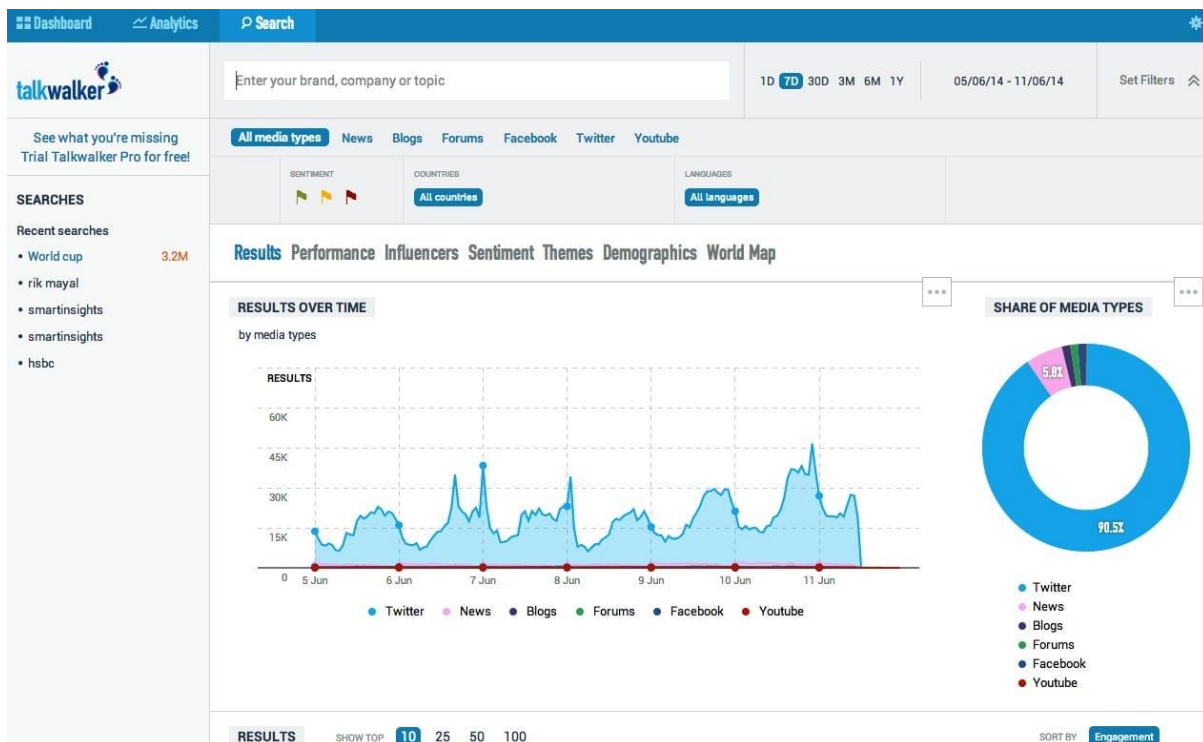
help them to reach the right audience in the right place at the peak time, when they are the most active, ultimately resulting in sales drive for the business. Some of the tools ADA uses to drive sales and take the clients and the audiences in the winning funnel are as follows:

4.6.1 XACT

“XACT”, an owned data management platform (DMP) of ADA, was created by tracing 280 million unique devices across the region. Using 20,000 monthly active apps per market, it detain a vast pool of anonymous mobile-first data. Moreover, the data is categorized in over 200 attributes including information on devices, operating systems, apps, and location information. XACT currently has data of around 50 million unique device ids from the Bangladeshi market. XACT makes the lives of ADA members easier by sorting all the anonymous device ids by different traits along with demographics and geographic. Besides, XACT shows the digital activities of a device id which shows when the device is active online, which applications are run on that device on a regular basis and so on. All these information help them to craft a structure that allows the marketers to target the right audience and the audience to find the right and relevant products easily, offering both side solution with the help of data.

4.6.2 Talk Walker

Talk Walker is not exactly a business solution tool. It’s more like a social listening tool that helps the marketers to understand the status of a particular brand content on social media, measuring peoples’ reaction towards a brand and content. It also allows the marketers to track the success or failure of a content, comparing the contents among competitors. Moreover, talk walker checks the digital health of a content or a brand through SOV (Share of Voice) which typically measures the market a particular brand has captured compared to the competitors. It is used for the brand visibility and how much the brand or content dominates the conversation



on the social media. By analyzing these factors the marketers can determine which strategy is working and which isn't, allowing the marketers to instantly make adjustments with the strategy.

4.7 Breaking Organizational Silo with Data

Organizational silo is a very commonly seen scenario in different companies. This silo usually occurs due to lack of communication inter or intra departments which ultimately results in increase in deficiency in the overall operation. Silo creates a different kind of business problem from within an organization that dumps the sale and slow down the overall business. For large companies, organizational silo is a critical threat that can cause great damage from inside the company. Data can play a vital role in rectifying this challenge by simply making the communication faster among different departments. For example, if the overall data of all the departments can be displayed on a dashboard, all the department can see the overview of the overall operation, being able to make a decision instantly after getting notification of any



problem or threat. By doing so, a company can create a steady flow of communication inter department, reducing overall organizational silo, resulting in drive in sales. Thus data provide another type of business solution.

Chapter 5

Learning

From this report we have seen more than one example of how insights extracted from data can play a vital role in providing business solution. ADA in Bangladesh is working hard to make the market more data centric so that it can contribute more with the huge amount of data in its arsenal. Besides, ADA has enough skilled members who can operate the marketing tools to make the proper use of data to craft different strategy for different clients according to their needs. As Bangladesh is the shelter for around 160 million people, making Bangladesh a fertile land of raw data and if we can utilize this data properly, the overall growth in the digital universe in Bangladesh will be inevitable.

Chapter 6

Conclusion

Whenever mankind has come up with something amazing the world underwent a massive change. Be it the industrialization, be it internet, human beings have always made the highest usage of their resources to take the world forwards. Now, in the era of data, the time has come to make the proper use of it so that data can provide service to both the marketers and the customers. Prominent usage of data can make a business fast moving and efficient, driving sales for the business, thus acting as a business solution itself. As Bangladesh is home of around 167 million people, it offers a huge number of data that any business can use to achieve a higher aim. To achieve that goal, people need to be comfortable with data and marketers need to know how to work with data and ADA Bangladesh is working hard to make data available to the marketers so that they can make the best use of it. This is how ADA is fine-tuning data to provide the ultimate 360 degree solution to both marketers and the consumers, upholding their company value “win-win”.

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